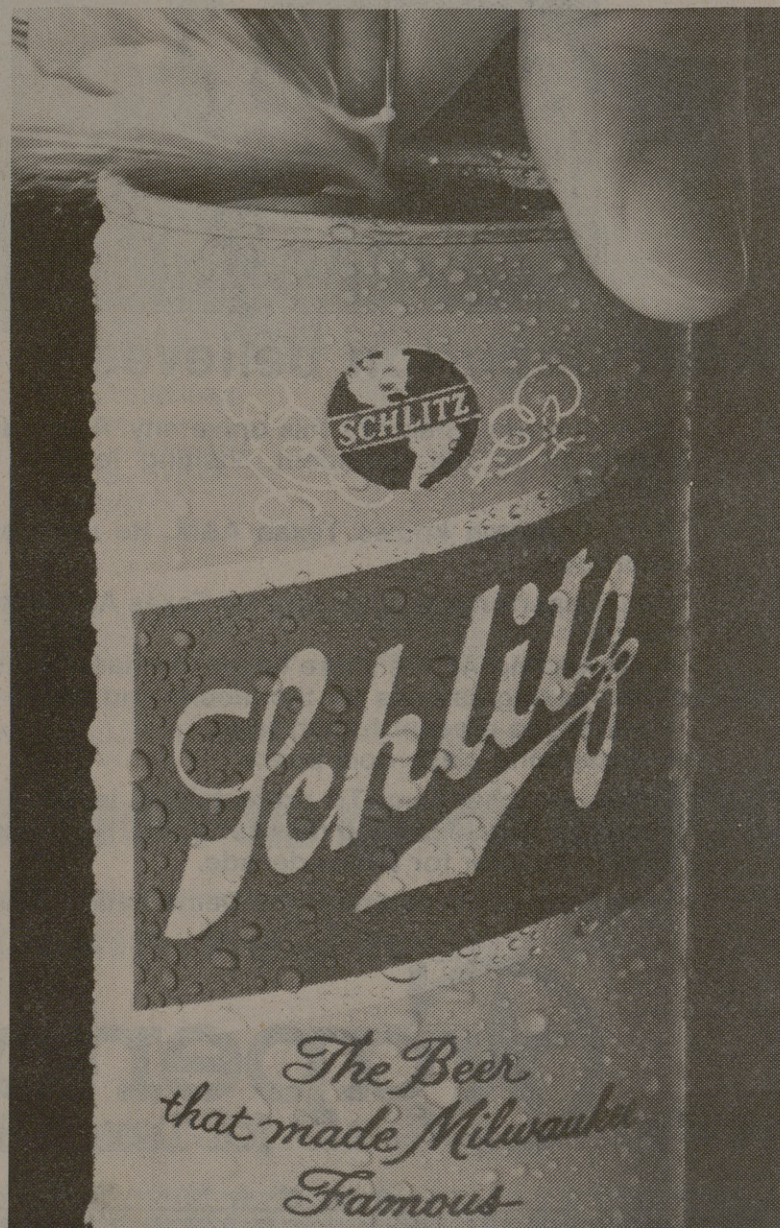


There's one moment for every man when he's reaching inside himself for the best he's got. The best there is.

He sees the gusto and he goes for it.

At Schlitz we brew a beer for that man. Because the moment he tastes the gusto he knows there'll never be a better beer than Schlitz. Never.

Go for it!



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