 - orevoror Bive Bo tite and Wract Pisoo


## Xhyyitis Good Y <br> Our barley is selected by a partner

 in our business-selected from the best that is grown.Most of our hops are Bohemian.
Our yeast is produced forever from the same mother cell. 'Tis a yeast that no one can duplicate.

That is why Schlitz beer is good.
But we spend more on purity - more time, more skill, more money - than on any other cost of our brewing.


TRAFFIC DEMANDS ARE HET


