Established by Mr. Eberhard Anheuser in 1857, and continued by him with moderate success until 1865, when Mr. Adolphus Busch acquired the controlling interest in the establishment, and the business was continued under the firm name of E. Anheuser & Co., up to the death of Mr. Anheuser in 1880, when the concern was incorporated under the name Anheuser-Busch Brewing Association, and Mr. Busch became its president, which position he retains to the present time.

The Anheuser-Busch Brewing Association is recognized as the pioneer in the bottled beer industry, and was the first institution in the world to successfully bottle beer for export.

From a primitive beginning, with only one brick building and a few frame shacks, and an output of 8,000 barrels per year, the
business developed phenomenally under the skilful guidance of Mr. Busch. Year after year new buildings had to be added to keep pace with the ever-increasing sales, so that now the entire plant consists of 110 individual buildings, covering an area of 142 acres of ground, equal to about 70 ordinary city blocks, and the sales for 1911 amounted to 1,527,828 barrels.

The buildings are of most modern architecture and are built of red brick, trimmed with granite and white stone, and present a very imposing and harmonious picture. The illustration in the center of this booklet shows only a few of the principal buildings covering 1,851 lineal feet along the west line of Ninth Street. It would be impossible to show the entire plant to any advantage in so small a space, and it goes without saying that the equipment is the best that science and skill has produced.

Among the six thousand employees at the home plant are found men of all trades and vocations, from doctor and lawyer to the humblest day laborer. In addition to the home plant Anheuser-Busch Brewing Association owns and operates 36 branches in different cities in the United States, in which about fifteen hundred people are employed.

The trade of the Anheuser-Busch Brewing Association, which by far exceeds that of any other lager beer brewery in the world, is not confined to the United States or the American Continent alone, but the famous “Budweiser”—justly termed “The King of All Bottled Beers”—is known to civilized people in all parts of the World.

Barley, Rice, and Hops are the only materials used by Anheuser-Busch Brewing Association for the brewing of its beers.

Many brewers use corn-grits as a substitute for Barley, but with its use beer cannot attain as high a standard in quality, taste, or flavor as by the use of Barley only.
The process of brewing consists in the conversion of Barley into Malt, the extraction of the soluble substances from the Barley-Malt and Rice, with water; to this nutritious extract the necessary quantity of Hops is added, then thoroughly cooked, and subjected to a process of fermentation, after which it is conducted to storage cellars to lager (to age or ripen) until it reaches its highest point of perfection.

Barley and Rice are classed among the most wholesome cereals, and the tonic properties of Hops have been recognized through all ages, from time immemorial, and it follows that an article produced from these materials must necessarily be healthful.

The healthfulness of beer is affirmed by scientists, but it must be good as well as pure.

Most beer, no matter by whom brewed, is clean, pure, and sterilized.

Cleanliness is accepted as a rule of self-preservation in every reputable brewery.

Purity is of every day importance in brewing, but we regard it as only one of the many requirements. All brewers observe it in a greater or less degree. We meet it absolutely.

An experienced brewer would no more boast of the purity and cleanliness of his beer than a gentleman would brag of having washed his face.

Many pure, clean beers, however, are not good beers.

A really first-class beer must not only be free from self-evident defects, but it must combine all the positive excellencies known to the science of brewing.

For these reasons brewers who do not dare to meet the test of the substantial merit of their beers, harp on purity.

Some brewers even advertise that dark bottles have something to do with the
A FEW OF THE PRINCIPAL BUILDINGS OF THE
ANHEUSER-BUSCH BREWERY

THIS PLANT COVERS 142 ACRES OF GROUND--EQUAL TO 70 CITY BLOCKS; EMPLOYS 6,000 PEOPLE;
BREWING CAPACITY, 2,500,000 BARRELS PER YEAR; BOTTLING CAPACITY, 1,000,000 BOTTLES DAILY; STOCK HOUSE CAPACITY, 650,000 BARRELS;
POWER PLANT, 12,000 HORSE-POWER; INBOUND AND OUTBOUND FREIGHT, 50,000 CARS PER YEAR.
quality of beer, but don't you believe it; it's the quality of the materials used in the production that counts.

In brewing our beers we use the choicest Barley obtainable, imported Saazer Hops (of which we import and use more than any other brewery in the world) and special culture Yeast, adding a little Rice to pale beer. Saazer Hops are celebrated for their medicinal qualities in the relief of nervous and digestive ailments.

The aging of our beers is perfect. Our storing capacity of 650,000 barrels enables us to store (lager) our beer for four to five months, the time required to give beer just the right age for quality and healthfulness. These are the facts which distinguish beer that's Good and Pure and Healthful from beer that is merely "pure."

They are of supreme importance to you as a consumer, and deserve the serious attention of everyone who appreciates the best.

It is for this reason that

Budweiser

costs the dealer more, yet its sales exceed those of all other Bottled Beers, which proves conclusively that its superiority is recognized everywhere.

"Budweiser" is drawn from steel glass lined aging tanks into bottles, sealed with Crown Caps by marvelous machines at a rate of one million a day, is then subjected to thorough pasteurization, which destroys any yeast cells that might remain, and is thus fitted to withstand any and all climatic conditions. It is the same perfect product always, everywhere, and to all.

Statistics prove that drunkenness has decreased to a remarkable degree in the last thirty years, a fact absolutely and undeniably attributable to the increasing use by the people of beer (containing $3\frac{1}{2}$ to 4 per cent alcohol) instead of the more ardent spirits formerly consumed.
therefore, is recognized by physicians and scientists as one of the principal promoters of true temperance.

To the Anheuser-Busch Brewing Association belongs the credit of having brought good, pure and healthful beer into the economy of the home through the perfection of the bottling process. Good, pure and healthful beer in the home has made its consumption possible without the accompaniment of what is to some people an objectionable environment. This beer then is to be recognized not only as a physical, but as a moral tonic in the community.

We court the most rigid examination of our Beers and Malt Nutrine by all Pure Food Commissions.
Budweiser

Compliments of
Becker Brewing & Malting Co.
DISTRIBUTER
Ogden, Utah