Bumpin' at Leroy and Jessie Mae's where rum and pineapple juice is the coolest thing going.

They're re-discovering rum in Baldwin Hills, L.A.!

Warm sun, cool drinks. That's the California life. And that's why from the Hills to the Vista, from Lafayette to View Park, they're re-discovering smooth, light rum.

Rum and anything. A few ice cubes, your favorite beverage and a great rum from Puerto Rico can turn any pool into a party. Weekdays into holidays. The light, subtle taste of rum helps make those good times better. Indoors or out.

Tangy orange juice is out of sight with rum. Tomato juice, too. So is mango, pineapple, lime or grape juice. Collins mix, ginger ale, tonic, milk, soda. Try them all. Slow, careful aging makes rum smoother than gin or vodka. So rum mixes better. Tastes better, too.

Re-discover rum the L.A. way. With the best-tasting, best-selling rums made. The Rums of Puerto Rico. Try one or two of the fifteen great brands listed here.

Next time the gang gets together, get out the rum. And lay it on 'em.

The Rums of Puerto Rico

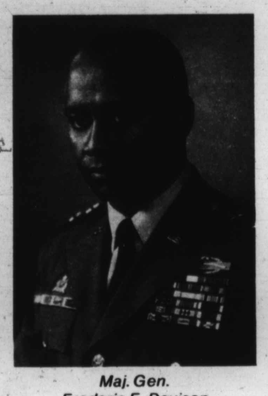
- Trigo
- Trader Vic's
- Ron Superior
- Ronrico
- Palo Viejo
- Ron Merito
- Ron Matusalem
- Llave
- Hudson's Bay
- Granado
- Ron Extra Fino
- Don "Q"
- Ron Carioca
- Boca Chica
- Ron Del Barrilito

Come to rum again, and taste it for the first time.

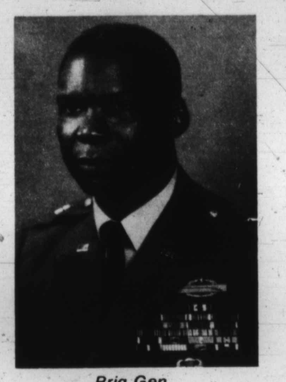
For free recipe booklet, write: Puerto Rican Rums, Dept. DN-3, 1290 Ave. of the Americas, N.Y., N.Y. 10019. ©1974 Commonwealth of Puerto Rico.

★★★★★★ U.S. Army Generals ★★★★★★

Brig. Gen.
R. C. Cartwright
Washington, D.C.



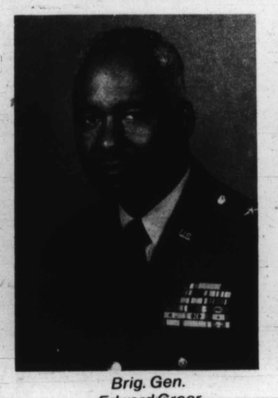
Maj. Gen.
Frederic E. Davison
Washington, D.C.



Brig. Gen.
Julius W. Becton Jr.
Bryn Mawr, Pa.

Brig. Gen.
Roscoe Robinson Jr.
St. Louis, Mo.

Brig. Gen. Designate
George B. Price
Laurel, Miss.



Brig. Gen.
Edward Greer
Gary, W. Va.

Brig. Gen.
George M. Shuffer
Palestine, Texas

Brig. Gen.
Thomas E. Clifford
Washington, D.C.

Brig. Gen.
Charles C. Rodgers
Claremont, W. Va.

Brig. Gen.
Fred C. Sheffey
McKeesport, Pa.

Brig. Gen.
Oliver W. Dillard
Margaret, Ala.