

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

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

Use an ordinary food
thermometer such as
you can get at any
ten-cent store



by Richard Seibold
MEISTER BRÄU BREWMASTER



SAY! MR AND MRS...
THE "50-DEGREES" TEST
SURELY BRINGS OUT
FLAVOR IN GOOD BEER
YOU NEVER IMAGINED
WAS THERE

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

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 these are the people we make our beer to suit.

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 vote for once they taste and compare. We bottle with only natural draft beer carbonation

created in the brew itself so Meister Bräu is naturally lively and sparkling, smooth and mellow.

Do the "50-Degrees" test. You'll get full enjoyment from the flavor—all of it. Or can choose a brand you really like. Do that and you'll never again say, "Give me a bottle of beer." You'll ask for the brand you like best.

Phone your retailer for some Meister Bräu and compare it at 50 degrees with any beer—regardless of price. I'll stake my reputation on your verdict.

PETER HAND BREWERY COMPANY
Chicago, Illinois



KEGLINED®

As Approved by
The American Can Co.
Trade Mark of the
American Can Co.

America's Challenge

**Peter Hand's
Extra Pale**

Beer connoisseurs had this delicious beer as superior to the finest and most costly imported beers in flavor. They compare it to champagne in brilliancy and clarity, natural title and sparkle. It is extra pale and extra dry—a delightful brew to drink. Ask your retailer for Peter Hand's Extra Pale today.

FREE Delivery
in Chicago and Many Suburbs
Phone Your Retailer for...

**Meister
Bräu**
"THE BEER"

Ask for Meister Bräu Draft Beer.
Bars take special care to serve
it at the proper temperature.

