

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.**

