



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

SLUP! SLUP!  
SLUP! SLUP!  
SLUP!

WATER

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

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



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



• It's cooling as a shower after the game—refreshing 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 conscientious, patient brewing are its essentials. And it gives you a sparkling lager that's always

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!

**STAG**  
EXTRA-DRY LAGER  
**BEER**

Cop. 1938 by Griesedieck Western Brewery Co.

