

COORS asks the question:

WHAT IF...?

Can a man
be great if
his name be ordinary?
--Thaddeus Kosciuszko

What if the great men and women of history hadn't had those important sounding names so suited to their eventual achievements? Would they have failed to accomplish all that fate had in store for them?



Or Hockstein's Heights? The 1859 gold rushers would not have charged halfway across a continent shouting "Hockstein's Heights or bust!"

Just look at the names that fill our early history. William Tecumseh Sherman. Ulysses S. Grant. George Rogers Clark. Meriwether Lewis. J.E.B. Stuart. Susan B. Anthony. Lucretia Mott. Nobody fools around with people like that.

And with a name like Adolph Coors, what else are you going to do but figure out how to brew a great beer in a better place than anybody ever brewed beer before. Did any of those city brewers ever climb a mile up in the Rockies just to get pure mountain spring water, or grow their own high country barley? Of course not. That's why Coors is special—the only beer that lets you taste the high country. The beer that makes all the others just city beer. Coors. It's a great name.

For instance:
Zebulon Montgomery Pike.
"Pike's Peak." But what if his name had been something else? What would the Colorado high country have done with Maury's Mountain?



Taste the
High Country.

