



# REGALUTION!

## Regal Pale rocks Washington, D.C.

*Capital cheers One of America's 2 great Beers*

Join the National Regal Party! The Regalbird has invaded Washington, D.C.—and it's a Regalandslide for light, mellowed and mild Regal Pale.

Imagine hundreds of folks in Washington agreeing about anything! But three out of five say they like Regal Pale just as well, or even better, than their own favorite Eastern beers.

So now even Washington, D.C. agrees. And you will too when you Regalute your thirsty throat with Regal Pale, one of America's two great beers.

**Washington agency in charge of masked taste tests** Hundreds of capital citizens tasted Regal Pale and compared it with their own favorite Eastern beers. Three out of five said they like Regal just as well or even better!

All bottles were masked—no peeking. All tests were on the level—conducted by an independent Washington research agency.

**Politicians predict good times with Regal Pale** Veteran Washington politicos are predicting new party harmony with Regal Pale—baritone, tenor and soprano.

Regalpublicans and Demo-regalcrats are all singing the following song (to the tune of Yo Ho Susannah):

*Oh it came across the nation  
This light and mellowed beer  
To the District of Columbia  
And this is all you hear—  
Vote for Regal!  
Oh Regal Pale for me  
For even folks back here agree  
In Washington, D.C.*



**Diplomats say: "Don't go to waist—go to Regal Pale"** The Office of the Secretary of Weight has discovered light, mellowed and mild Regal Pale contains only 165 calories in a 12-ounce can or bottle.

### Regal Pale National Pleasure Platform

**LIGHT** — Glass after glass, you never feel filled up.

**MELLOWED** — All the fine, full flavor that comes from perfect aging.

**AND MILD** — Mild to the taste, with a smooth, refreshing flavor that's always just right—never bitter, never sweet, never harsh.

