A Statement about the Return of Beer

by CHARLES J. VOPICKA
President, Atlas Brewing Company, Chicago

THE legalization of beer having an alcoholic content of 3.2 per cent by weight has been brought about with remarkable alacrity by action of Congress and the President. On April 7, as prescribed by act of Congress, the beer product will be placed on sale.

The very speed with which beer has been legalized will undoubtedly lead to a certain amount of confusion. There will be a rush to buy, a rush to sell and a rush to produce.

Because the Atlas Brewing Company for years has brewed the largest-selling malt-and-hop beverage in the United States, it has been stipulated that a statement from this company would be welcomed by the millions who await the return of beer.

The making of good beer requires three primary things. First, the use of finest-quality, selected ingredients. Secondly, the exercise of sound skill and care in brewing. And thirdly, proper aging of the product before it is bottled or barreled for sale.

All three of these steps are important—but none is more important than aging. We are pleased to announce that the Atlas Brewing Company has on hand in its vast huge quantities of real beer which already has aged for months. There will be no "short cuts"—no experimenting—no re-learning of old practices in the brewing of Atlas Beer.

You see, we have been brewing constantly since the war—just as we did before. Our Atlas Special Brew has been nothing less than the finest of real beer with the alcohol reduced, by extraction, after months of aging. Now we shall go right on brewing the same superb beer—but the alcoholic content will be 3.2 per cent.

Our old-time brewmasters are still with us—sixteen years richer in experience than before the war. Our equipment is in the finest order—for it has been in constant use. Our supplies of malt—domestic and imported, Bohemian hops—represent the cream of the market. You can be assured that the quality which has characterized the products of Atlas Brewing Company since 1891 will be rigidly maintained.

We will not "let down"—we will not be rushed or stampeded—not for even one moment.

The Atlas Beer which will go on sale April 7 will be better beer than the best brewery product of pre-war days. Tremendous progress in brewing has been made during the last seven years—for we have had to brew a better beer in order to make acceptable our product of low alcoholic content. Hence, we assure you even greater delights when you quaff the new Atlas Beer, than you enjoyed in the days of old!

In an uncharted sea of new and untried products that will be offered to you commencing April 7, you can look unfailingly to the good old name ATLAS as a guiding beacon that will assure you the flavor, zest and smoothness—the tonal value and palate satisfaction—you so long have waited for.

CHARLES J. VOPICKA
President

Atlas Real BEER
PLACE YOUR ORDER NOW—arrives for early delivery of Atlas Real Beer. See your dealer—or order a case direct from the brewery. ATLAS BREWING COMPANY 3347 Blue Island Avenue, Chicago—6674

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