



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

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Always The Same Good Old "BLATZ"