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## The Beer That Made Milwaukee Famous

 purity. We carry cleanliness to extremes. We filter, not only the beer, but even the air that cools it. And we sterilize every bottle. Do as your Doctor does.The demand of today is for purity among the millions who know. They order Gchlits Schlitz and insist on it. There are now so many of them that our sale exceeds many of them that our sale exceeds
$1,500,000$ barrels annually.
Note what your Doctor drinks.
You will find it generally a beer, and a bottled beer. And the label is usually Schlitz. He is a man who knows.
He knows that beer is healthful, and every day he prescribes it. The hops are a tonic, the barley is food. The trifle of alcohol is an aid to digestion.

That is why he drinks beer.
But he knows that beer must be pure, else there are germs in it. And he knows that beer must be aged, else biliousness comes from it.

That is why he drinks Schlitz.
He knows that we double the necessary cost of our brewing to insure absolute Mond


