

Toblis

at St. Louis Exposition

When tired and exhausted from sight-seeing, you will find nothing more reviving and refreshing than "Schlitz."

When the nerves need food, beer is the usual prescription. So in insomnia; so in nervousness.

The doctor knows that malt and hops are nerve foods and tonics. He knows that pure beer is good for you.

That is why he says "Schlitz."

## The Beer That Made Milwaukee Famous



