



Stroh's Bohemian BEER

Fire Brewing insures thorough cooking. Stroh's Bohemian Beer is the only American beer that is Fire Brewed. This is the method used in the most renowned European breweries.

FULL PRE-WAR STRENGTH

For sale by better dealers
Cadillac 5840

FIRE BREWED

AT A TEMPERATURE OF

2000°

Good Old



WILL BE HERE
SATURDAY

JUNE 3rd!



YOU'LL BE GLAD
YOU WAITED FOR
AMERICA'S FINEST BEER

WE CAN almost guarantee to you that the very first taste . . . the very first pungent delightful aroma of SCHMIDT'S FAMOUS BEER will tell you as plain as black on white, that here is a brew so much better than what you thought were previous "beers," as to warrant no comparison. SCHMIDT'S FAMOUS BEER was not born in a moment, nor made in a week. Sixty years

of brewing experience are back of this beer. Made from the tenderest bud of the hop and finest selected malt and rice . . . watched and tended as carefully as a child . . . there just isn't any better beer. If there was we would make it. We guaranteed that no one would get a drop until it was right. It will be here Saturday. It will be SCHMIDT'S FAMOUS beer . . . truly worthy of the name.

Phone your order . . . **TEMPLE 2-7200**

The Schmidt Brewing Co.
DETROIT, MICH.

(A Michigan Corporation)
Exclusively a Distillery
Plant Property: Northville, Mich.

Irish Hills DISTILLERIES INC.,

have available good aged whisky for immediate blending purposes,

abundance of pure, cold water—at no cost—highly essential for a whisky distillery,

excellent railroad facilities with low tax rates, and

management of proven ability.

A limited number of the capital shares of this company are available to residents of Michigan at the original offering price, par one dollar per share.

An interesting pamphlet covering this company and its prospects is yours for the asking.

Melvan D. Haynes

1616 Union Guardian Bldg.
DETROIT, MICH.
Randolph 2526

Here it is —

BEER!

Stroh's or
Edelweiss

3.2%

By Weight

From Government
Licensed Breweries

10^c Bottle

—AT THE FOLLOWING KROGER STORES—

9237 E. JEFFERSON, near Belvidere.
1400 VAN DYKE, at Agnes.
14425 E. JEFFERSON, near Chalmers.
16626 HARPER, near Outer Drive.
15222 E. JEFFERSON, near Beaconsfield.
16127 WOODWARD, near Puritan.
8333 HAMILTON, near Euclid.
13236 LIVERNOIS, near Davison.

9350 GRAND RIVER, near Joy Road.
14472 GRAND RIVER, at Strathmoor.
9728 DEXTER, near West Chicago.
7114 W. WARREN, near Burnett.
7311 LINWOOD, at Grand Blvd.
7757 W. VERNOR, near Central.
SEARS FOOD DEPT., Grand River at Oakman.
SEARS FOOD DEPT., Gratiot near Van Dyke.

KROGER-STORES

VON BREWING CO.

Brewers

of

A BEER OF DISTINCTION

1800 E. Forest

TE. 2-5550

Michigan Cooperage Company

Ozark Barrel and Body Corp.

The repeal of the Eighteenth Amendment has created a demand for wooden barrels that can not hope to be satisfied for some time.

We believe securities of well managed tight cooperage companies will prove to be a most satisfactory investment.

