



1.

Q. What's the oldest brewery in Milwaukee?

A. Last year Pabst Brewing Company, the oldest in Milwaukee, celebrated 126 years of brewing great beer. And that's older than your father's, father's, father's, father's moustache. Which brings us to our point: if you believe that practice makes perfect, then you can't find a more perfect beer than a Pabst.

2. **Q. What should I serve when the boys drop over?**
A. The perfect beverage for moments of celebration and good fellowship like this is Pabst Blue Ribbon beer. Its good old-time flavor helps break the ice and get the party rolling.



3. **Q. Who are these guys?**
A. This is a group photo of our bowling team. It was taken in 1893, the year Pabst won the Blue Ribbon as America's best beer. We still brew our beer the old-time premium way. Our bowling team hasn't changed much either.

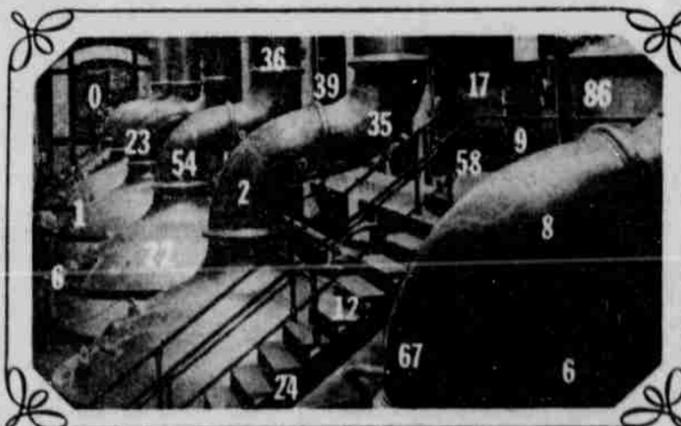
Everything You've Always Wanted to Know About Beer

...But Were Afraid to Ask



4. **Q. What are these horses trying to pull?**
A. They're pulling one day's production of Pabst beer. This often caused traffic jams outside the brewery. These tieups were the results of efforts to supply the increasing demand for Pabst. A demand that has remained unquenched to the present day.

5. **Q. How is Pabst brewed?**
A. 1. Choice hops are gathered and placed here. 86. Then we mix in only the best grains. 22. Then the beer is allowed to brew slowly and naturally. 64. Look closely. This is a secret process that gives Pabst its good old-time flavor.



6. **Q. What'll you have?**
A. Pabst Blue Ribbon, because it has something no other beer has . . . good old-time flavor. And if perchance we have not covered everything you've always wanted to know about beer but were afraid to ask . . . quell those fears. You'll find the answers to all your questions inside an ice-cold bottle or can of Pabst. On second thought, why not buy a 6-pack? It's our "refresher" course.



PABST BREWING COMPANY • Milwaukee, Wisc., Peoria Heights, Ill., Newark, N. J., Los Angeles, Cal., Pabst, Ga.