



Class A---Stand Up!

Everything comes in classes, or grades. If you want A No. 1 First-Class articles, you do a little testing and find the best; you learn its name and call for it by name—don't you?

When you want a sparkling, bubbling, palate-tickling delightful beverage, for example, you say out loud

ELFENBRÄU

Bottle Beer De Luxe

The choicest grains, carefully selected, perfectly brewed, aged to mellow deliciousness and sterilized. The beverage that builds tissue.

A case at home is a source of health and cheer. Phone or postal calls one promptly. On sale at most bars and cafes.



C. & J. MICHEL BREWING CO.
LA CROSSE