

Chicagoans Swing to MEISTER BRÄU as They Taste and Compare Various Brands



"After a hot day's work in the field there is nothing quite so good as a drink of Meister Bräu," says Mr. Math. M. Blake, farmer, member of Farm Bureau of McHenry County, Rural Route No. 1, West McHenry, Illinois. "It's mighty refreshing, and fixes you up just right for a sound sleep even when the nights are hot."



"Meister Bräu is just the thing for picnics," says Mr. Wm. F. Curran, 740 E. 36th Street, Chicago, real estate. "It goes well with most any kind of sandwich because they do not add sugars or syrups to it. Never too sweet, Meister Bräu has the real old-time, all-grain flavor. In my opinion, that's the chief reason Meister Bräu leads in sales 2 to 1."



"I take no chances about having plenty of good beer to last me when I go on a trip," says Mr. G. R. Sundvahl, 4605 N. Kenton Avenue, Chicago, shoe-factory foreman. "No traveler's luck for me. I take along Meister Bräu. Every can has the flavor of draft beer at its best. Plenty of foam but never too much bite. I guess that's what they mean when they say natural draft beer carbonation."



"I always take along plenty of Meister Bräu on a fishing trip," says Mr. L. Parker (left), Blue Bird Dress Shop, 505 W. 119th St., Chicago. "I take cans—nothing to haul back. Meister Bräu can't be beat as a thirst quencher. Has just the right tang because it's never too sweet. I've been for Meister Bräu since I found they add no sugars or syrups to it."

I WAS A BOY IN KNEE PANTS

when I started to learn
the Brewing Business
... from the man who was
our first Brewmaster
47 years ago

by RICHARD SEIBOLD
Meister Bräu Brewmaster

"DON'T ADD SUGARS OR SYRUPS"
he always said . . .
"You might save time and money
but that's not the way we make beer"

● I've spent my life in making Meister Bräu — I was only a youngster when I started back in 1906. My first boss was the original Meister Bräu brewmaster. He taught me every step in making this old-time brew—exactly the way he had made it since 1891.

And we make it now the same as then—though salesmen often try to persuade us to use modern "hurry-up" methods they learned in near-beer days.

But I always say, "What would my first boss think?"

His watchword was, "Never change the Beer or the Methods!" And I make it mine, too.



**NOW READY
MEISTER BRÄU
PILSNER**
Extra Pale—Extra Dry Champagne-like in Color and Brilliance. Double Your Money Back if it doesn't equal 50c Imported Beers.
ON DRAFT
IN BOTTLES 15c—2 FOR 25c

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

Of course when it comes to sterilizing and bottling machinery, we are eager to make use of every modern mechanical invention. But we'll allow no change in anything that might affect the character of the brew. Thus 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.

We ask you to try Meister Bräu—made today as our first brewmaster made it in 1891. Order it today in cans or bottles. You'll be glad you found a beer made with old-time care.

PETER HAND BREWERY CO., Chicago, Ill.



Phone
Your Retailer
for
**SPECIAL CASE
PRICES**

Meister Bräu

"THE BEER"

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.

● In regular or steinie bottles, in cans marked KEG-LINED*, in 1/2 gallons, or 1/4 gallon "Hospitality Size," or on draft.

*Trade-mark of the American Can Company