



The kind of thing that happens
**Once in a
 blue moon**

Only once in a blue moon does something come along that's so different, so far above the ordinary that it gives you a good feeling just to think about it.

First you discover an extra touch of gaiety in the bright-colored "Jubilee" cans. Then — THEN you make a second discovery, even more delightful. The mild taste of Rainier. Somehow it satisfies your thirst in a way that other beers have never quite done.

This, remember, is the *original* Rainier brewed in Washington—not to be confused with another beer that once had the same name. *This* Rainier came to Klamath Falls only recently, and its special goodness is winning new friends by the hour.

We invite you to try Rainier. And we sincerely make this promise: Sample one can from a Rainier six-pack. Ask yourself whether it's exactly what we say it is—a very special beer. If you don't think so, your dealer will exchange the remainder of the pack for a full six-pack of any other popular brand.

Thanks a lot.



brewed in Seattle
 with fine Hannchen barley from the Klamath Basin