JORDAN MARSH COMPANY

If You Don't Know What to Give
Settle the Problem by a Gift Certificate

We have a very convenient institution known as the Christmas Gift Certificate. Christmas givers may buy the certificates at our Transfer Desk for any amount they wish, and the recipient may exchange them for merchandise in like amount anywhere in the store. It's easy for the giver and delightful for the "giver." Try it and see!

Jordan Marsh Company

WALTON LUNCH CO.

Nearest Luncheon Room
AT 78 MASSACHUSETTS AVE.

Everything for the Automobile

The House of Quality and Service

ANHEUSER-BUSCH

ST. LOUIS

Satisfies the national demand for a wholesome, pure and appetizing beverage—at the soda fountain or with your meals.

Bevo will more than satisfy your thirst.

It must be
Ice Cold