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## What Quality Means

Among the best beers, the differences are not largely due to materials. 'Twould be folly to skimp there.

Most differences in taste are due to the skill, or the lack of skill, in the brewing. And to the yeast.

But quality refers, above all, to the purity. Pure beer has no germs in it, and it does not cause biliousness. It is not only good, but good for you.

Purity is rare because it is costly. And because its lack is not easily noticed. But in Schlitz beer it is the first requirement. We spend more to
 Schlitz $=$ The Beer That Made Milwaukee Famous.
CEEERAL BELL VISITS FORT


