

## mie maviare









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## "Back to the Road"

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## LOL CLI CODLC

Preter the same beer-that is true
They are guided by taste; and tastes differ, as beers do.
But taste can be cultivated. And absolute purity is much more important.

Judged by likes, the few best beers may not differ enough to matter.

Judged by purity, there is a vast difference in beers. And purity means healthfulness, cleanliness, freedom from germs. - It means a beer that cannot cause biliousness.
Ask for the Brewery Botling.
Common beer is
Common beer is sometimes substituted for Schilit:.

## Schlitit all, that makes Schlitz so important. All orders sent to Whitlow and Perrow Old Phone, 366, Middlesboro, Kentucky, will receive prompt attention. That Made Milwaukee Famous.

## SPORTING NEWS

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