

(1)

beer is sin - forbidden fruit - reward.  
reason a mild beer is favorite?  
(meaning after have worked hard and earned it!)

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Tavern is place for sociability, for the boys

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~~Beer is not for a "date", esp tavern~~

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"light" beer is more genteel, less filling  
elusive, hard to define - best way to  
define was to say "Olympia is a light  
beer" - A drink oly when I  
want 2 or 3 bottles for supper.

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Heavy beer is German beer - there are  
no German beers in the NW

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Rainier is not a light beer, but  
it is not heavy

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no quarrel oly lightest of 3 - feeling is  
Wedelbey heaviest, though not so sure.

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Annotation - beer is a virile, masculine product  
which should be light.

(2)

do not get too masculine.

It is more ladylike for a woman to drink Oly but Oly is not as effeminate beer. Also Muller's beer.

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Rainier makes a nice of providing picnic pump

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After 2 or 3 beers, all beers are alike  
one can't tell the difference

Heavy drinkers say this, but  
"medium & light don't feel this way —  
will check.

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Social aura rather than brand of  
beer or tap which determines which tavern  
a crowd goes to

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Hadelberg is the "heaviest" — "strongest" — "has  
most bite".

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in package Rainier big hand a threat  
feudian — Oly is Santary Nappkins

"Hamm's is now a western beer because western beer" but may have Eastern connotation - beers which come in stubbies are western, not stubbies Eastern, Lucky Lager California - not local - 30 or 6 miles makes difference - It or 6

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Painer & Lucky pushed beer during war - green beer - finally overcoming it green beer now can happen in any beer from time to time. Hei not ruled out by this tape.

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Beer drinking is a sign of emancipation for the teenager, as cigarettes - "forbidden fruit"! evil tinge, not as evil as whiskey

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don't drink beer to drown your sorrows you do not drink beer to get high.

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Strong defensive reaction on beer —  
WCTU strong

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Know canned beer cools faster, feel it stays cooler longer.

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difference in beer is the ~~salesman~~ consumer

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all beer is chemically made only thing that is different is the people ~~as~~ who make it and whether or not they make a mistake from time to time.

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people today prefer a lighter beer — this would be Oly

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~~Student~~

Snobbers of Heidelberg? check this —  
aloof — Belvise! — you get a lot of egg-~~st~~ around — they drink Heidelberg — it's the oldest beer around —  
oldest beers are beer with bite — Heidelberg with

They like it ice cold - that's like  
pop - (beer is the pop of the NW -)

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beer drinkers & whiskey drinkers -  
whiskey drinkers are most evil -

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I like a ~~glass of beer after~~ ice cold  
~~bottle of beer after working outside~~ -  
It smooths me off and makes me mellow.

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Don't know what ale is, except it's strong -  
between beer and wine - you  
get plastered faster - beer drinkers don't  
drink ale - maybe premium beer drinkers -  
(snob appeal?) fear of evil

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Check importance "aged beer is heavier?"

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dry beer - what is it. has a bite.  
new concept to them?

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light & mild are associated.

Heidelberg has more of a bite. It is  
more like old original beers used to  
be. old original beers had a bite.  
ergo Heidelberg is a stronger or heavier  
beer

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Proud of beer tolerance but not of  
whiskey tolerance -