

FATHER'S DAY [JUNE 15] REMEMBER —

ONLY FALSTAFF GIVES YOU FLAVOR INSURED *By \$1,000,000.00 Thorbred Yeast*

Ask any Brewmaster

He will tell you that yeast is the most important factor in brewing.

For he knows it's the character of the yeast that determines the flavor of any beer.

No beer in the world can ever taste like Falstaff, because it's "started" with yeast that can't be duplicated at any price.

That's why

FALSTAFF THORBRED YEAST IS INSURED FOR \$1,000,000.00

Bred three generations, its pedigree dates back to the "good old days."

It's the secret of the good old-time flavor millions enjoy in the one-and-only

**PREMIUM QUALITY
FALSTAFF**
"The Choicest Product of the Brewers' Art"

Like this Prize Trotter—Bred to be a CHAMPION!



**Empress Delaine—1940
Champion 5-gaited Trotter**
Chicago, Kansas City and St. Louis Horse Shows
You know the thrilling difference between riding a good horse—and a champion like "Empress Delaine."
And you'll marvel at the delicious difference between Falstaff and other fine beers. For Falstaff is the *only beer in America* "started" with \$1,000,000.00 *thorbred yeast!*
Soasing out for Falstaff when you order beer for the best Dad in the whole world. That extra-special flavor will be worth a million to you and to him on Father's Day!



**"WIN A MILLION-DOLLAR SMILE ON
FATHER'S DAY—INSURE
HIS GOOD TIMES WITH
FALSTAFF!"**

TONIGHT
Tune in Play-by-Play
CARDS vs. BROOKLYN
BASEBALL
Johnny Makiety
and
Johnny O'Hara

KWK
8:15 P. M.
1380 on Your Dial

The same fine
Premium Quality
in bottles, cans or
on draught

The Falstaff Brewing Corporation
St. Louis, Omaha, New Orleans