

COORS asks the question:

WHAT IF...?

All I know
is just what I read
in the papers.
--Will Rogers

What if our first explorers and pioneers had been subjected to an earlier version of today's sensational weekly tabloids? Imagine the effect on history if would-be settlers back east had been treated to headlines like these:

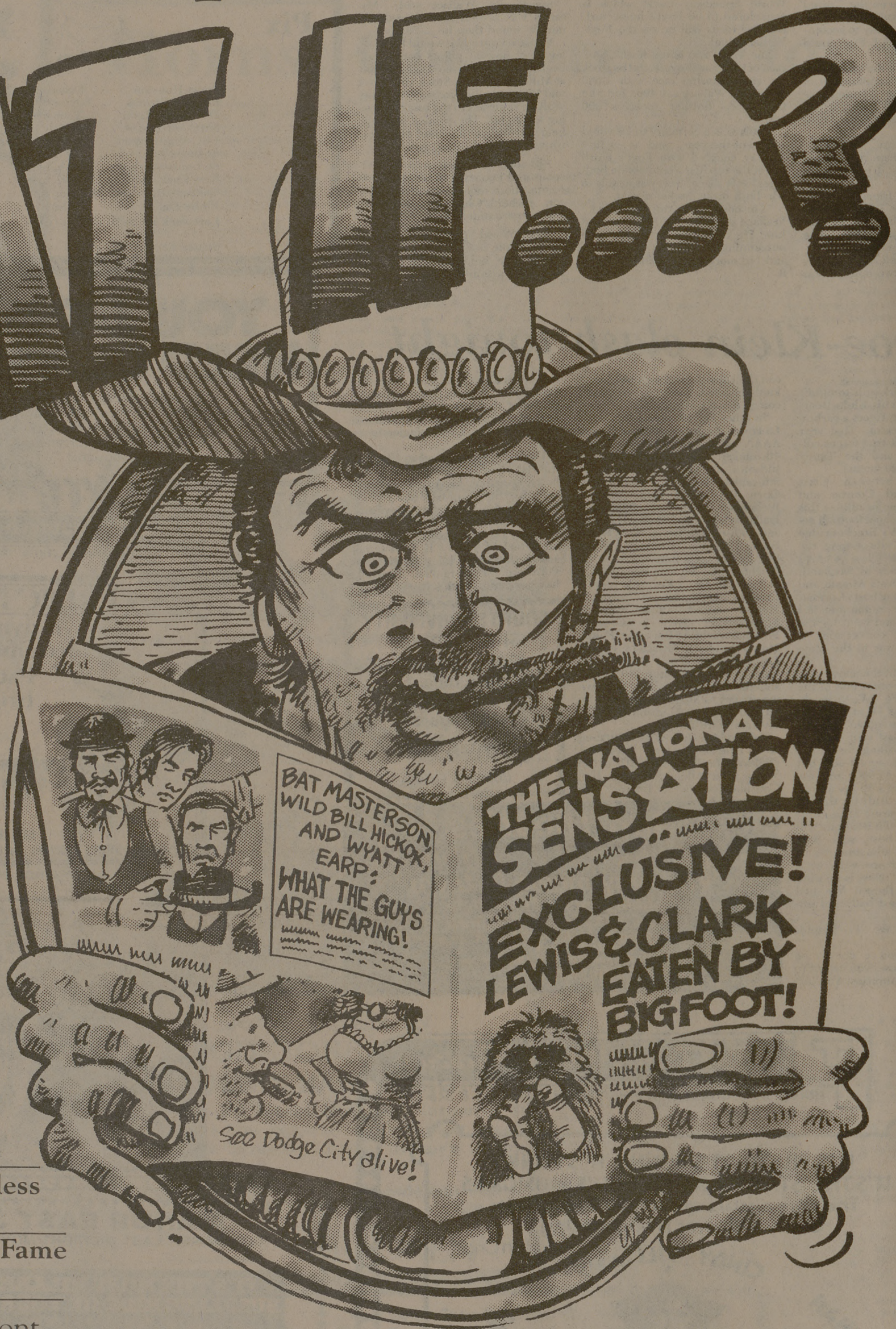
- "Killer Moths Savage Sheep Ranch."
 - "See it All! Intimate Sketches of Reckless Abandon in Dodge City."
 - "Psychic with Custer's Army Predicts Fame for All at Little Big Horn!"
- Reputations would live and die on the front page every week:
- "I Kissed a Man with Wooden Teeth." — Martha Washington
 - "General Sherman: Pyromaniac or Poor Sport?"
 - "Sitting Bull says, 'No More Mr. Nice Guy'."



What's so bad about splinters?



I see you wearing an arrow shirt.



- "500 Conestoga Wagons Recalled by Factory."
- "The Shocking Story of Why They Call Roy Bean the Hanging Judge."

With reporting like that, there might have been no gold rush. No homesteaders. No civilization west of the Rockies. No Coors Beer. After all, it took a lot of dedication for Adolph Coors to locate up in the Colorado high country just to build the future of his product on pure spring water and mountain-grown barley. Or, as one of those papers might have put it:

- "Man Climbs 5,000 Feet for a Beer."

Taste the High Country.

