

Sunlight will Decay Beer in Brown Bottles

Sunlight will decay beer in brown bottles. Beer, when deliberately exposed to direct sunlight, will decay in any kind of bottle because the direct rays of the sun will decompose all liquids or solids that contain vegetable or organic matter. The finest fruits, the choicest meats and vegetables will deteriorate under the direct influence of the sun's rays. Even pure water with but a slight trace of organic matter will spoil—but, did you ever hear of anyone so foolish as to deliberately subject beer or any other perishable article of food to intense sunlight? Certainly not!

All brewers protect beer from exposure to sunlight. Ordinary daylight does not affect high grade beer.

High Grade Beer Comes in Light Bottles

Ninety per cent of the good brewers of America bottle their best grades in light bottles—the brown bottle is commonly used for cheaper brands of beer. On this subject the Wahl-Henius Institute of Fermentology, America's leading authority on brewing, has this to say:

"The only advantage of the brown bottle over the light bottle consists in the protection it affords against the influence of light where beers are not of such quality as to be immune."

It therefore follows that beer that is naturally immune from deterioration does not need the protection of colored bottles to preserve its quality. High grade beer comes in light bottles.

The Cleanliness of Brown Bottles Always Questionable

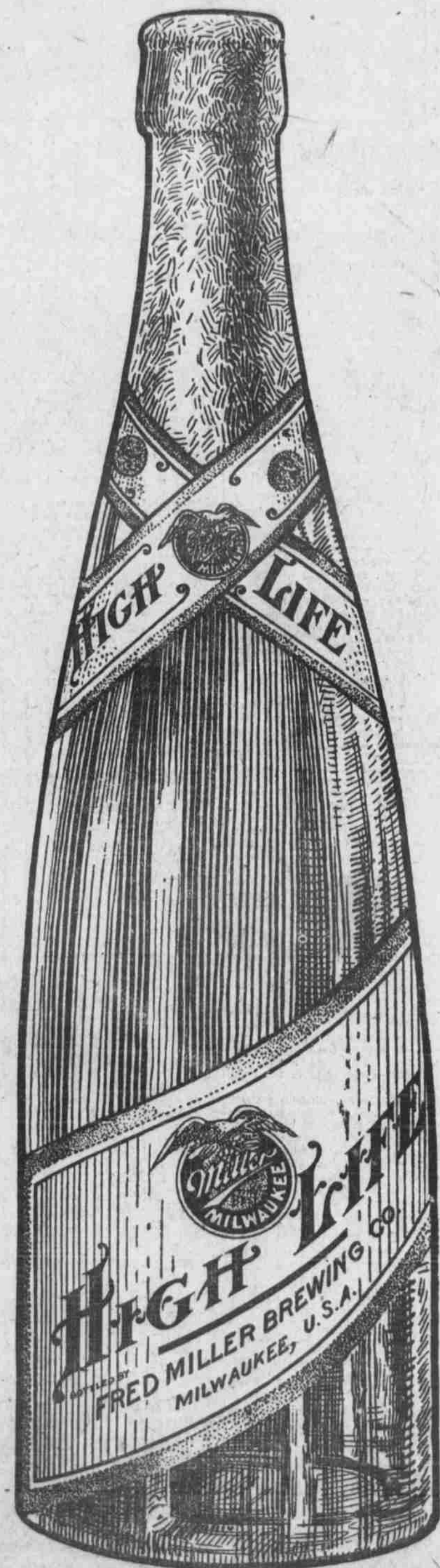
Brown bottles are objectionable because there is always a question about their cleanliness. Colored glass hides the contents and you can't see what you are getting. It is therefore impossible to detect foreign matter such as varnish, oil or other substances which cause even pure beer to become impure. On the other hand, the light bottle can always be kept clean because it is thoroughly soaked and washed and can be inspected. Every light bottle is given a thorough eye test before packing to absolutely guarantee cleanliness. A clean bottle means clean contents. This is another reason why light bottles are universally used for high grade beer.

For reasons stated above, High Life Beer is put up in light bottles. High Life is of a high degree of stability made so by the liberal use of the best materials, extreme care and skill in brewing. It is brewed pure to stay pure and is acknowledged to be "The Finest Tasting Beer Ever Produced."

A CASE IN YOUR HOME WILL BE CONVINCING.

Brewed by Miller—Milwaukee.

Miller
HIGH LIFE



This High Grade Beer is Bottled Exclusively in Light Bottles.

The Champagne of Bottled Beer

JESSEN LIQUOR COMPANY, Wholesale Distributors 1028 West Broadway Council Bluffs, Iowa