

THERE'S NO BETTER
 BEER BREWED
 ... ANYWHERE ...
 THAN BLITZ!



DR. MAX ZIMMERMANN became Blitz Weinhard brewmaster early in 1954, after two decades of brewing experience in Europe and America. Before coming to Blitz Weinhard, he was for 5 years Technical Director of one of the nation's largest breweries, located in Milwaukee. In that capacity, he was responsible for the quality and flavor of the beer which became the largest seller in Milwaukee. He is widely recognized as a leading international authority on beer. Today, the Blitz Weinhard Company proudly offers you the product of one of America's great brewing authorities...our brewmaster...Dr. Zimmermann.

TODAY...AFTER ALMOST A CENTURY OF BREWING FINE BEER...
 BLITZ WEINHARD OFFERS THE GREATEST BREWING ACHIEVEMENT
 IN OUR HISTORY...A BEER THAT IS UNSURPASSED...ANYWHERE!

Here is the perfect blending of finest ingredients...perfection created by the vast experience and skill of one of America's great brewmasters. Since coming to Blitz from a leading eastern brewery seven months ago, Dr. Zimmermann has worked patiently, with the painstaking skill of a master craftsman, to bring about subtle changes and improvements that research told us *you* wanted. Today, at last, we offer you that beer. It's a great beer...*your* beer...created for Oregon's own particular taste.

All the skill and experience of Dr. Zimmermann are reflected in every golden, sparkling drop of today's Blitz Weinhard. No effort, no expense, has been spared to bring you this outstanding beer. The finest available equipment guarantees its uniform perfection.

For almost a century Blitz Weinhard has been a fine beer. Today, it's a **GREATER** beer. Try it soon!



**BLITZ
 WEINHARD**

Fine Beer since 1856

A PRODUCT OF OREGON'S OWN AND ONLY BREWERY