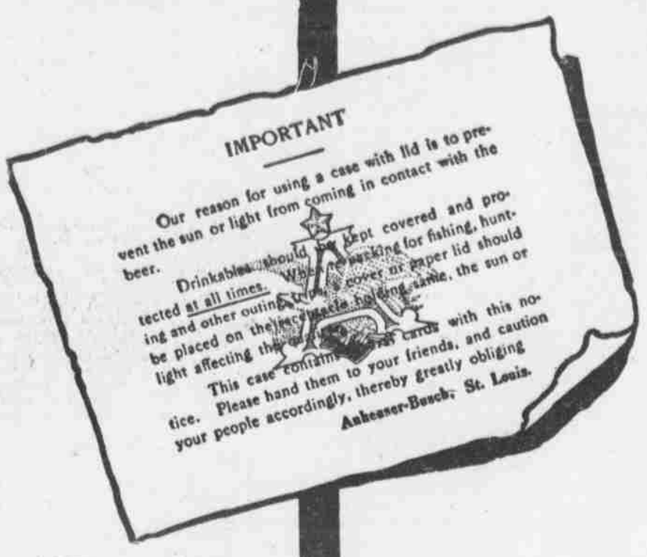
Schlitz Brown Bottle Is Making History



Two years ago, Schlitz adopted the Brown Bottle.

Scientists, world famous, had rendered opinions that beer exposed to light cannot remain pure.

One year ago, Schlitz corroborated its claims by reprinting such parts of these opinions as were pertinent.

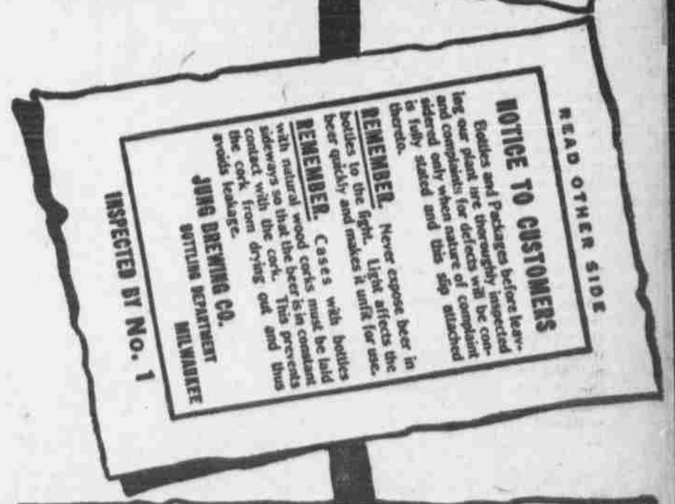
Today, the last link in this long chain of incontrovertible evidence is complete.

We reproduce herewith in miniature the printed matter on covers or caution cards taken from cases of beer sold by brewers using the light bottle.

Read them.

They are self-explanatory. They are eloquent.

These competitors admit the weakness of their own product when exposed to light, by warning the public to "Keep the cover on."



Phones: Doug. 1597; Ind. A 2622
Schlitz Bottled Beer Depot
723 S. 9th Street, Omaha, Nebr.
Phone 424
Hy. Gerber, 101 S. Main St.
Council Bluffs

Schlitz The Beer That Made Milwaukee Famous.