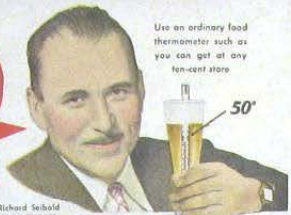


THAW OUT YOUR BEER
and enjoy its true flavor
to the full

THE "50-DEGREES" TEST
BRINGS OUT BEER FLAVOR...
GOOD OR BAD



Thousands adopt European Way to
TASTE AND COMPARE BEER FLAVOR
undisguised by over-chilling...
turn to the all-grain flavor of Meister Bräu

America's Challenge

Peter Hand's Extra Pale

Beer connoisseurs had their definition of an superior beer. But now we will meet simply one—would-beer on flavor. They compare it to champagne on behavior and character. It will sparkle in its every peak and every grain. It is a great beer to drink. Ask your retailer for Peter Hand's Extra Pale today.

We'll never add sugars or syrups... even though we could save time that way

Beer is not like some drinks—the colder the better. A lot of people don't seem to know that. They drink their beer so cold they can't taste its true flavor.

If you want to know how a beer really tastes, drink it the European way, at 50 degrees—where, true beer flavor shows up good or bad. A lot of people already know this old brewer's secret. And there are those people who can't bear to wait.

We could add sugars or syrups to the brew and save time. But we'll never do it and change the all-grain flavor folks came for. Instead they raise and compare. We bottle with only natural draft beer carbonation.



Meister Bräu

"THE BEER"

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Saturday **HOME** Magazine

20 PAGES 5c

HERALD CHICAGO AMERICAN
APRIL 13, 1940

Birth of an Aquabelle
ELEANOR HOLM TELLS OF THE WORLD'S MOST PUBLICIZED GIRLS

She Made Good in the City
THE STORY OF THE STARTLING LOIS ANDREWS

She Must Work or Die!
THE PRO AND CON OF SOCIETY SHOP GIRLS

Telling on the Dr. Maggios
PRIVATE LIVES OF AN AMAZING TRIO

Brushing off the Rumpots
NEW CURES AND PERILS FOR THE TIPPLERS

Leap Year BRIDE
Verse by Lillian Vergara.

Did she get Him? Did he get Her? In Leap Year no one knows—But, boys and girls, it's plain to see—They both are satisfied. So little Cupid gaily winks—What matter who proposed? It's love that counts—and nothing else. He knows HE turned the tide.

—See "Leap Year, Double Trouble for Girls", in This Issue

DESIGN BY D. B. HOLCOMBE.

7 PAGES