Full information on request

JENNINGS AND BUSBY

Members of Detroit Stock Exchange

500 Fidelity Building

Randolph 6844

THE DETROIT FREE PRESS—MONDAY, APRIL 20, 1933

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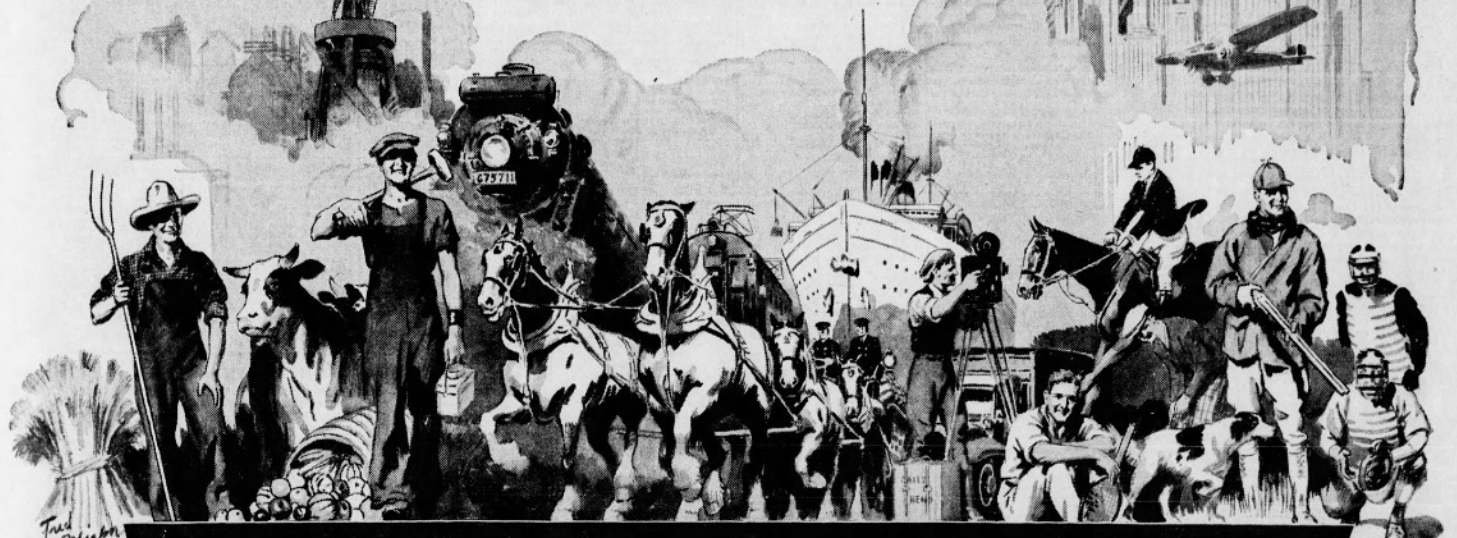
Something More than Beer is back

Beer is back! In those three simple words a great American industry goes back to work. Hands long idle find new jobs. Faces empty of hope brighten to a new promise. Thousands upon thousands find honorable livelihood. A vast American market—a new frontier of industry reopens,—bringing sorely needed business to farmers, transportation and to hundreds of other industries. And with it, a new fountain head of tax revenue arises to add its dollars gladly to a nation in need.

Beer is back! But is that all? No! To cheer, to quicken American life with hospitality of old, the friendly glass of good-fellowship is back. Sociability and good living return to their own, once more to mingle with memories and sentiments of yesterday. America looks forward—and feels better.... *Beer is back!* Yes! But much more than that. Beer at its *best* is back—the brew that everybody knew best—the king of bottled beers that outsold any other bottled beer on earth.

BUDWEISER IS BACK

Anheuser-Busch • St. Louis



AMERICA
WELCOMES

1876

Budweiser

KING OF
BOTTLED
BEER

1933



HOW TO GET GOEBEL BEER

● Ask your dealer to set aside a case of Goebel Beer for you the next time delivery is made to his store. Or, better still, give him a standing order. This is a sure way of keeping your refrigerator properly stocked and avoiding week-end disappointment. Naturally we regret the difficulty that you and your dealer have in obtaining this fine old-time brew. We are doing the best we can to correct this situation by building vast new cellars and installing additional equipment. And in the meantime we renew our pledge that every drop of beer that comes to you from the Cypress Casks of Goebel will continue to be fully aged, rich and mellow!



GOEBEL BEER

FROM THE CYPRESS CASKS OF GOEBEL

PLACE YOUR ORDER
NOW FOR

Berghoff
BEER

to be delivered when the sale is
legalized in Michigan.

I. D. ARNOLD

Distributor

"FOAM"

2-3862



BEER'S HERE NOW

In the Beautiful
EVERGLADES CLUB
CAFETERIA and OYSTER BAR



When we say Beer, we mean GOOD BEER.
Nothing but the finest and choicest brews . . .
Stroh . . . Budweiser . . . Edelweiss . . . Blatz
. . . Miller High Life . . . Atlas . . . and other
famous brands.

Special Dinner 75c
Every Nite 6 to 9 p. m.
A la Carte 9 to 2 a. m.
No Cover Charge at Any Time

And Bill Boella's Hotel
Tuller Orchestra dis-
pensing GOOD MUSIC
in the Everglades Club;
. . . Music for dancing
feet and merry moods.

TULLER HOTEL

Entrance on Adams Avenue

Parking Space

Auto City
The
"PREFERRED"
BEER



The charm and appeal of
a delightful meal, at home
or in some smart dining
place, finds added
pleasure if it includes
good, pure, palatable
"AUTO CITY" Beer.
There is no better, more
satisfying beer brewed
anywhere in America or
abroad.

*Insist
upon "Auto City"*