



ANNOUNCING

*Fox De Luxe "Long Neck"*

A 15¢ PREMIUM BEER FOR ONLY 10¢

Responding to requests from Fox De Luxe enthusiasts throughout Chicagoland, we now add the Fox De Luxe "Long Neck" to our regular line of popular packages. Slim, graceful and handsomely dressed in a smart, new gold foil label, this 12-ounce Long Neck Bottle will appeal to your eye as much as the flavor of Fox De Luxe appeals to your taste.

The "Long Neck," like all other Fox De Luxe packages, contains the same outstanding premium quality brew that has earned Fox De Luxe the reputation of being the world's finest beer. Pour yourself a glass and hold it up to the light. Observe the crystal clarity of the pale amber liquid sparkling beneath the rich, creamy head. Inhale the fragrant, tantalizing aroma. Then taste it.

FOX DE LUXE  
"Long Neck"  
**10¢**  
A Bottle

What a mellow, delicious flavor . . . what a zesty, thirst quenching tang! Here, truly, is a masterpiece of the brewer's art.

Only the finest golden ripe grains and the very best specially selected domestic and imported hops are used in making Fox De Luxe. These are blended with infinite care, slowly fermented and patiently lagered to give you a beer of rare excellence. So good is Fox De Luxe that it won First Prize at the Brussels, Belgium Exposition in competition with the world's finest beers.

Yet with all its premium quality, Fox De Luxe in the new Long Neck Bottle sells for only 10c. All better dealers now carry Fox De Luxe in the "Long Neck" as well as Steinies, Cans, Quarter-gallon and Half-gallon Draught bottles.

THE PETER FOX BREWING CO., 2626 W. MONROE ST., CHICAGO, ILL.

The World's Finest Beer Now Available in Long Neck Bottles