



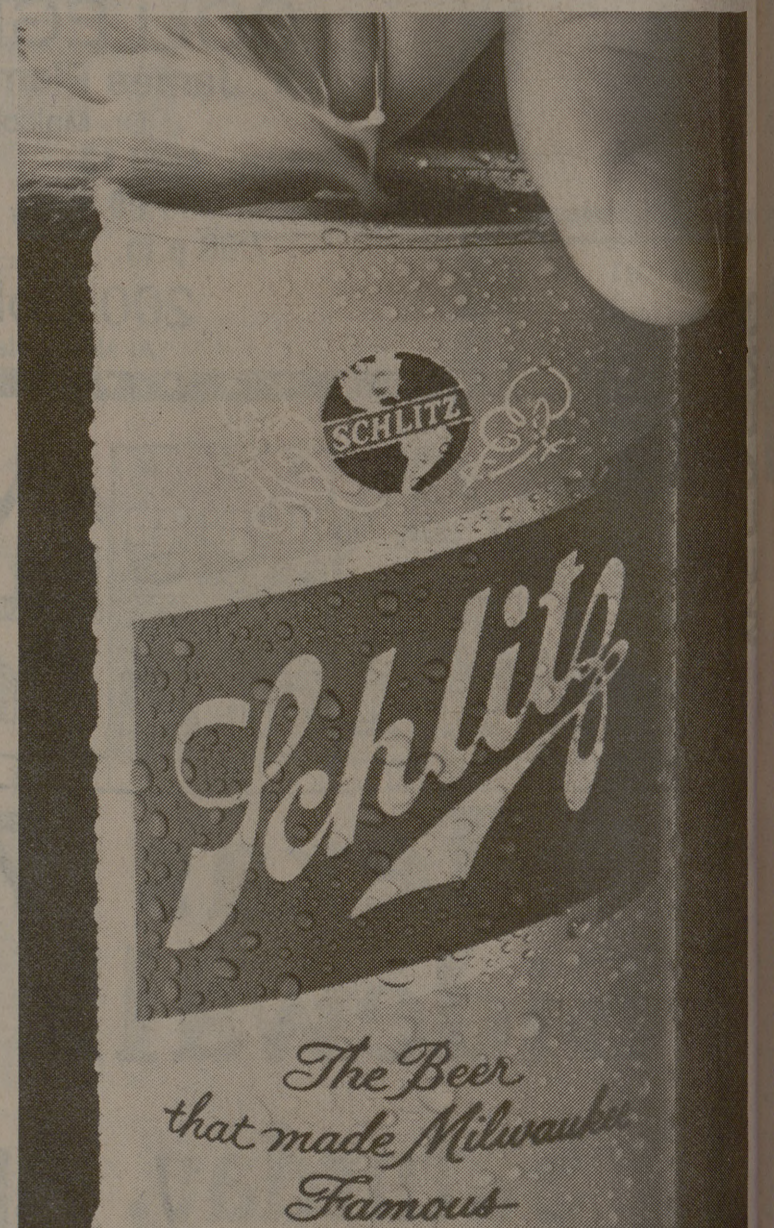
*There's one moment for every man when he's
reaching inside himself for the best he's got.
The best there is.*

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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