

"Now young feller, when you grow up you want to have a reputation like

Blatz

Private Stock

MILWAUKEE'S MOST EXQUISITE

BEER"

"LEADS THEM ALL"

Has grown in popularity every day. Thousands of families by actual use have learned to appreciate it. No question that today it's the *most popular* beer brewed.

Always the same—Always good. Has that individual, snappy, satisfying taste that is enjoyed by the entire family.

Start the year right by having a case on hand so that your friends and neighbors can enjoy it with you.

Build for yourself a reputation like that enjoyed by Blatz Private Stock Beer
Val. Blatz Brewing Company, Milwaukee.

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