

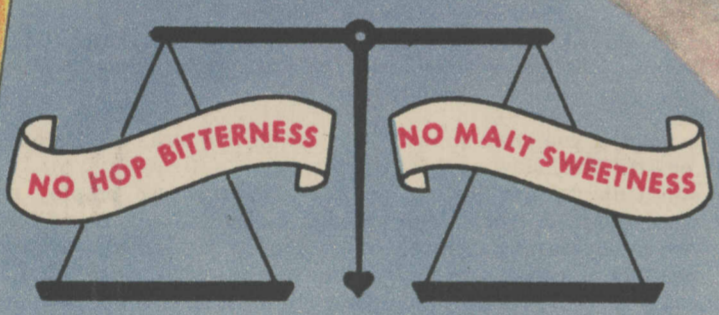
Special Holiday Package

FOX DE LUXE *the Beer with* BALANCED FLAVOR



Order this **HANDY**
12 CAN HOLIDAY PACKAGE
FROM YOUR DEALER

This Fox De Luxe package of 12 Keglined Cans is convenient, easy to carry. Fits snugly into your refrigerator. Makes a Welcome Christmas Gift



BALANCED FLAVOR gives this all-grain beer a delicious, uniformly mellow taste that is always pleasing. No hop bitterness . . . no malt sweetness. The perfectly balanced flavor of Fox De Luxe is the result 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 Painsstaking, old-fashioned brewing under scientific laboratory control.
- 4 Use of natural fermentation throughout entire process, thus eliminating all air.
- 5 Thorough, unhurried lagering at uniform temperature in sanitary glass-lined ageing tanks.

YOUR GUESTS WILL ENJOY THIS FINER BEER

IF YOU are fond of good living . . . if you are thrilled by treating your guests to the best of everything, Fox De Luxe is the beer for you! For here at last is a finer brew tuned to the modern taste. Zesty, tangy, yet mild and mellow. Hops and malt are delicately balanced to eliminate bitterness, harshness, sweetness. Because Fox De Luxe is perfectly balanced in flavor, it is always delicious, always pleasing, never tiring . . . in short, beer as you like it. Serve Fox

De Luxe to your guests as evidence of your gracious hospitality. Order a supply from your dealer today.

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

FOX DE LUXE is Also on Sale Throughout ILLINOIS, INDIANA, MICHIGAN, WISCONSIN, IOWA AND OTHER STATES.

CHICAGO'S FASTEST SELLING BOTTLED BEER
Not Just a Claim But a Fact Proved By
Illinois Tax Stamp Sales Records

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 Draught Bottles Half Gallon Draught Bottles

FOX DE LUXE

Have You Tried it Lately?