

# CROSS OF HONOR AWARDED TO PABST

## "Blue Ribbon" Carries Off Grand Prize for Highest Quality at World's Competition.

### MEDALS FROM BELGIUM

#### Rare Trophies Won at the International Hygienic and Pure Food Exposition at Antwerp.

MILWAUKEE, Wis., Oct. 5.—Valued above the other hundreds of awards voted to the Pabst Brewing Company by National and international exhibitions held at various times in the last few decades, a collection of awards which was received by Colonel Gustave Pabst from Antwerp will occupy a higher place in the esteem of the company than all other medals in the Pabst collection.

The awards were brought to Milwaukee by special emissary from the International Hygienic and Pure Food Exposition at Antwerp, Belgium, and include the cross of honor of Belgium, known as the grand prize of the exposition, a gold medal and a diploma elaborately studded with seals of noted Europeans, and setting forth that

Pabst "Blue Ribbon" beer of quality, received the highest award for purity and excellence at the great exposition held in Antwerp. The awards were made only after the severest tests known to enlightened science, and demonstrate, under the signatures and seals of the jury and commissioners, that the product of the Pabst Brewing Company stood alone among hundreds of other beers submitted at Antwerp for the exhaustive tests of experts.

The arrival of the special messenger from Belgium was an event at the offices of the Pabst Brewing Company, and already the medals have been exhibited to many Milwaukeeans interested in the excellence of this city's product as compared with that of the best-known breweries in two hemispheres.

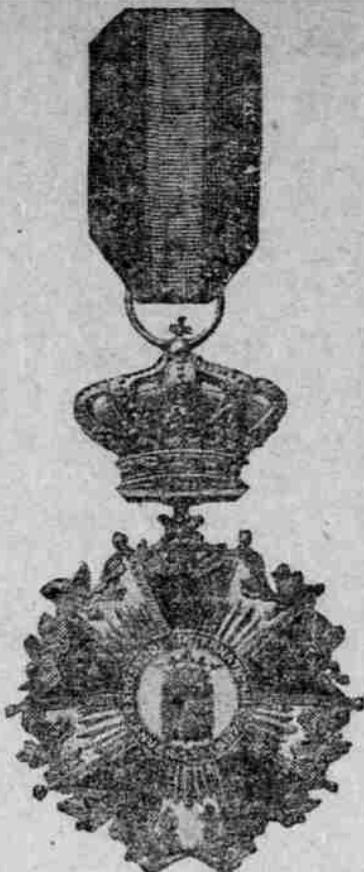
**GET HIGHEST POSSIBLE HONORS.**  
The gold medal, which is about two and a half inches in diameter, bears on one side the head in relief of King Leopold of Belgium, who was the patron of the exposition at Antwerp. On the other side is a likeness, also in relief, of the huge building at Antwerp in which the pure food and hygienic exhibit was held.

The cross of honor, or grand prize, is of beautiful design, somewhat similar to other high European orders. It bears decorations of oak leaves set in gold and red enamel. In the middle of the medal proper is the coat of arms of the city of Antwerp. The medal is attached to the crown of Belgium, which in turn is suspended from a ribbon of the tri-color of Belgium.

**DIPLOMA OF BEAUTIFUL DESIGN.**  
The diploma setting forth the fact that "Blue Ribbon" beer was awarded the grand prize at the Antwerp exposition is a beautifully designed document bearing four idealistic figures. The entire wording is in the French language, the court language of Belgium. The body of the diploma sets forth that the "diplome de grand prix" has been awarded to the Pabst Brewing Company, of Milwaukee. The array of official signatures is the chief feature of the document. The diploma is signed by the president of the jury which awarded the honors, by the Lord Mayor of the City of Antwerp, honorary member; the Administrator-General, and President of the Committee of Commercial Patronage.

The signatures of the exposition officials are verified and attested to by the Minister of Foreign Affairs of the Royal Belgian government. All these signatures are in turn attested to by the Vice and Deputy Consul-General representing the United States Government at Antwerp, the two certificates being written in the lower margin of the diploma and accompanied by the respective seals of office.

The background of the middle portion of the diploma sets forth in dim outline a view from the harbor of the port of Antwerp, showing the great



Cross of Honor.

shipping interests and in the extreme background the famous cathedral of Antwerp with its high steeple.

With the rising interest, much greater in European countries than in the United States, in pure foods and the general subject of hygiene, the International Hygienic and Pure Food Exposition has assumed an important place. Today its exhibits are the

Mecca for thousands of manufacturers, scientists, legislators and workers for the public good from every corner of the world. The awards of the juries are made with such unmistakable impartiality and are so decidedly announced for or against certain food products that the knowledge gained from a visit to the exposition serves as absolute protection against fraud.

