



Call Ridge 10

for a Case of Pure, Palatable

Pale Select

A Direct Line
to Satisfaction !!

the Quality Beer
for the Home

A Case of
24 Bottles
Costs \$1.00!

IT'S SUCH A PERFECTLY SIMPLE MATTER to order "Pale Select." Just go to the phone and tell Central you want: "Ridge One-O." Then let us have your name and number, and we'll see that a case of pure, pleasing, palatable Pale Select is sent up—PROMPTLY. There are a lot of benefits derived from drinking this Master Brew—probably, the LEAST important of which are the Dinner Sets which we give to users.

The Koppitz-Melchers Brewing Company,
1115-1135 Gratiot Avenue.

RIDGE 10

