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"What is the barley malt from which beer is made, Otto?"

"Do you know what barley is, madam?" A grain very much like wheat." "Yes. Well, malted barley is this grain after it has been forced through the process of germination. Every grain contains a quantity of food which Nature has stored up for the young plant to feed upon.

"By stopping germination of the grain just at the point at which it begins to sprout the brewer is able to get this food in its most digestible state and put it into his beer. The raw barley grain is tough, hard and starchy. When malted it is sweet, mellow and crisp.

"One of the reasons why this Poth's beer is superior is because it is made from the finest obtainable barley, malted by the slow or eight-day process. This makes sounder, better-cured malt, and finer flavored, more wholesome beer."

"I see now, Otto, why you say beer is a food as well as a drink."

"It is Nature's own food, madam, strength-giving and nourishing, when it is brewed scientifically from the finest malt as this Poth's is made."

Poth's Beer

Light
or dark.
Your bottler
has "Poth's." If
not, phone or write us.

F. A. Poth & Sons, Inc.
31st and Jefferson Sts.
Philadelphia.