

# Another Brewer afraid of light



Minneapolis Brewing Co. tacitly admits on its case cover reproduced above—that light affects the quality of beer—that the light bottle is insufficient protection.

It is not enough to make pure beer—it must be protected from the light.

Schlitz in Brown Bottles is pure and wholesome from the brewery to your glass.

See that crown or cork is branded "Schlitz."

49  
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.