

To find a mountain you've never skied before and carve your own path out of the snow. You go for it.

Making the most of now.

From the life you live to the beer you drink. And since 1849, the beer that makes the most out of life is Schlitz.

GO for it!
Schlitz makes it great.

¢1979. Jos. Schlitz Brewing Co., Milwaukee, Wis

