



## Don't Admit Light-Decayed Beer Into Your House

You must drink beer not only made pure, but kept pure.

Purity exceeds all other costs in our brewery. We even filter the air in which Schlitz is cooled. We scald every tub, keg and barrel, every pipe and pump, every time we use it.

Then, instead of putting pure beer in light glass bottles we use Brown Bottles.

Light starts decay even in pure beer. Dark glass gives the best protection against light. The Brown Bottle protects Schlitz purity from the brewery to your glass.

We began in a hut, sixty years ago. Today our agencies dot the earth. Our output exceeds a million barrels a year. More and more people each year are drinking Schlitz.

Why don't you, too, drink only pure beer—Schlitz in Brown Bottles.

# Schlitz

*See that crown or cork  
is branded "Schlitz."*

To be had of all dealers  
and grocers, or  
**J. F. CONRAD GROCER  
COMPANY,**  
DISTRIBUTERS.

## The Beer That Made Milwaukee Famous.