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"THE WHISKEY WITH A

## REPUTATION"

Won Three Straight Medals TT. LOUIS, 1904 PARIS, 1905 -rumen minem皆

S. HIRSCH \& CO
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Refreshing-Appetizing • Invigorating Cumias mesere

The Quality of Materials Used and Our Knowledge of What the Public Wants - That's the Whole Secret of It

## Barley Malt-made from the produces none better- <br> produces none better

Rice-from the far land
And that means the most nourishment with the least strain on the organs of digestion Besides, it insures a light, appetizing drink, free from all heaviness, stickiness or filling Hops - carefully selected for "LUXUS" by our own representative, from the best crops grown
in Bohemia. The superior quality of lupulin in these hops gives "LUXUS" its unequalled value as an aid to digestion And adds to that delicious, satisfying flavor that is more than any other beer possesses.
Yeast-there is where the "Life", "Snap" and "Individuality" of "LUXUS" comes from. No other brewery in the country can boast of yeast with its own distinctive character as that we have developed by years of constant care and watchfulness.
Water - Pure, sparkling, clear as crystal up from a depth of hundreds of feet, cool and pure, but even this is filtered to guard against the
up from a depth of hundreds of feet, cool and pure, but even this is filtered
possibility of impurity.
And We Brew "LUXUS" to Suit Your Taste. half a century, we have been studying the likes and dislikes of the average drinker of good ry "LUXUS" and see if it doesn't fulfill that "long-felt-want" of yours. "LUXUS" is not only the beer you want but it's the beer your family wants. Fred Krug Brewing Company Omaha, Nebraska

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