# New Rainier Bock Masterpiece In Taste, Nutrition and Flavor, Helpful, Healthful, Wholesome

## Great Problem Finally Solved of Making Beer Like the Old Brews, the Excess Alcohol Being Taken Out by a Special Process

After having been accustomed to alcoholic beverages from the prehistoric ages, mankind seems to be about to discontinue their use altogether.

In other words, man is about to suddenly wrench himself away from a habit almost as old as man himself. For the earliest tribes known to ethnology resorted to fermented drinks made from barks, roots or herbs for purposes of emotional exaltation, religious or tribal.

Expert opinion, medical, biological and ethical, differs as to the exact function fermented drinks have played in the human economy, though all admit it has been very large as regards its stimulation of the psychic life.

The tendency today, at least from the way the prohibition movement has extended itself in recent years, is to cut alcoholic drinks entirely out of the emotional, sexual and intellectual life of the race.

As to exactly what forces contributed to this movement toward total abstinence from all alcoholic beverages, there is a wide difference of opinion. Some have attributed the principal cause to the abuses of the drinking habit and the social evils resulting therefrom.

But when one considers the mighty disproportion between drunkards, chronic guzzlers, criminals and the millions who consumed alcoholic drinks in moderation, as their forefathers had done for uncounted centuries, this hardly seems to have been the real cause.

To the student of sociology the real cause of the widespread movement to abolish the consumption of beverages with a large alcoholic content has been due to the requirements of modern industry.

**INDUSTRY HELD CAUSE OF MOVE**

Long before the prohibition movement as an organized institution, bent upon making the Nation dry, started on its career it was good citizens, no matter what the sacrifice, ought to obey it. The great problem before the people of the country is to provide a daily beverage that will be stimulating, satisfying and act at the same time as a digestive solvent, yet contain no more than the amount of alcohol permitted by the law.

**THE RAINIER COMPANY SOLVES THE PROBLEM**

Just such a model substitute has been manufactured by the Rainier Brewing Company, which is now placing in the market a near-beer so like the old alcoholic article in all respects as to defy even an expert to tell the difference in flavor. It has the same sharp taste, it is palatable and satisfying, it has the same rich golden hue and that creamy pungent foam so dear to the beer drinker. Besides it is rich in malt food content and has exactly the same solvent qualities of the old beer. A glass of this beer would entice even Gambrinus himself and make him indifferent to the loss of his throne.

When the prohibition amendment came like a bolt out of the sky, it struck the Rainier Brewing Company very hard, for this corporation for some years had been placing all its earnings in improvements. It occupies one of the finest brewery plants in America and represents an investment of over $2,000,000.

Faced by a great loss of investment capital, after studying the whole problem, General Manager Samet and the directors of the Rainier Company resolved to engage in the manufacture of a substitute beer.

**NEW RAINIER PRODUCT LIKE OLD BEER**

A study of the situation by the Rainier management showed that there were a number of near-beer products on the market, but that they were not making much headway, because the people did not take to them, and were suspicious of their ingredients. Some of these mixtures were very bad to drink.


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