

Nationally Known in Know Time

Bevo has become the best friend of food and fellowship. Drink it for its purity and deliciously appetizing flavor. At the soda fountain or with your meals. Bevo must be served cold.

ANHEUSER-BUSCH ST. LOUIS

Bevo

REG. U.S. PAT. OFF.
THE BEVERAGE

The all-year-round soft drink
Serve it cold

... and at three historic banquets

A fact:

Within a single week last fall, great civic dinners were tendered at the Waldorf-Astoria to General Pershing, to Herbert Hoover and to Cardinal Mercier. And at all three of these famous banquets, the only cigarette served by the hosts was Fatima.

Leggett & Myers Tobacco Co.

FATIMA

A Sensible Cigarette

—and the reason?

"just enough Turkish"

