

FOR Health's Sake—and the acme of Beer Enjoyment cultivate the "Blatz Sign habit!" Step in where you see the signs and ask for

# Private Stock

## BLATZ—MILWAUKEE

—Any of the Blatz brands of beer are sure to please.—The component parts of Blatz beer possess food and tonic properties that are most beneficial—and all that means beer honor is the basis of every brew. Then there are the processes of cooling, ageing, sterilizing, and so on—But back of all this is Blatz Quality and Character—there's the secret of Blatz Popularity.

*Bottled Blatz* is available, or should be, in most first-class places. Ask for *Blatz Private Stock*.

Telephone 364 Monroe—or drop a postal to Chicago Branch, corner Union and Erie Streets, *for a case delivered home*.

The celebrated brands—*Private Stock, Wiener, Muenchener and Export*—are

Brewed Exclusively by

**VAL BLATZ BREWING CO., MILWAUKEE**

