



When it's time to sit back and relax—
 What makes a glass of beer taste so good?



Sometimes it seems that the evenings when you have "nothing planned" are the most enjoyable of all. With dinner over, and the cares of the day forgotten, it's good to relax, sit back and mull over much of your thinking—only a beer—and sip a million glasses of beer.



Traditionally, beer's tangy distinction comes through with quiet, careful maturation... with good tanks, good maintenance, precise brewing. A product of America's finest crops—of expertly milled barley and chosen hops—beer is brewed for pleasant companionship and fine relaxation.

Beer Belongs—Enjoy It!

AMERICA'S BEVERAGE OF MODERATION



Old hard way

New Schlitz way

Some day all beer cans will open this easy!

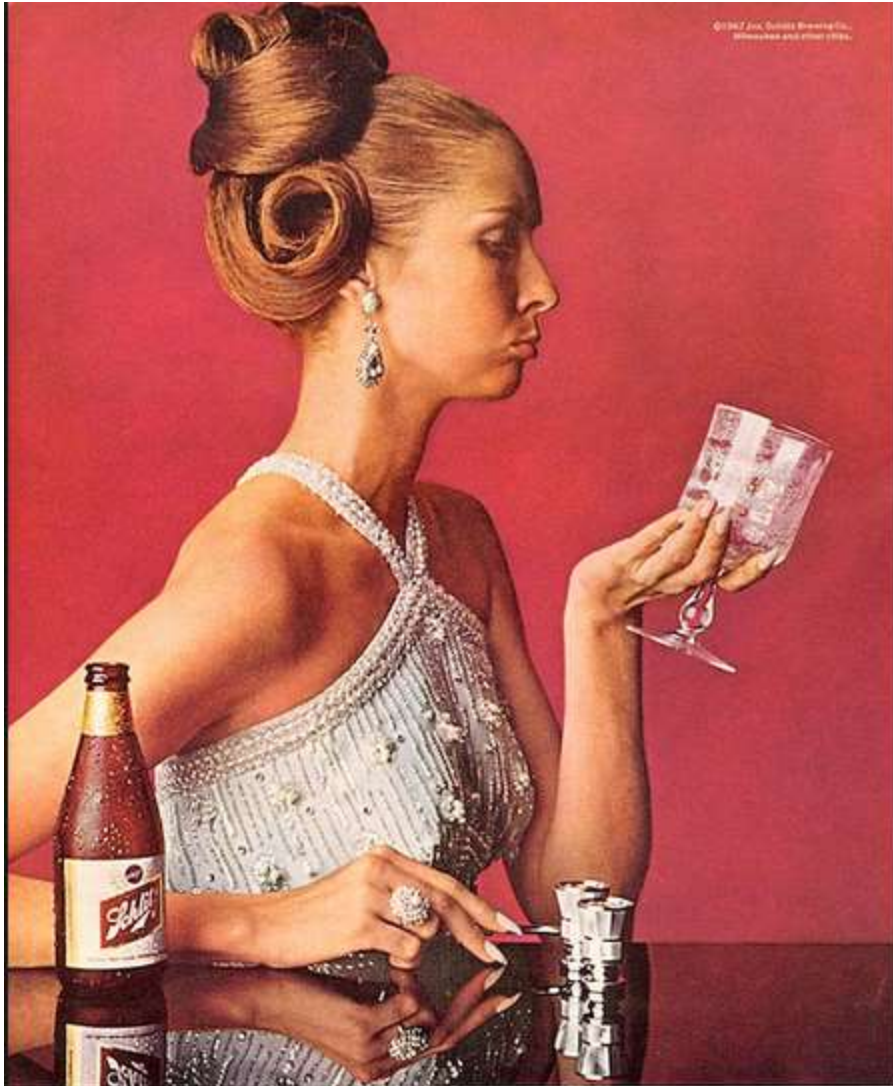
Now only Schlitz brings you—coast to coast—the world's easiest opening beer can! The new aluminum Softop can!

real gusto—real easy!

