

Schlitz

THE FAMILY BEER



Visitor: "Does your whole family drink beer?"

Host: "Just Schlitz beer—no other. Our physician says that Schlitz beer is good for them."

Visitor: "Why Schlitz beer and no other?"

Host: "Because Schlitz beer is pure. There are no germs in it. Schlitz beer is brewed in absolute cleanliness, and cooled in filtered air. The makers go down 1400 feet for the water they use in it. They filter the beer, then sterilize every bottle—by Pasteur's process—after it is sealed."

Visitor: "But beer makes me bilious."

Host: "Schlitz beer will not, that's another advantage. Biliousness is caused by 'green' beer—beer hurried into the market before it is sufficiently aged. Schlitz beer is aged for months in refrigerating rooms before it is bottled."

Visitor: "And what do you pay for it?"

Host: "Just what you pay for other beer. I secure the most careful brewing in the world for what you pay without it. I get a beer that costs twice as much as common beer in the brewing, by simply demanding Schlitz."

Visitor: "I'll do that next time."

Host: "Yes, and ever afterward. People are learning these facts, and Schlitz sales now exceed a million barrels annually. Ask for the brewery bottling."

Phone Oregon 635 Main, J. Silvestone,
605 Chamber of Commerce Bldg., Portland

The Beer That Made Milwaukee Famous