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## Our beer is 50 years behind the times (and we're proud of it)

Looking at that picture, don't you find yourself wondering why people didn't have the sense to hang on to those 1912 Fords? (They'd be worth about \$3,500 today.)

We did even better than that.

Our family held on to its 1912 model beer, and now we've got an antique on our hands that's priceless. (Although I've got to admit that there were times when we began to wonder if it still paid to make beer the old way.)

But I guess if you've got something that's good, and if

you know that it's good, and if you're stubborn enough to hold out, you may find the public making a complete circle and coming around again to your way of thinking.

And that's exactly what's been happening.

Brewers all over the country are talking about our brewery, and the success we've been having in getting people to appreciate the traditional pilsener lager.

We mean the pilsener with the old time body and character. The pilsener that isn't as highly carbonated. The

pilsener that's made entirely from the harvest; absolutely pure. From whole grain; no syrups or extracts.

The pilsener that's aged for months, not just for weeks, to give it a natural life of its own. No artificial carbonation.

The name of our beer is Utica Club.

There are very few beers like it left in America.

*Walter J. Matt, President, The West End Brewing Company of Utica, New York.*

