

# How to Judge Beer

## POINTS OF EXCELLENCE

**"BRILLIANCY"**—Clarity and polish, proving perfect brewing and fermentation.

**"CLEAN" TASTE**—The absence of a disagreeable foreign or "after-taste," proving scrupulous cleanliness during the brewing process.

**"SOLID, CREAMY FOAM"**—An infallible indication of body, age and excellence of brewing material.

**"PURITY"**—Impossible to find in most bottled beers, because their preservation is gained through chemical adulteration.

**"FLAVOR"**—The distinctive individual characteristic of any beverage; as peculiar to it alone as is its odor to the rose. A delicious and pronounced hop aroma is the highest standard.

## A. B. C.

is the **ONLY** beer that possesses all of these essential qualifications. Its purity is absolutely guaranteed by its makers. It is the **ONLY** beer that can be so guaranteed, because it is the **ONLY** beer bottled exclusively at the brewery.

THE AMERICAN BREWING CO.

ST. LOUIS, U. S. A.

WHITE SEAL RYE  
DISTRIBUTING CO.

Wholesale Dealers, Chicago.

