

"From one generation to another, goes Fitger's secret for honest beer enjoyment"



Here's John Beerhalter, Fitger's famous Master-Brewer, talking to son John about a batch of Nordlager Beer cooking in the giant kettle. And no pot or pan in your kitchen is scoured any brighter than this big kettle, showing the barrel of care that goes into every bottle of Fitger's Nordlager Beer.

The Fitger Folks

THE reason you'll always go on getting that fine, flavory, enjoyable beer from Fitger's year after year, is because brewing grand beer is a family tradition at Fitger's. John Beerhalter's skill has made our beer what it is for 35 years, and son John is his father all over again when it comes to having a knack for making beer with that genuine Old-Country flavor. Their secret for processing malt is what makes our beer so keen and refreshing. And the slow honest way we let our beer age, gives it the malty, Old-Country flavor you're likely to miss in a sweet beer. So enjoy beer at its best. Order a case of Fitger's Nordlager Beer from your dealer right now.

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

Brewed the honest way



FITGER BREWING CO., DULUTH, MINN.