



# 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