

TUNE IN THE ATLAS HOUR over W-G-N
next Friday Evening from 9 to 10

The
BEER
you
loved



can still be yours

Those who loved beer still have a malt-and-hop brew, even better than the best of old. There is no excuse for makeshifts. Atlas Special Brew has all the sparkle, zest and flavor of the old. It has the age and mellowness. It has the malt to aid digestion, the hops to quiet nerves. It has the esters and aldehydes, the great tonic factors.

It is brewed exactly as of yore, with the finest malt, the best Bohemian hops. It is brewed by masters, and guarded as of old. The water is specially treated to match the mellow European brews. The brew is aged for months to ripen. Then put into bottles which are utterly clean. Then pasteurized after sealing.

Less Alcohol — That's All

When this delightful brew is finished, we evaporate most of the alcohol. You would not know that without being told. This missing of alcohol in a malt-and-hop brew is largely imagination. There was never a large percentage. Atlas Special Brew is not a "near-beer," not a green brew. It has all the age-old qualities of the finest brews, save the alcohol removal. It is folly to turn to products wretched and impure, just because one lacking factor has the glamour of forbidden fruit.

Some of you drank old-time brews with your meals. That was because of diastase and peptase. They are still here. Some drank a bottle at bedtime, to bring sleep. The quieting hop factors are still here. Some sought the tonic effects—the esters and aldehydes. They remain in full. Some liked the sparkle, foam and flavor. Never did a brew offer more. And never did the world create a purer home delight.

We want you to know what Atlas Special Brew can mean to you and yours. Prove it in the home circle. It costs only 15c a bottle, much less by the case of 24 bottles, delivered to your door. Just ask your dealer or phone us. Over 15,000 grocers, delicatessen stores and drug stores in Chicago and surrounding states supply it. Look for the green Atlas Special label on each bottle. Atlas Brewing Company, 2107 Blue Island Avenue, Chicago, Ill. Twenty phones: Call Canal 6200 or Roosevelt 4500.



ATLAS
SPECIAL BREW
EVERY BOTTLE CERTIFIED