

There's something of
 magic even in its name
 and a little of romance in the proud history behind it



HOW often you've wished you could have it at home . . . that same wonderful ginger ale that graces the tables of America's most distinguished clubs, hotels, restaurants and cafes . . .

THE PRINCE OF PALES! *Busch Pale Dry!*

That happy, friendly drink that Anheuser-Busch created to fit in perfectly with the modern scheme of things. To transform ordinary beverages into gay, festive drinks. To lift your dinners, dances and parties right out of the ordinary.

Member of a whole family of famous Anheuser-

Busch products, Busch Pale Dry is the only ginger ale that's blended with the skill that comes from 70 years of making good things to drink.

Made from *real* Jamaica ginger and *genuine* fruit juices instead of harsh, biting capsicum and mere fruit essences—and aged in wooden casks for three solid months—it has a flavor you can find in no other . . . subtle and satisfying as that of a rare old wine. Its color and bouquet are like those of fine champagne. There's real life and zest and sparkle in every dancing drop of it. And real friendliness for other drinks!

Enjoy it in your home tonight! Your dealer has it now—in single bottles, in the handy family package of 12 bottles and in cartons of 24. And will deliver to your home. Phone him now!

BUSCH PALE DRY

Ginger  Ale

Trade Supplied by Anheuser-Busch Branch and These Jobbers

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| R. Fancher & Co., Evanston | Richmond Candy Co., Aurora | Peter Van Schaack & Son | Albert F. Bridges & Co. | Mallott, Johnson & Co. | Steele, Wedeles & Co. |
| J. B. Peto & Co. | Humiston, Keeling & Co. | Mallott Wholesale Grocery Co., Forest Park | Central Wholesale Grocers, Inc. | Sprague, Warner & Co. | B. A. Railton Co. |

ANHEUSER-BUSCH, ST. LOUIS, U. S. A.
 FOR 70 YEARS . . . America's Most Famous Makers of Good Things to Drink