

Nature Acts Quickly to Protect the Skin

In giving X-Ray treatments physicians do not administer the full standard dose until the skin has been bronzed by the milder rays.

Nature acts quickly to throw over the skin a brown pigment of protection against the burning of tissue.

The rays of light that decompose tissue also decompose the protein (albumin) in beer, causing a skunky taste, but not in Schlitz.

The Brown Bottle Protects Schlitz

That's why it tastes so good. It's nutritive value is unimpaired.

Drink

Schlitz

Phone Doug. 1642
Schlitz Bottled Beer Depot
722 S. 9th St., Omaha, Neb.

*See that crown
is branded
"Schlitz"*

in **Brown
Bottles**

115

The Beer That Made Milwaukee Famous.