

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

