

Schlitz in Brown Bottles made pure—kept pure

ALWAYS REPLACE
THIS COVER.

BEER IN WHITE BOTTLES
SHOULD NEVER BE
EXPOSED TO LIGHT.

FISHER BEER

BOTTLED ONLY AT THE BREWERY
BY DIRECT PIPE LINE
UNDER GOVERNMENT SUPERVISION

Schlitz Brown Bottle is your
safeguard against impure beer,
for light starts decay even in
pure beer.

Note the warning of the Fisher
Brewing Co. on the case cover
reproduced above, that beer in
white bottles should never be
exposed to light.

Get Schlitz in Brown Bottles
and be sure.

See that crown or cork
is branded "Schlitz."

Phones { Federal 1184
Bell Oxford 770
Jos. Schlitz Brewing Co. of
New York
202-208 Walden Ave., Buffalo



Schlitz
The Beer
That Made Milwaukee Famous.