

"A barrel of pleasure's in a bottle of Fitger's,  
when you're good and thirsty for beer"

Here's John Beerhalter, our Master Brewer, and Arnold Fitger, with some lake trout they caught in Lake Superior. The fellow in the middle is a friend of the Fitger folks. They say after fishing in a hot sun, there's nothing like a bottle of Fitger's Nordlager Beer, to cut your thirst.

*The Fitger Folks*



**N**EARLY everywhere you go, it seems, Fitger's Nordlager Beer is selling faster than ever before. Because it's got the genuine, Old Country, malty flavor that any real beer drinker can recognize at the first sip. You miss this full-bodied flavor, this keen, sparkling refreshment in a sweet beer. But Fitger's Nordlager Beer is made by John Beerhalter, our Master Brewer, and he's got a 35-year record for making grand beer. John's way with beer is the slow, honest way—letting it age to a perfect peak of flavor. Order a case of Fitger's Nordlager Beer today, and see how good beer can be.

*Listen to Fitger's Sportsman's Special radio feature. Music, laughs, fishing tips. Friday nights at 8:30 PM on WCCO, Minneapolis; WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia.*

*Brewed the honest way*

FITGER BREWING CO., DULUTH, MINN.