

Two years ago, Schlitz  
adopted the Brown Bottle.

Scientists, world famous, had rendered opinions that beer exposed to light cannot remain pure

One year ago, Schlitz corroborated its claims by reprinting such parts of these opinions as were pertinent.

Today, the last link in this long chain of incontrovertible evidence is complete.

We reproduce herewith in miniature the printed matter on covers or caution cards taken from cases of beer sold by brewers using the light bottle.

Read them.

They are self-explanatory.  
They are eloquent

These competitors admit the weakness of their own product when exposed to light, by warning the public to "Keep the cover on."

Phone No. 625  
John O'Regan  
17 & 19 Mill Street  
St. John, N.B.

**Schlitz**

The Beer  
That Made Milwaukee Famous.

'Phone No. 623  
John O'Regan  
17 & 19 Mill Street  
St. John, N.B.

**KEEP THIS COVER ON  
TO PROTECT BEER FROM THE LIGHT**

Covering the light will prevent the beer from becoming stale or losing its flavor. It also prevents the beer from becoming too dark or too light. The cover is made of a material which is transparent to the light rays of the sun and thus keeps the beer at a normal temperature. It is also made of a material which is resistant to the action of the sun's rays and thus keeps the beer from becoming too dark or too light. The cover is made of a material which is transparent to the light rays of the sun and thus keeps the beer at a normal temperature. It is also made of a material which is resistant to the action of the sun's rays and thus keeps the beer from becoming too dark or too light.

**IMPORTANT**

Please return this package and label together with a shipping charge of \$10.00 to the point of purchase for credit or refund. By so doing you will enable us to secure prompt delivery elsewhere.

**JOHN GUNN BREWING COMPANY.**