The Beer that made Milwaukee Famous... simply because it's hard to beat!

BOCK BEER

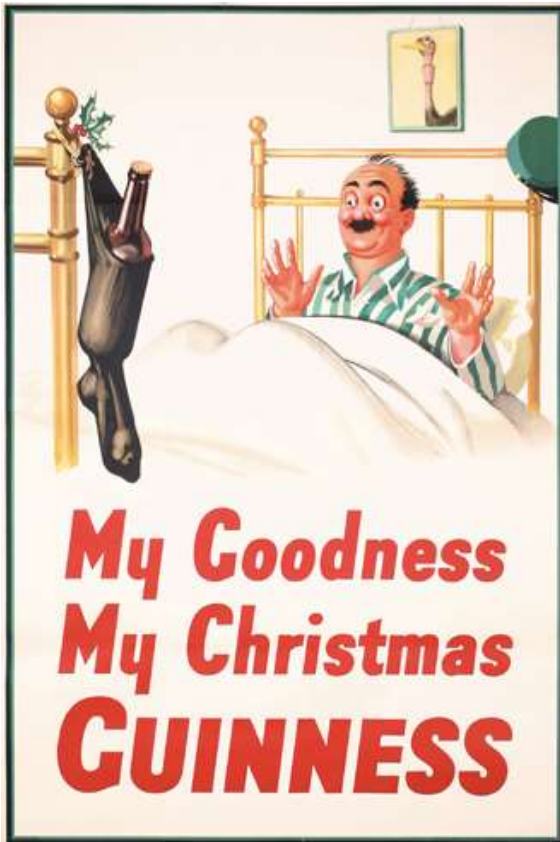
BOCK BEER



"When one is out of Schlitz, one is out of beer."

The Beer that made Milwaukee Famous









PRONOUNCE IT

HEI-NEK-EN'S

Imported

HOLLAND BEER

The silkiest,
creamiest, aah-h-h

IMPORTED BY
Austin Nichols & Co.

BROOKLYN NEW YORK
WASHINGTON, D. C. NEW HAVEN, CONN.
MIAMI, FLA. ALBANY, N. Y. NEWARK, N. J.

Twixt Holland & Heaven
there's none like

THE PEER OF BEERS



HEINEKEN'S

Imported

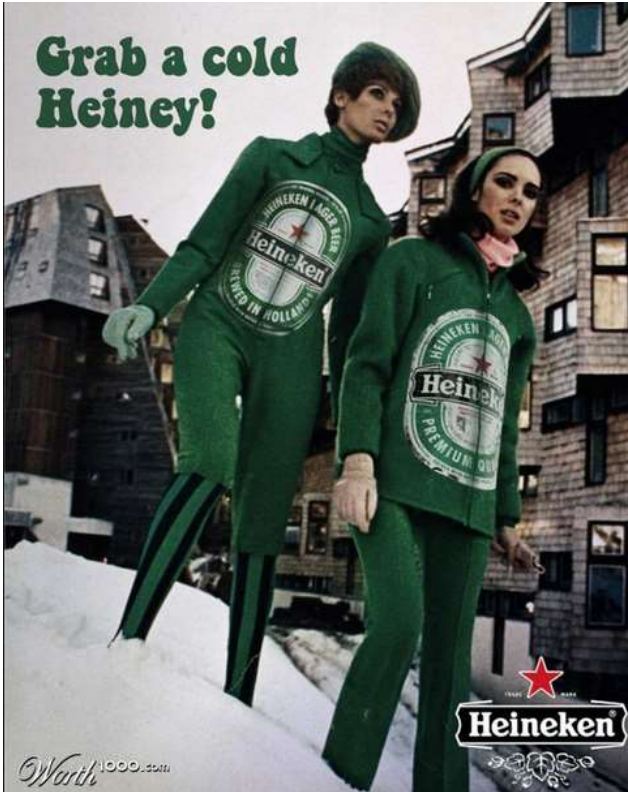

HOLLAND BEER

(SINCE 1420)
IMPORTED BY
Austin Nichols & Co.

