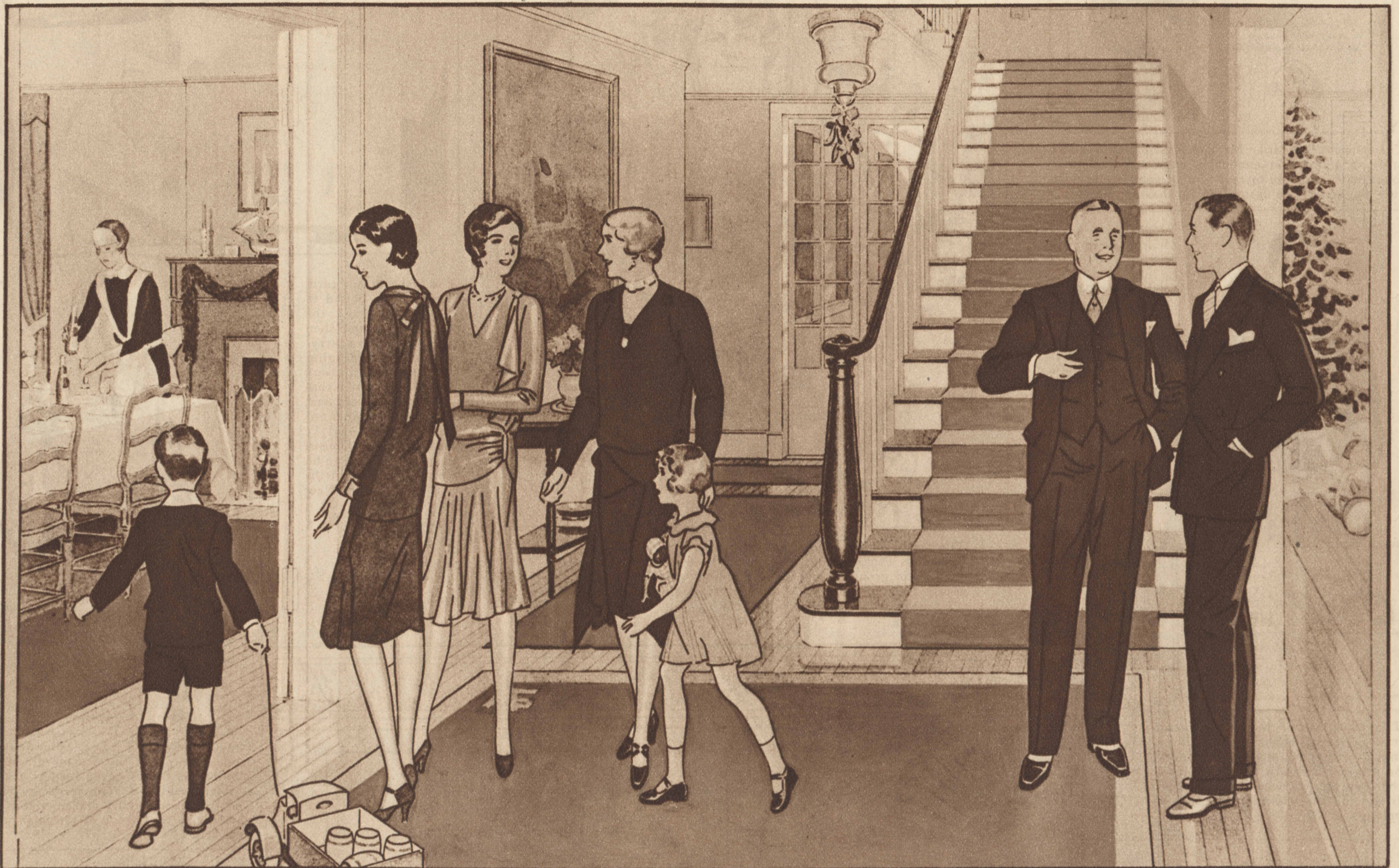




O glorious
day of **Feasting and Good Cheer!**



HALF-PAST ONE, ANYWHERE, CHRISTMAS DAY

CHRISTMAS beneath a winter's sky . . . Christmas where beats a tropic sun . . . on land . . . at sea . . . any place in this world so wide . . . any place, but always *Christmas!* And in countless homes throughout this country and Canada . . . with the turkey . . . or afterwards as healths are given . . . you'll find "Canada Dry," the Champagne of Ginger Ales.

When "Canada Dry" lends its marvelous flavor to the day—

Refreshing as a brisk sleigh ride over the snowy hills . . . keen as the winter wind whipping across your face . . . mellow as the greetings of old friends . . . such

is the quality of this fine old ginger ale. Because of its wonderful flavor "Canada Dry" has won the approving nod of connoisseurs. Because of its high quality it is served from one end of this country to the other . . . in famous hotels and clubs . . . on transatlantic liners . . . in the Houses of Parliament at Ottawa.

Purest ingredients contribute to its distinction and prestige

But all these things are so for just one reason—basic excellence. Only the purest ingredients, only the highest quality of Jamaica ginger, are used in this fine old beverage. An exact process of blending and balancing

helps produce its distinction. Hourly check-ups prevent variation from carefully determined standards. Daily tests under laboratory methods assure purity. Its delightful and delicate sparkle is achieved by a secret process and enables it to keep its sparkle long after the bottle is opened. So pure is it that leading hospitals serve it and leading physicians prescribe it.

This is "Canada Dry," a better, purer, finer ginger ale; having a marvelous flavor; "dry" as a rare old wine. And this is Christmas, a friendly time, a happy season. The two just go together!

“**CANADA DRY**”
The Champagne of Ginger Ales

