



**“The preferred soft drink”
among folks who really know**

THERE are many new soft drinks, but there's only one Buck—and only one Buck flavor. And say folks, you'll like it. It'll win you and hold you the first time you try a good, cold bottle.

Why is it preferred? Because Buck's taste comes from a different process of manufacture which makes it a rich, finished satisfying beverage; a raw grain drink *can't* taste like this. Judge Buck yourself; consult your palate; you'll want it *often*.

NATIONAL BEVERAGE COMPANY, CHICAGO

Wholesale Distributors

HARLAN & HARLAN

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“FIRST FOR THIRST”

BUCK