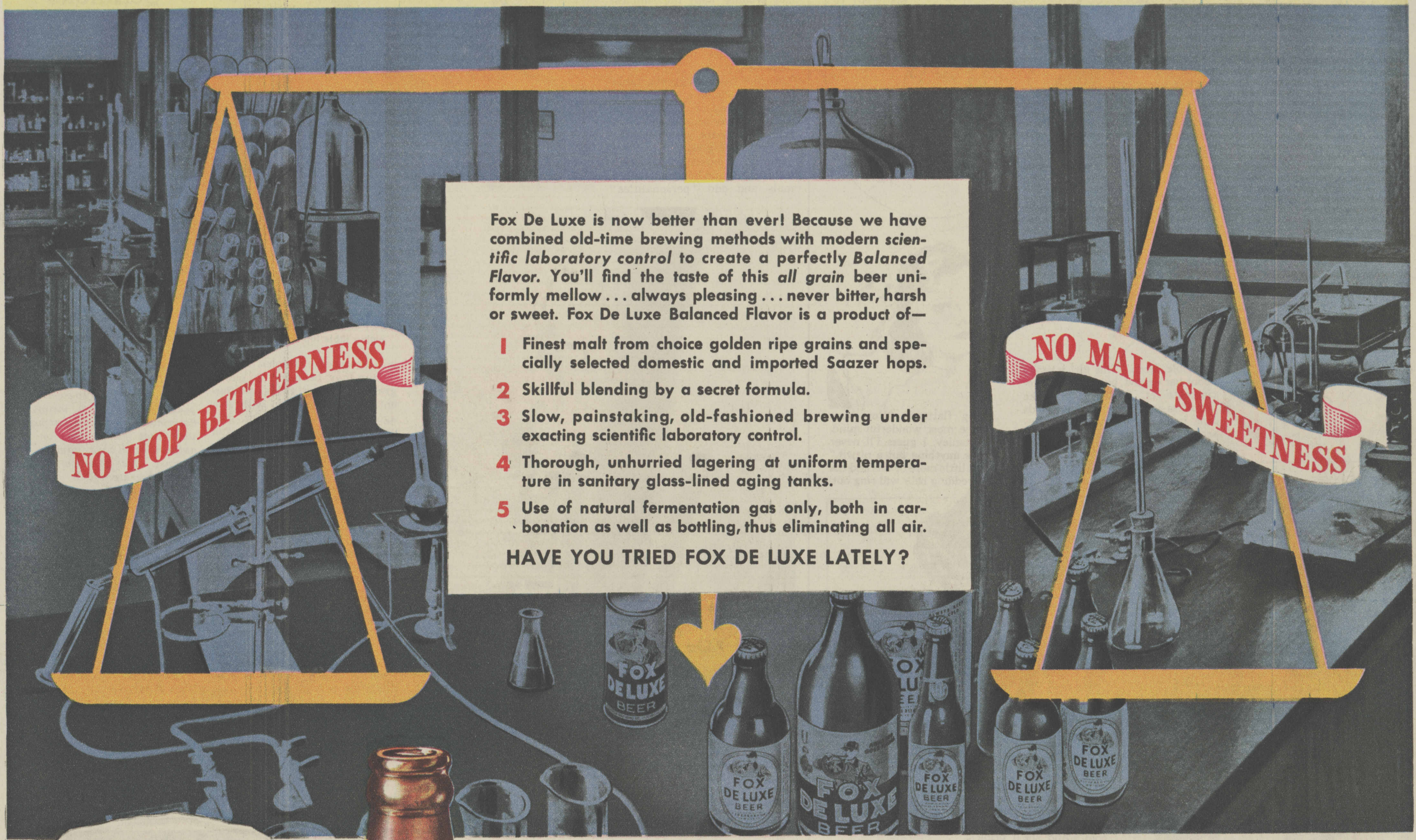


The Secret of Fox De Luxe Finer Taste Is

BALANCED FLAVOR



Fox De Luxe is now better than ever! Because we have combined old-time brewing methods with modern scientific laboratory control to create a perfectly *Balanced Flavor*. You'll find the taste of this *all grain* beer uniformly mellow . . . always pleasing . . . never bitter, harsh or sweet. Fox De Luxe *Balanced Flavor* is a product of—

- 1 Finest malt from choice golden ripe grains and specially selected domestic and imported Saazer hops.
- 2 Skillful blending by a secret formula.
- 3 Slow, painstaking, old-fashioned brewing under exacting scientific laboratory control.
- 4 Thorough, unhurried lagering at uniform temperature in sanitary glass-lined aging tanks.
- 5 Use of natural fermentation gas only, both in carbonation as well as bottling, thus eliminating all air.

HAVE YOU TRIED FOX DE LUXE LATELY?

Chicago's FASTEST SELLING Bottled Beer!

FOX DE LUXE leadership is not just a claim but a **FACT**... a fact **PROVED** by ILLINOIS STATE TAX STAMP SALES RECORDS. The reason for such popularity is *outstanding premium quality at a popular price*.

Fox De Luxe **BALANCED FLAVOR** never tires your taste. Carefully brewed and thoroughly aged . . . free from hop bitterness or malt sweetness . . . sparkling, light, creamy collared Fox De Luxe gives you keener enjoyment, more thirst satisfaction—every time!

Fox De Luxe won First Prize at the Brussels, Belgium Exposition in competition with the world's finest beers. One bottle will convince you Fox De Luxe is the most delicious beer you ever tasted. Order a supply today!

If your local retailer does not carry Fox De Luxe, write the Peter Fox Brewing Company, Chicago, for name of dealer nearest you.

Smartly Packaged With New Gold-Foil Labels, Fox De Luxe Is Available in the Following Sizes:



12-oz. Keglined Cans 12-oz. Steinie Bottles 12-oz. Long Neck Bottles Quarter Gallon Bottles Half Gallon Draught Bottles

FOX DE LUXE is also ON SALE throughout ILLINOIS, INDIANA, MICHIGAN, WISCONSIN, IOWA and Many Other States



FOX DE LUXE

WORLD PRIZE WINNER BEER