



You wouldn't think of drinking impure water.

Why not be sure you get pure beer? If you drink beer from a light bottle that has been exposed to light, you are not sure.

Light starts decay, even in pure beer.

Schlitz is brewed in the dark, aged in glass-lined steel-enameled tanks. Every tub, vat and tank is scalded every time used. Every bottle is sterilized after it is sealed. Even the windows in our bottling plant are of brown glass.

The Brown Bottle protects Schlitz purity from the brewery to your glass.

Phones: Melrose 333
Grand 333
Jos. Schlitz Brewing Co.
351 St. Croix St., Duluth



Schlitz
The Beer
That Made Milwaukee Famous

Making Dollars From Jingles

We Want a lot of Jingles for a book.
\$1000.00 will be paid for suitable
ones received in May, 1912.
Plenty of fun for Girls, Boys, Women and Men.

A COMPLETE JINGLE As An Example Only

Little Jack Horner, so the story goes,
Sitting in the corner, what do you suppose,
Didn't have plum pudding; didn't cry for pies,
Had a bowl of Toasties of enormous size.

Sign here—

Name Date

Street and Number

City State

Cut out this coupon and mail to

Jingle Dept. 298, POSTUM CEREAL CO., LTD., BATTLE CREEK, MICH.

FINISH THIS JINGLE

If a body meet a body coming thru the corn,
If a body greet a body on a sunny morn,
Could a body tell a body nice and soft and sweet,

(Fill in this line, mentioning Toasties and write plainly.)

We will buy 50 Post Toasties Jingles, acceptable for use in a Jingle Book, received during May, 1912, at \$20.00 each.

Only the Jingles we pay for will be used. There will be 50 Jingles purchased and the names and addresses of the writers will be printed and mailed to each enquirer who sends us a 1c stamped and addressed envelope for return.

The Jingles will be judged honestly upon merit, so if you are a sensitive person and not a good sportsman don't try, for we have no time to "pet up" those whose Jingles are not accepted.

Fill in the missing line of the incomplete Jingle printed above, making the last line include the name "Toasties," with correct rhyme and metre.

Or write an original Post Toasties Jingle of not less than 4 lines, any line of which must contain "Post Toasties" or "Toasties."

As many Jingles may be submitted as desired.

It's pleasant recreation and we all get some good from it, besides it may result in your joining the army of users of

Post Toasties

—the delicious food made of crisp, delicately browned bits of corn.

With milk or cream it is not easily forgotten.

Zionist movement. He has addressed many gatherings in the last few months, and has very much impressed his hearers, both, with his eloquence and knowledge on the subject. Among his admirers is Julius Rosenwald, president of Sears, Roebuck & Co., of Chicago.

Mr. Rosenwald is now offering \$100 for the best essay on Zionism to the students of Dr. Kallen's class, and he has appointed Dr. Kallen as judge on the contest committee.

Besides Dr. Kallen, Dr. Maurice Lefkowitz and Rabbi L. Toplitz will also address the meeting. It will be remembered that Dr. Lefkowitz talked twice to the local Jews on the subject of Zionism. The halls were filled to

their capacity, and the applause tendered him was most generous. The boys' choir of the Hebrew school will render several musical selections.

Wife object to pipe-smoking at home? —Tuxedo Tobacco solves the problem.

Tuxedo Tobacco is not only a delight to the smoker, but that wonderfully fine fragrance makes it welcome everywhere. Look up the curved green tin—ten cents.

PATTERSON'S TUXEDO TOBACCO

"The Pipe Smoke for Gentlemen"

EDUCATOR WILL DELIVER LECTURE ON ZIONISM

At a mass meeting to be held at the synagogue, corner Third street and Third avenue East, Sunday evening, May 12, under the auspices of the Ohave Zion Gate O. K. of Z. Horace M. Kallen Ph. D., professor of philosophy at the University of Wisconsin, will be the main speaker. His subject will be, "Zionism and the American Jew."

Dr. Kallen is an authority on the