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Are beer tastes going backward?

Ever since the war, many beers have been getting lighter and lighter and lighter. And bubblier and bubblier and bubblier.

We think the turning point has been reached. We think that people are going back to the authentic pilsener. The pilsener with body and character. The

quiet pilsener, without artificial carbonation. The pilsener that's been aged for months and not just for weeks, so that it has a natural life of its own.

The old-style pilsener you pour with a "whack," right down the middle of the glass.

As a matter of fact, we don't just think it's coming

back. We know it's coming back, because we've seen how the sales of Utica Club beer have been going up during the last two years.

Try a bottle of Utica Club tonight and see what it's got.

You might like it. And then again, you might not.