BROOKLYN NEW YORK
WASHINGTON, D. C. NEW HAVEN, CONN.
CHICAGO, ILL.
MIAMI, FLA. ALBANY, N. Y. NEWARK, N. J.

Grab a cold
Heiney!

Ward 1000.com

Heineken's

BIERBROUWERIJ
MAATSCHAPPIJ

AMSTERDAM

PILSENER

HANDELS
MERK





**yo-ho-ho
Buccaneer
Beer!**

**Man's man Victor McLaglen sings
the praises of a new kind of beer!**

Buccaneer BEER
"the lusty brew!"

Now - at your dealer's in bottles, cans, and six packs



Buccaneer Beer is distributed by
Foster Distributing Company • 1019 Market • Corpus Christi, Texas • Phone 511-6481

OH YES THEY DO!
The ladies do read Esquire and
they do know that exquisite

**PEER
OF
BEERS**

HEINEKEN'S
Imported
HOLLAND BEER
(ESTD 1820)

IMPORTED BY
Austin Nichols & Co.

BROOKLYN, NEW YORK
WASHINGTON, D.C. NEW HAVEN, CONN.
CHICAGO, ILL.
MIAMI, FLA. ALBANY, N.Y. NEWARK, N.J.

Refreshing as a morning breeze . . .

Ice-cold Coca-Cola
with your breakfast



A FAVORITE WAY
TO START THE DAY
DOWNTOWN



AT HOME



Watch that delightful surprise which comes when someone tries ice-cold Coca-Cola at breakfast for the first time. When days are hot, Coca-Cola is cold,—ice-cold. When weather is depressing, Coca-Cola is refreshing,—so refreshing. Order by the case (24 bottles) from your dealer.

Coca-Cola is a pure drink of wholesome, natural products, with no artificial flavor or coloring . . . complying with pure food laws all over the world.

ICE-COLD COCA-COLA IS EVERY PLACE ELSE. IT BELONGS IN YOUR ICE-CUP AT HOME





"Now watch him drop that paper!"





"Here's a message from Milwaukee"

The thought is with you that the American business is in
 Schlitz the program is good. The Schlitz is a very good taste that has
 been loved as always with its high quality. This Schlitz is not
 just a name, it's a way of life.

**Schlitz tastes so good to so many people,
 it's first in sales in the U.S.A.**



© 1962 JOE SCHLITZ BREWING CO., MILWAUKEE, WIS.

The Beer that made Milwaukee Famous



No harsh bitterness
Just the kiss of the hops

America's
 Most
 Distinguished
 Beer

Schlitz

THE BEER THAT MADE MILWAUKEE FAMOUS

"My beer is
Rheingold
 -the **Dry** beer!"
 1954 MADELYN DARROW
 MISS RHEINGOLD 1958

Rheingold
 EXTRA DRY
Lager Beer

It's beer as beer should taste!
 Always refreshing - never filling

The beer that gives more pleasure to more people is Rheingold Extra Dry. Its soft, low taste tells why. That taste is Rheingold's alone. Refreshingly dry. Never sweet. Never heavy. Never equalled. No wonder Rheingold is New York's largest-selling beer.

Brewery of *Diebemann Breweries*, BREWERY FOR ALL BEER-LOVING AMER.



The Beer that made Milwaukee Famous



How to get the dishes done

When beer's held in the parlor, even a domestic chore becomes an attractive proposition. The main attraction of course, is the host of Schlitz Beer. Because they like the taste, more and more people are changing to Schlitz every day. Taste is, naturally, and because you Schlitz it—

The Longest-selling Beer in America

See Schenck's Heavy Win. How Walter's Big Game, Country
"The Pullman Price Package" He and Mrs. Ronald Colman
"The Rules of the Game" and Mrs. William Fox, Ltd.

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