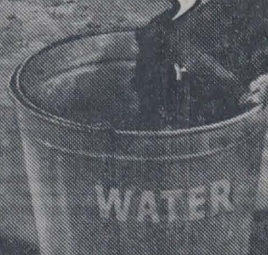


**"Take a tip from me,"
says Maxie,
"STAG BEER MAKES
A REAL HIT
IN HOT WEATHER!"**

**SLUP! SLUP!
SLUP! SLUP!
SLUP!**



**MAXIE'S ACCIDENT PROVES
TO BE A LUCKY THING
FOR THE CAPTAIN!**

HEY, THERE, YOU NERVY
HOUND — GET OUT OF
OUR BUCKET!

OH, OH!
SLIPS!



DONNERVETTER, MAXIE!
WHAT ARE YOU DOING
WITH THAT BUCKET?

IT'S A
HOME RUN I'M
DOING!



MAXIE BROKE
UP THE GAME,
OTTO. HE STOLE
OUR WATER
BUCKET!

TUT, TUT, MY FRIEND! COME IN!
I WILL SHOW YOU HOW TO
GET RID OF YOUR THIRST
AND GET REALLY COOL, TOO.



dry, never "sweet" like so many modern beers.
Get a case of Stag today, and put it on ice. And
the next time you want a real refresher, your own
ice box will give you the champion of them all—
Stag! Your Stag dealer will supply you.

**RIGHT YOU ARE, OTTO!
STAG IS THE CHAMPION
COOLER-OFFER!**



● It's cooling as a shower after the game—re-
freshing as a home run with the bases loaded!
Pitch into a bottle of this old-time lager and
you'll really score against the heat!

Stag is as different from ordinary beers as
big league ball is from a sand lot game. Because
Stag is brewed to a formula that covers *all* the
bases necessary in making *real* beer: Pure
grains, ripe and wholesome—and conscien-
tious, patient brewing are its essentials. And
it gives you a sparkling lager that's always



STAG
EXTRA-DRY LAGER
BEER

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