

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

Blatz

MILWAUKEE

BREWING CO. MILWAUK

PERMIT MSE74

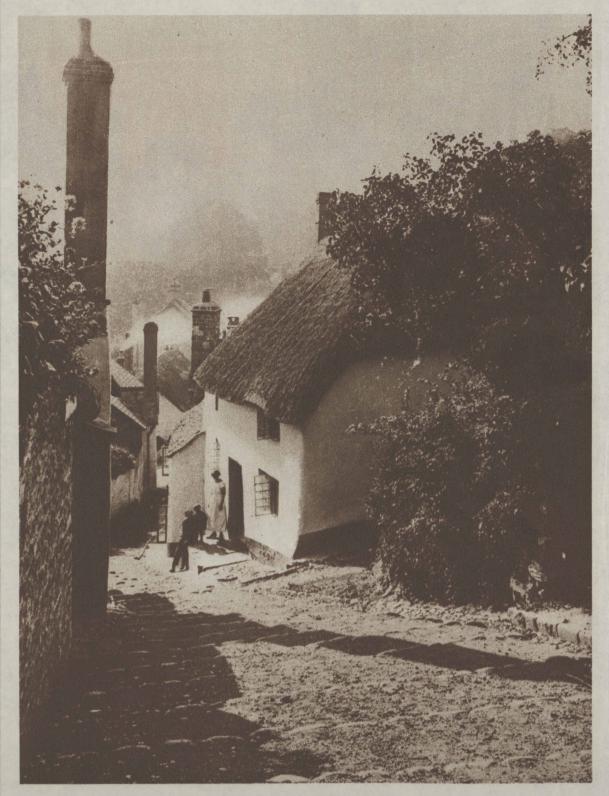
(fld Heidelberg Fully-Aged BEER



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.

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