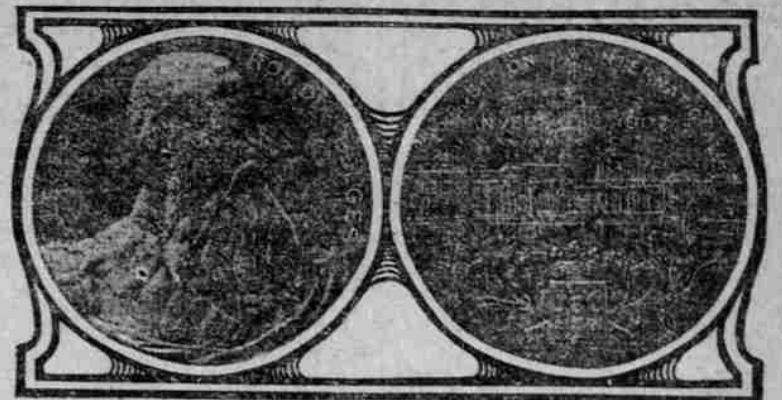
The exposition is held annually at different cities decided upon by the board of commissioners. In 1906 it was held in Paris, this year in Antwerp, and next year it will be held in another city of the continent or in Great Britain. Crowned heads of Europe unite in aiding its welfare, and every civilized country each year sends its most noted scientists to participate in the gathering together of experts from all parts of the world. In Europe the exposition is annually given the greatest publicity throughout the different centers of population, it being the understood object to apprise the people of what is good and what is not good for their general welfare.

The department of brewing at the Antwerp exposition was one of the chief features. The fact that the first beer was brewed in what is now the Kingdom of Belgium added to the interest in the exhibit, and inspired wonderful showings from the different interests of the world. All the great breweries of Germany, America, England and other countries made efforts to excel in their exhibits, and when the time came for the highest awards interest was at fever heat.

The tests of the hundreds of samples of bottled beers were most severe. The jury which made the exhaustive tests of the brewery products was made up of scientists, university professors and chemists of note, appointed by the Belgian Minister of Education.

**SUBJECT TO HEAT AND COLD.**  
The jury's task was a severe one, the tests of each beer extending over a

### COPIES OF THE GOLD MEDAL.



One Side Contains the Head of King Leopold of Belgium and the Other the Famous Exposition Building.

considerable time. Pabst "Blue Ribbon" beer, along with all the others, was for weeks alternately subjected to extreme degrees of heat and cold. Of all the beers so tested Pabst "Blue Ribbon" beer was the only one found upon examination to retain all the properties originally contained in the brew. It was finally determined that the "Blue Ribbon" beer took first place among all the other varieties submitted by American and European breweries. Consequently the highest possible honors of the exposition were awarded.

The fact that the American beer took first place was all the more remarkable from the fact that it was necessarily transported a great distance, a factor that might ordinarily have been a decided handicap, as against the other beers sent to Antwerp. The time that the beer was in transit from the brewery in Milwaukee was something like four weeks, and it is a generally accepted theory that beer loses through transportation. The Pabst beer apparently was unaffected. Its durability and pureness were found upon examination to be without fault.

The exposition at Antwerp this year was held during the months of June, July and August, the months in which the tourist travel is largest. It was opened by King Leopold, under whose protectorate it was held, the various monarchies and the French Republic

appointing delegates to represent them in the international show. The exhibits were placed in the great building erected several years ago at Antwerp and designed especially for large exhibitions of the nature of the pure food show. The juries appointed to make tests in the several departments of the exposition were appointed by the Belgian Minister of Education, with the approval of the different nations participating in the gathering, the members being selected with special view to their peculiar fitness to judge of the merits of the products coming under their examination. One of the noted members of the jury which undertook the stupendous task of testing the bottled beers and awarding prizes was Professor Alfred Jorgensen, of Copenhagen, Denmark, than whom there is no better known authority on the subject of scientific and hygienic brewing. Others on the jury were men of unobscured ability in their line. The fact that the host of exhibitors in the department of brewing unananimously approved of the membership of the jury bespeaks their ability.

It is probable that the awards now in the case of the Pabst Brewing Company will be placed on exhibition at an early date, it being the desire of the officials to permit the public at large to examine the medals and diploma signifying the par excellence of Pabst Blue Ribbon beer.

## DIPLOMA AWARDED THE PABST BREWING COMPANY AT THE INTERNATIONAL PURE FOOD EXPOSITION

EXPOSITION INTERNATIONALE  
ALIMENTATION-BRASSERIE-ARTS ET METIERS - HYGIENE - MANUFACTURES

Sous la très-haute Présidence d'Honneur de S.A.R. Madame la Comtesse de Flandre.

# DIPLOME

de *Grand-Prix*  
décerné à *Pabst Brewing Company*  
*Milwaukee U.S.A.*

Le Président des Sections Etrangères: *[Signature]*  
Le Président du Jury: *[Signature]*  
Le Bourgmestre de la Ville d'Anvers: *[Signature]*  
Membre d'Honneur: *[Signature]*  
L'Administrateur Général: *[Signature]*  
Les Présidents des Comités de Patronage Commercial: *[Signature]*

1907

VILLE d'ANVERS

UNITED STATES CONSULATE GENERAL  
ANTWERP BELGIUM  
SEEN FOR THE LEGALISATION OF THE  
SIGNATURE OF *[Signature]*  
AND SEAL OF *[Signature]*  
VICE & DEPUTY CONSUL GENERAL

VU POUR LEGALISATION DE LA SIGNATURE  
DE M<sup>r</sup> *[Signature]*  
APPELÉ A *[Signature]*  
BRUXELLES, LE 27 JUIN 1907  
POUR LE MINISTRE DES AFFAIRES ÉTRANGÈRES.  
LE CHEF DE BUREAU DÉLÉGUÉ  
*[Signature]*

Highest Honor Given the Pabst Brewing Company in a Competition in Which Beers From All Parts of the World Were Entered. At This Exposition Pabst "Blue Ribbon" Beer Was Pronounced by International Experts to Be the Purest and of the Best Quality.

H: 107.0