

THE DEAN OF BEER SUGGESTS ALL STUDENTS IMPROVE THEIR READING. WRITING. AND PUNTING.



Fellow Beer Persons, life is full of problems. Fortunately, as your Dean of Beer, I am full of answers. For example, many problems can be avoided with good reading skills. Such as "Danger. Wild Boar Ahead."

Many others can be avoided through good writing skills. Such as "Dear Mom, Send Cash." However, some problems require more. Some problems require special attention. Such as "Good evening, Officer. What can I do for you?"

That is why, in addition to the fine arts of reading and writing, I recommend you master the fine art of punting. Preferably with either foot. That is also why I am offering \$5.00 off the suggested retail price of an official, intercollegiate-quality **Wilson** football, with the Schlitz emblem. So you can practice. (Besides, no one would be interested if I offered \$5.00 off on lip balm.) Class dismissed.

PASS THE WORD

**AND SAVE UP TO \$5.00
OFF THE SUGGESTED RETAIL PRICE
ON AN OFFICIAL **Wilson** FOOTBALL.
NOW ONLY \$14.95**

Send order with check or money order payable to:
Schlitz "Dean of Beer"
Post Office Box 9448
St. Paul, Minnesota 55194

Gentlemen, please send: Date _____

_____ Schlitz Intercollegiate-Quality Football(s) @ \$14.95 each.
Quantity _____

_____ Schlitz "Dean of Beer" Athletic Jersey(s) in size(s) _____
Quantity (small, medium, large, extra-large) at \$4.50 each.

\$_____ Total enclosed - includes shipping and handling.

Ship to:
Name (print) _____
Address _____
City _____ State _____ Zip _____

Offer void where prohibited by law.
Allow 4 weeks for shipment. Offer expires March 1, 1978.