

The Ultra Violet Rays of Light

which chemically decompose the coloring matter in rugs, causing them to fade, also chemically decompose the protein (albumin) in beer—but not in Schlitz Beer. The Brown Bottle protects it.

That's Why Schlitz in Brown Bottles

is so superior to beer in light bottles—its nutritive value is unimpaired.

Schlitz is the Only Beer

sold nation wide of whose purity you can be absolutely sure. The Brown Bottle keeps it pure.

Drink

Schlitz

Phone 154
Bachechi Mercantile Co.
First St. and Tijeras
Albuquerque, N. M.

See that crown
is branded
"Schlitz"

in **Brown**
Bottles

116

The Beer That Made Milwaukee Famous.