

# "Taste-and-Compare" Tests Swing Thousands to MEISTER BRÄU Flavor



"Between sets of ping pong, everybody welcomes a glass of Meister Bräu," says Mr. D. J. Crouse, mining engineer, 1501 E. 65th Place, Chicago. "It's flavor makes it tops with me and my friends, just as it seems to be with the older people who can remember what beer tasted like years ago. They tell me there's nothing suits them like Meister Bräu."



"When you entertain, it's wise to serve something everyone will like," says Mr. R. G. Boyer, newsreel photographer, 839 Ainslee St., Chicago. "When my wife and I have friends in for bridge we serve Meister Bräu. I understand it leads other bottle beers in sales by 2 to 1 in Chicago, so it's sure to please."



"My wife and I think there's nothing like a little 'night-cap' of Meister Bräu," says Mr. C. E. Payne, salesman, 232 Elmwood Ave., Evanston, Ill. "It's a full-bodied beer and not too gassy—sets one up just right for sound sleep. Guess that's because they bottle it with only natural draft beer carbonation, and know how to make beer that's not too sweet without making it bitter."



"The flavor of Meister Bräu makes it swell to drink with lunch," says Mr. W. A. Brown, master plumber, 631 North Wells Street, Chicago, as he stops for a bite of lunch with one of his men. "It is refreshing, and it goes fine with most any kind of sandwich. Isn't too sweet because they add no sugars or syrups to it, and natural, old-time flavor is my choice."

## WHAT WOULD MY FIRST BOSS THINK?

(He was the original Meister Bräu brewmaster 48 years ago)



That's what I ask myself when some salesman wants me to try new ways of brewing

by RICHARD SEIBOLD, Meister Bräu Brewmaster



## "NEVER CHANGE THE BEER OR THE METHODS!"

That was his watchword . . . and I make it mine, too!

I was a boy in knee pants when I started to learn the brewing business . . . from the man who was the original Meister Bräu brewmaster 'way back in 1891. And we make it now the same as then.

Ever so often a smart young salesman tries to persuade us to use modern "hurry-up" methods, learned in near-beer days. But I always remember what my first boss told me.

"You might save time and money by using short-cuts," he used to say, "but that's not the way to make a good beer." So on my life I'll allow no change in our methods.

**PETER HAND'S EXTRA PALE**  
A beer pronounced Dietetically Non-Fattening.\* America's challenge to costly imported beers. 15c in bottles or cans.

\*As compared with other foods in diet, Peter Hand's Extra Pale Beer is relatively non-fattening.



Take putting sugars or syrups in the brew. That makes a beer that some people may like. And it saves time and work. But we prefer the old, slow way—making the beer with all grain.

Then we bottle only with Natural Draft Beer Carbonation created in the beer itself. So it has the right amount of sparkle, without too much bite.

Of course, when it comes to sterilizing and bottling machinery, we are eager to make use of every modern mechanical invention . . . they help us give you a good beer at a reasonable price.

Please try this old-time beer made the slow, careful way. We promise you'll prefer it as others do. Order Meister Bräu today in cans or bottles. You'll give thanks for a beer charged naturally with its own draft beer carbonation.

PETER HAND BREWERY CO., CHICAGO, ILL.



"THE BEER"

FREE ICE-ING AND DELIVERY. PHONE YOUR RETAILER



Richard Seibold invites you to try Meister Bräu Draft Beer —Made with the same care — Ask at your favorite Bar.

"We could add Sugars or Syrups to save time and money . . . but that's not the way my first boss taught me!"

•We recommend your neighborhood retailer. Buy your beer and other beverages from him. You'll get prompt delivery and beer that's kept in perfect condition.