

Sunlight Grows the Hops but Ruins the Brew

You can't take pictures without light—neither can you grow hops without sunlight.

Yet—

Light ruins exposed negatives just as it ruins the wholesomeness of beer exposed to light.

Ultra violet rays of light acting on beer work a chemical change, ruining the wholesomeness, in fact, decomposing the protein (albumin), impairing the nutritive value. But not in Schlitz beer.

Schlitz Brown Bottle Keeps Out the Light

thereby protecting its purity. That's why it tastes so good. Its nutritive value is unimpaired. It is not enough to make pure beer, it must be kept pure.

Drink

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

Schlitz

in **Brown**
Bottles

118

See that crown is branded "Schlitz"

The Beer That Made Milwaukee Famous.