

Every
bottle is
Brew-DATED



The "BREW-DATE"
is Your Guarantee
of Definite Age

TO be good — to bring out its finest flavor — beer must be fully-aged. Time, and Time alone, can develop its richness, full body, and mellow strength.

After it is brewed, Blatz Old Heidelberg Beer is placed in huge ageing vats. In plain sight where all may see, each vat is placarded with the exact date its contents was brewed.

Months later—when its matchless flavor and strength are fully developed — this fine old Milwaukee-made beer is bottled. And every bottle bears the same "BREW-DATE" that appeared on the vat in which the beer was fully-aged.

Naturally you can secure raw, unaged beer at less cost, but you'd miss the satisfaction and true enjoyment of the distinctive richness and flavor, strength and mellow creaminess you'll always find in Blatz Old Heidelberg, the only "BREW-DATED" Beer.

If it's brew dated, it's Blatz!

BLATZ BREWING COMPANY

North Side Branch, 1500 Holt Street
South Side Branch, 3900 South Union Avenue

Phone . . . BRUNSWICK 3600

• Hear the Old Heidelberg Programs
3 Nights a Week over WBBM

Sundays - - - - - 7:45- 8:00 P. M.
Tuesdays - - - - - 9:45-10:00 P. M.
Thursdays - - - - - 9:45-10:00 P. M.

Chicago Daylight Time

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BD 3420

Blatz
MILWAUKEE

Old Heidelberg
Fully-Aged
BEER



LIBERTY—A new aerial view.
(Associated Press photo.)



100 PER CENT GERMAN.
(Associated Press photo.)



RURAL ENGLAND AT ITS QUAINTEST—Street scene in Minehead, on Bristol channel.
(Acme photo.)