

Remember how your mother
always kept her fruit in a
dark place in the cellar?

Why?

Light starts a chemical change in fruit, rendering it unfit for use.

The same way with beer. The ultra violet rays of light start chemical changes that impair the nutritive value.

In Schlitz this nutritive value is unimpaired—light cannot harm it.

The Brown Bottle keeps out the light and protects it from the brewery to your glass. That's why it tastes so good.

Drink

Schlitz

Telephone Sutter 8783
 Connecting All Departments
 Sherwood & Sherwood
 41-43 Beale St.
 San Francisco

See that crown
 is branded
 "Schlitz"

**in Brown
 Bottles**

The Beer That Made Milwaukee Famous.