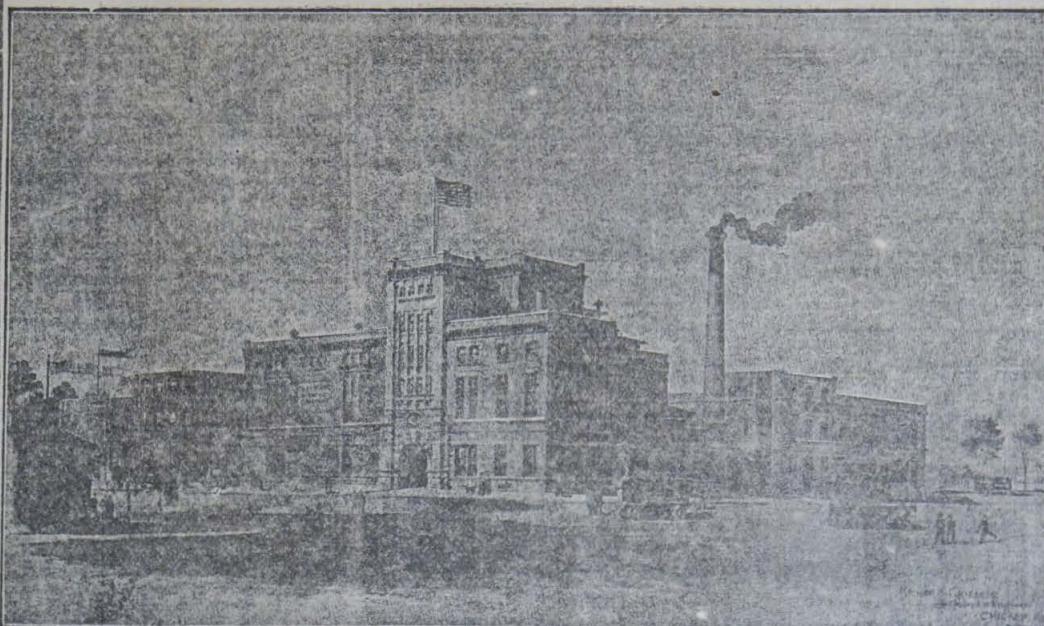


Visitors To The Inter-State Fair

And in the city on other occasions, are always welcome at our Model Brewery and Bottling Establishment to witness our process of Brewing, Cooling, Ageing, Sterilizing and Pasteurizing an Honest Beer—a Beer that speaks for itself.



New Plant of the Michel Brewing Co., One of the Largest and Most Representative of La Crosse's Manufacturing Concerns.

In High Quality and Character--The Celebrated

ELFENBRÄU

Brewed Upon Honor—That is the Secret of its Wonderful Popularity. Slip in where you see the Sign and Ask for ELFENBRAU.

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