

Every Brewer Knows Light Injures Beer

Anheuser-Busch Brewing Co.—Budweiser—says: "Our reason for using a case with lid is to prevent the sun or light from coming in contact with the beer—the sun or light affecting the quality—caution your friends accordingly."

Pabst Brewing Co.—Blue Ribbon—says: "To preserve the—quality of our bottled beer—do not expose it to direct sunlight."

Val Blatz Brewing Co. says: "To preserve the brilliancy and quality of bottled beer, do not expose it to light."

Fred Miller Brewing Co. says: "Keep this cover on to protect beer from light."

Minneapolis Brewing Co. says: "Never expose beer to the light. Keep this cover on."

A. Gettelman Brewing Co. says: "Keep this cover on. Light injures beer."

Peter Schoenhofen Brewing Co. says: "Do not expose beer to sunlight."

John Gund Brewing Co. says: "Never expose beer in white bottles to light. Keep this cover on."

Jung Brewing Co. says: "Never expose beer in bottles to the light. Light affects the beer quickly, and makes it unfit for use."

Schmidt Brewing Co. says: "To protect beer from the light, keep this cover on."

C. & J. Michel Brewing Co. says: "Keep this cover on so as to protect this beer from the light."

Fisher Brewing Co. says: "Beer in white bottles should never be exposed to the light."

The statements above appear on case covers or caution cards sent out by the above brewers with cases of their beer in light bottles.

We have the originals on file.

Schlitz Brown Bottle needs no cover. It is made pure and kept pure from the brewery to your glass. Get Schlitz in Brown Bottles and be sure.



Schlitz

The Beer

That Made Milwaukee Famous.

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Council Bluffs