



IN HER WEDDING GOWN—The former Miss Katrina McCormick (daughter of Mrs. Albert G. Simms of Washington and Albuquerque, N. M., and of the late United States Senator Medill McCormick), who was married to Courtlandt D. Barnes Jr. of New York at Washington.
(Jay Te Winburn photo.)



AN AMERICAN YACHT WINS ITS FIRST START IN BRITISH WATERS—Gerard Lambert's Yankee (US 2), which crossed the Atlantic to compete in jubilee events, and the English Endeavour maneuvering in a race off Southend, Essex.
(Acme photo.)



A YOUNG HOLIDAY MAKER POSES AT BROADSTAIRS, KENT, ENGLAND.
(Photo from John Steele, Chicago Tribune correspondent.)

To make THIS BEER

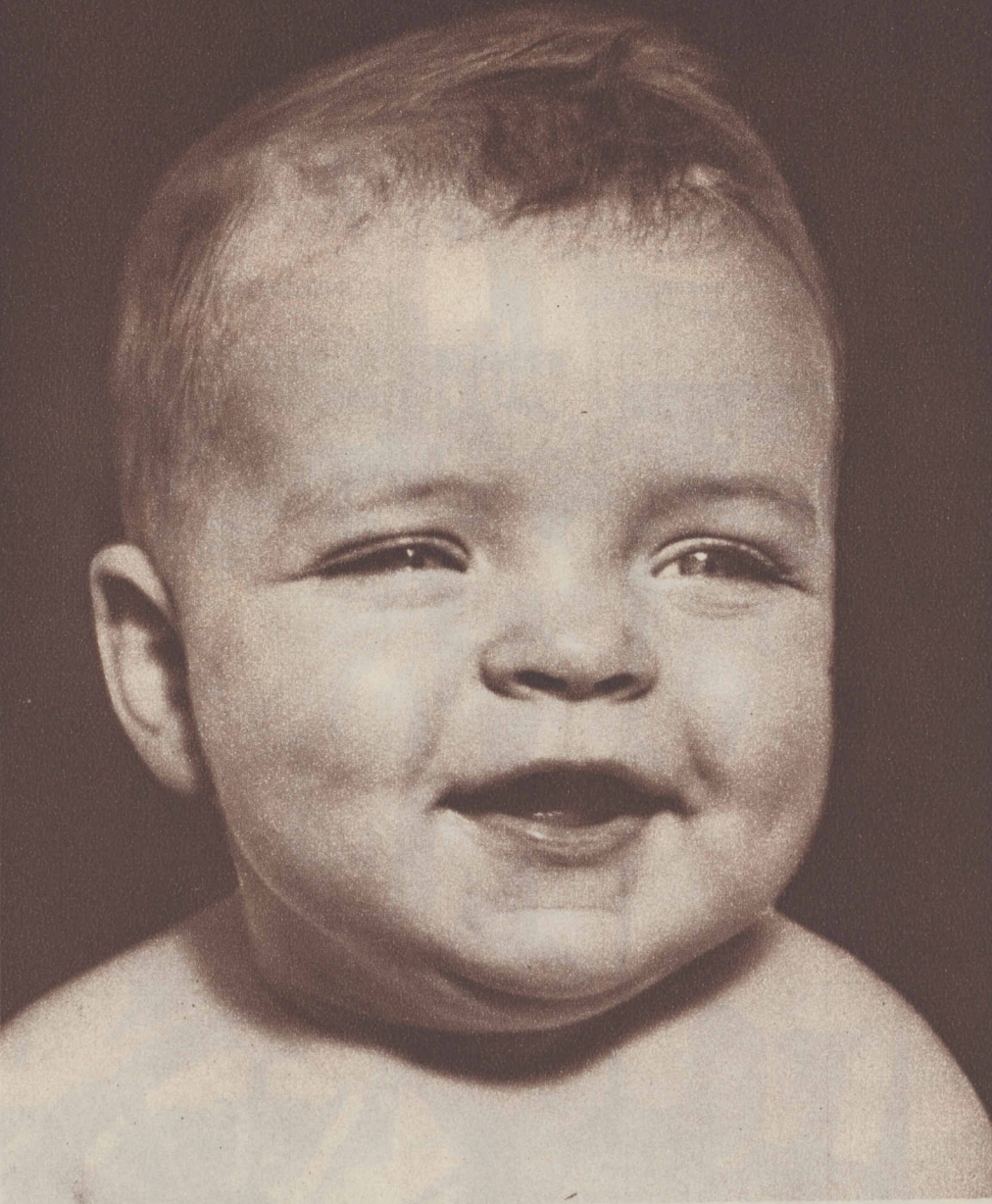
yeast cells must be fed just as carefully as babies

Since the yeast discoveries of the great French scientist, Louis Pasteur, revolutionized brewing practices, we have learned many things. We know that to make good beer, yeast cells must be fed as carefully as we nourish our own infants. So, during the BUDWEISER fermentation period, we see to it that the yeast cells get just the right amounts of the various food values they need. Thus, BUDWEISER is always uniform—in flavor, bouquet, carbonation, color, clarity, and purity.

In the brewing of BUDWEISER, nothing is left to chance. By clock and thermometer, every process is *controlled*. You will always find in BUDWEISER that matchless bouquet that is the envy of all brewers. BUDWEISER is always rich in the flavor of the pick of each year's barley crop. Always BUDWEISER lives up to its age-old reputation—the one beer that sets itself brilliantly apart from all others. The very first sip tells all who try it why the world-wide demand for BUDWEISER built the world's largest brewery.

ANHEUSER-BUSCH, ST. LOUIS

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Budweiser

THE NATURAL DRINK