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

Council Bluffs



IMPORTANT

Our reason for using a case with lid is to pre-tent the sun or light from coming in contact with the

for using a case with lid is to pre-

Drinkables abould be ben covered and pro-cted <u>at all times</u>. While Penet for fishing, hund-and other outing cover or enper lid should placed on the service and enter the service of ender lid should the case contain to your triends, and caution Please hand them to your triends, and caution people accordingly, thereby greatly obliging

tice. Flease hand them to your friends, and cauti your people accordingly, thereby greatly obliging

ased by Val. Bistz Brewing Co., under the Pure Pood and Drugs Act of June 20th, 1804. Serial No. 18984.

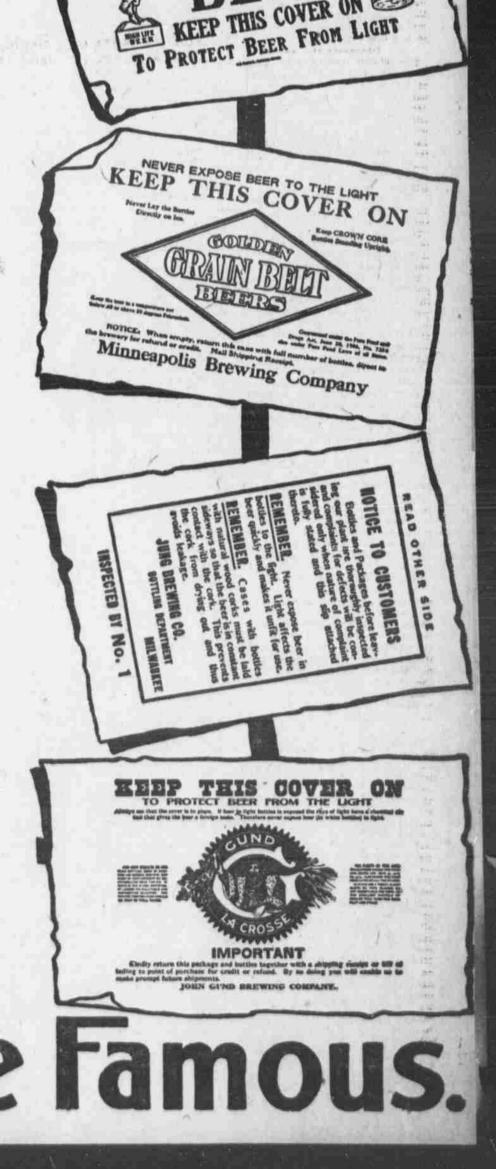
ATTENTION!

If for any reason you wish to correspond with the BREWERY regarding this package, be sure to mail this "alip" with your letter.

NOTICE: To preserve the original BRILLIANCY and QUALITY of BOTTLED BEER, observe the following instructions:

Test If possible store the beer in a cool place. 2nd Do not expose it to light. 3d Lay all packages on side succept bottles with crowns 4th Never keep BOTTLED BEER direct on ICE.

d has been covered and pro-



To preserve the unsurpassed quality of our Bottle Beer, kindly note and observe these in.

ist Always store it in a cool, dark place. Snd Do not expose it to direct sunlight. Always cover it during transportation. 4th Do not pack in ice more than a few

PABST BREWING COMPANY

HIGHLIFE

EER

The Champagne of Dottled

WINT KEEP THIS COVER ON

NILWAUKEE, U. S.A.

NOTICE.