



Here's to Health and
a Good Digestion

BLATZ BEER MILWAUKEE

Quality—Individuality—Purity—

The *Quality* of the *Malt* decides the body of a beer. *Blatz Malt* is produced in the brewery's own malt house by trained Malsters (years in Blatz service). "*Not only how much malt—but how good*" is here the inviolable rule. This method is expensive, but the desired result is always achieved—the *vital ingredients* of the malt are thereby brought out and retained. To the Blatz malt is due the prevailing *full-bodied state* of *Blatz Beer*.

The Hops used in the brewing of Blatz Beer are rich in *aromatic properties* and *tonics* (hop bitters), which lend to the beer that fragrance which captivates lovers of the beverage. The tonics act as a *mild stimulant* to the *digestion*. Blatz Beer is *perfectly fermented* and *ripened* in the *coldest* and *cleanest cellars extant*.

The most skilled masters zealously guard "*Blatz*" *individuality*. The paramount object being to maintain with absolute uniformity every characteristic that has these many years meant *Blatz Quality*.

VAL BLATZ BREWING CO., Milwaukee

Chicago Branch

Union and Erie Sts.

'Phone Monroe 364

Always The Same Good Old "BLATZ"