

# 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. Its nutritive value is unimpaired.

**Drink**

Telephone Sutter 0762  
Carrying All Departments  
Sherwood & Sherwood  
4147 Beale St.  
San Francisco

See that crown  
is branded  
"Schlitz"

**in Brown  
Bottles**

**The Beer That Made Milwaukee Famous.**