

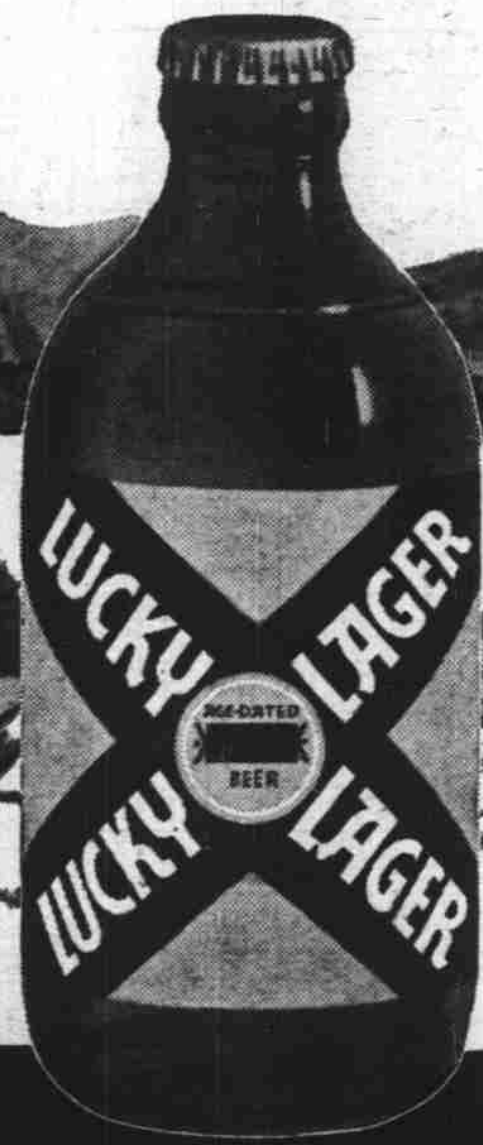
**NOW — TASTE THE REASON WHY**

*More people in the West  
buy and enjoy Lucky Lager  
than any other beer*



Lucky Lager is *made* better so it *tastes* better!  
It's smoother, mellower, and more satisfying.  
No wonder it outsells all other beers  
in the entire West! Enjoy a cool, refreshing  
glass of age-dated Lucky Lager today!

*Listen to "Lucky Lager Dance Time" every night, Monday  
through Saturday, 10:15 PM to Midnight, on KEX, dial 1190*



**LUCKY  
LAGER**  
*age-dated beer*