



“That’s what I call REAL beer”

Rich and ripe and perfect in flavor

Let’s talk facts about beer. There’s as much difference in beers as there is in cigars or coffees. And the difference all comes from the brewing.

In making Atlas Beer we spare neither pains nor expense to give you the finest. We tell you sincerely that better beer cannot be brewed. And our opinion is confirmed by the growing sales of Atlas Beer.

Better Brewing the Secret

Often we are asked: “How do you make Atlas Beer so good?” There is no mystery about it. Just a plain, straightforward story of better brewing. If you could see the care we use in selecting barley malt—in procuring the choicest domestic and imported Bohemian hops—then you would understand.

Blended according to the famous Atlas formula—perfected through 42 years of continuous brewing—these highest-quality ingredients are transformed by master brewers to a beer of rarest flavor and aroma. At every step we exercise the

utmost care. Even the water we use is specially treated. After brewing, the beer is gradually cooled—through filtered air—in a glazed-tile room, and properly aged until the mellow Atlas flavor is fully developed.

Flavor in Beer Means Everything

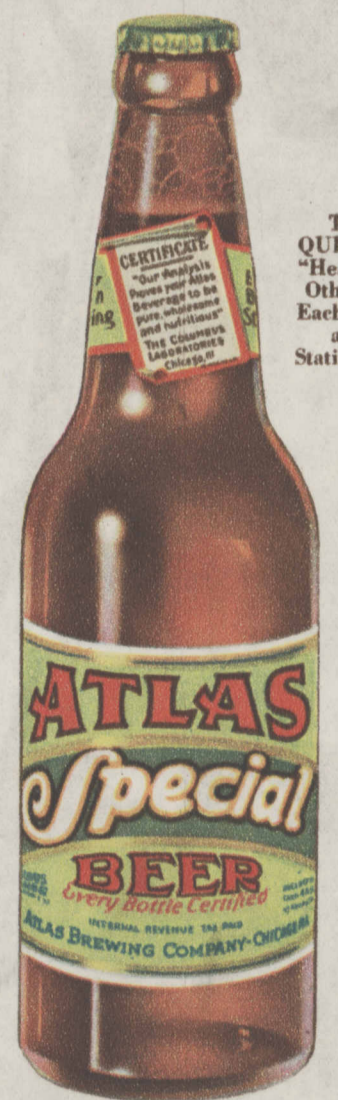
Flavor is the real test of good beer. For finer flavor can come only from better brewing. The beer of finest flavor is also the beer that gives *everything else you want!* Keep a case of Atlas Beer in your home. So wholesome is this superb

product that a famous laboratory certifies to its purity! Beneficial properties in Atlas Beer aid digestion and soothe the nerves. Drink some each night at bedtime to promote sound sleep.

You can be proud to serve your guests Atlas Beer, bottled under the familiar Atlas label. Atlas Beer is always the same—with its marvelous flavor and creamy foam—its zest and sparkle and clear amber hue. Sold by more than 65,000 dealers, and at your favorite restaurant, club and tavern. Atlas Brewing Company, 2107 Blue Island Avenue, Chicago. Fifty phones—Canal 6200.

ATLAS

Special BEER



Tune in
QUIN RYAN
“Headlines of
Other Days”
Each Evening
at 9:35
Station W-G-N

At A Century of Progress Exposition

See the Model Brewery and Exhibit of the Atlas Brewing Company in the Agricultural Building—a most interesting educational exhibit.

Atlas Beer is on sale throughout the grounds, also at Soldier Field.