



# A new and distinctive flavor that comes from a secret process

CANADA DRY'S GOLDEN GINGER ALE RETAINS ALL THE AROMA AND DELICATE CAST OF THE TRUE GINGER TASTE...IT IS UTTERLY UNLIKE ANY "GOLDEN" BEVERAGE THAT YOU HAVE EVER KNOWN



FROM YOUR very first taste of Canada Dry's Golden Ginger Ale, you will realize that this is not only a new drink, but that it is definitely different. For here are combined the true flavor and the alluring fragrance of pure Jamaica ginger—captured, by an amazing and secret process, in the same perfect balance that Nature itself established.

Fill a glass to the brim with its bubbling liquid gold. Drain it slowly, so you can more fully enjoy the sheer exhilaration of its zestful tang. This, surely, is the drink you have often dreamed of... invigorating as a breath of the Northland... piquant as a tropic isle. Rich... sparkling... filled with wholesome, healthful qualities.

Canada Dry's Golden Ginger Ale is as outstanding in its particular field as Canada Dry is among "pale" ginger ales.

*A secret process—as closely guarded as were the guild-secrets of the Middle Ages*

The inimitable flavor of Canada Dry's Golden Ginger Ale is not accidental; it is

the result of extended scientific research, conducted for Canada Dry by Professor John U. Lloyd, a leading authority on botanical chemistry.

Under ordinary processes of ginger-extraction, the peppery constituents of the fiber are retained, but the delicate essences of the sacs—which lend to ginger-root a very pleasing fragrance not unlike fresh orange or lemon peel—are largely lost. Professor Lloyd discovered a way of capturing these in all their fulness... of transferring to a golden ginger ale the alchemy of Nature itself.

So revolutionary and far-reaching is the Lloyd Process that it ranks as one of the important business-secrets of the nation. Behind locked doors at the great Canada Dry plants, the apparatus for utilizing it is jealously guarded... its full details known only to one other man besides Professor Lloyd. It is owned for beverage purposes exclusively by Canada Dry.

This new ginger ale is as good for you as it is good in flavor and fragrance. It is absolutely pure and wholesome, made only of the very best ingredients. There is nothing to irritate your stomach; no synthetic substitutes, for instance, which are so often substituted for the pure Jamaica ginger. There is no harshness in its mellow glow, no brassy taste, no disagreeable "back kick." Every sip is an *experience!*

You will want to be among the first to try this delicious beverage, so you can learn its rare flavor for yourself, and tell your friends about it.

Canada Dry's Golden Ginger Ale comes in large 16-ounce bottles, priced in retail stores at 18 cents. It will probably be more convenient to get it in the home-cartons of twelve bottles. Then you will be sure of an ample supply always available... for guests and for yourself. You can buy it wherever you now buy Canada Dry... at leading hotels, clubs, grocery and drug-stores.



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