

HIGHEST AWARD FOR  
PURITY



*Schlitz*

THE BEER THAT MADE MILWAUKEE FAMOUS.

F902M6Z

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Pam 57-948

WHERE

Schlitz

WIS.

THE BEER THAT MADE MILWAUKEE FAMOUS  
IS BREWED.

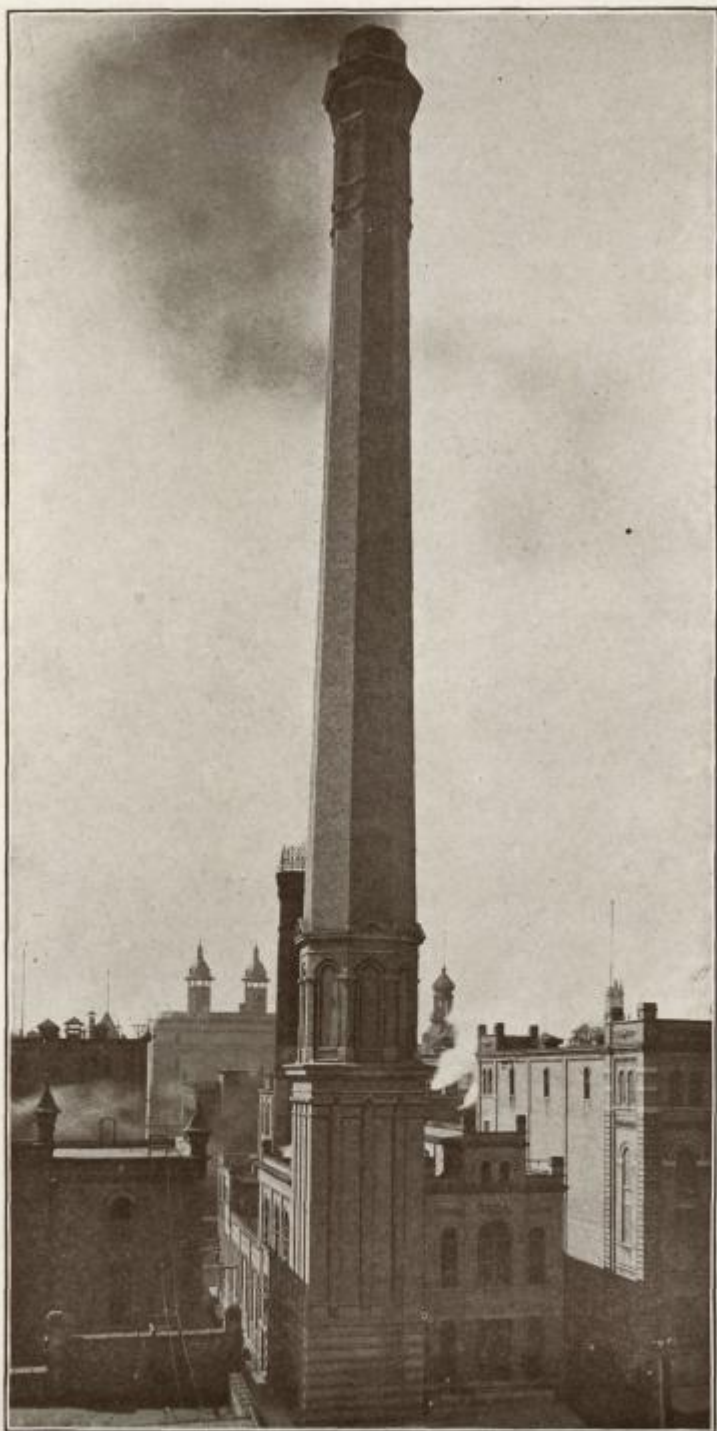
*Souvenir  
Schlitz Brewing Company,  
Milwaukee, Wis., U.S. A.*



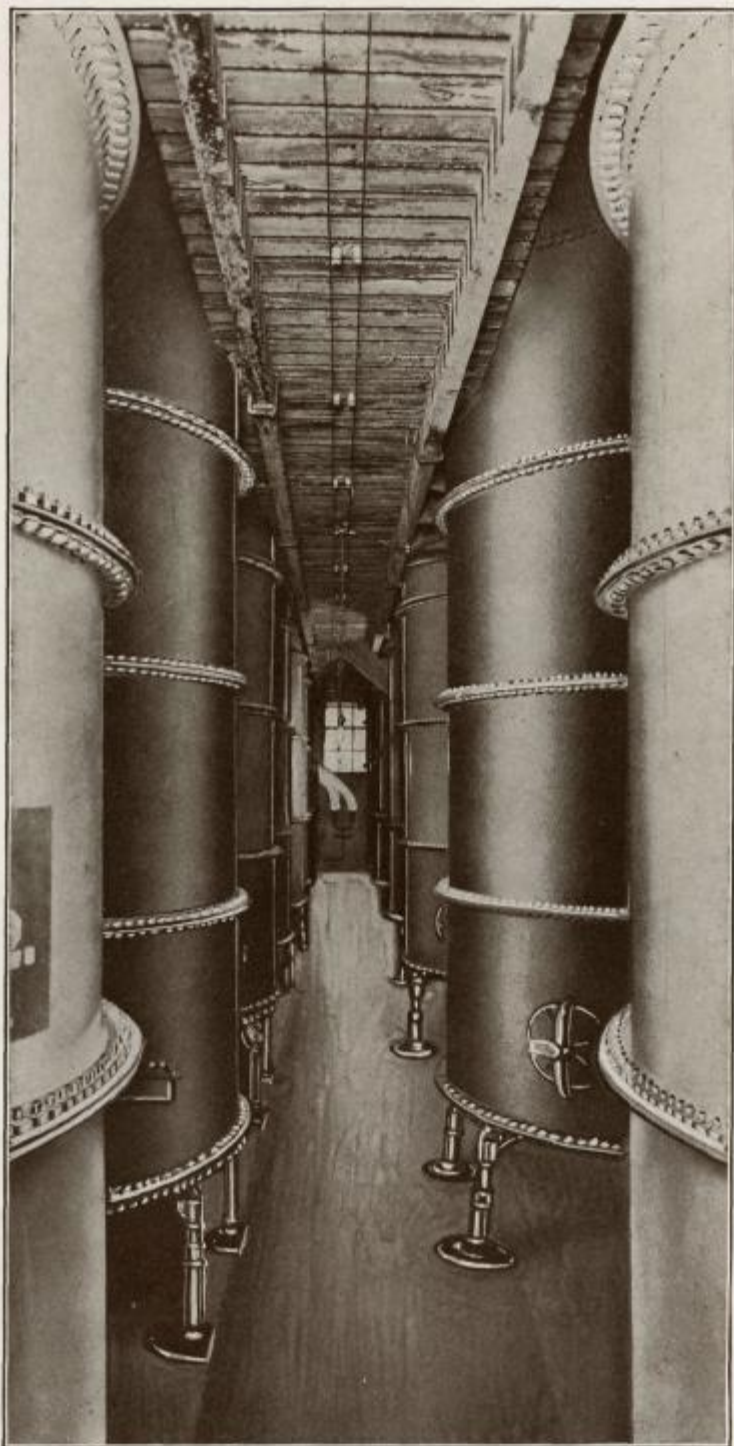
**GENERAL OFFICES**  
**Brew House and Bottling Department in Background**



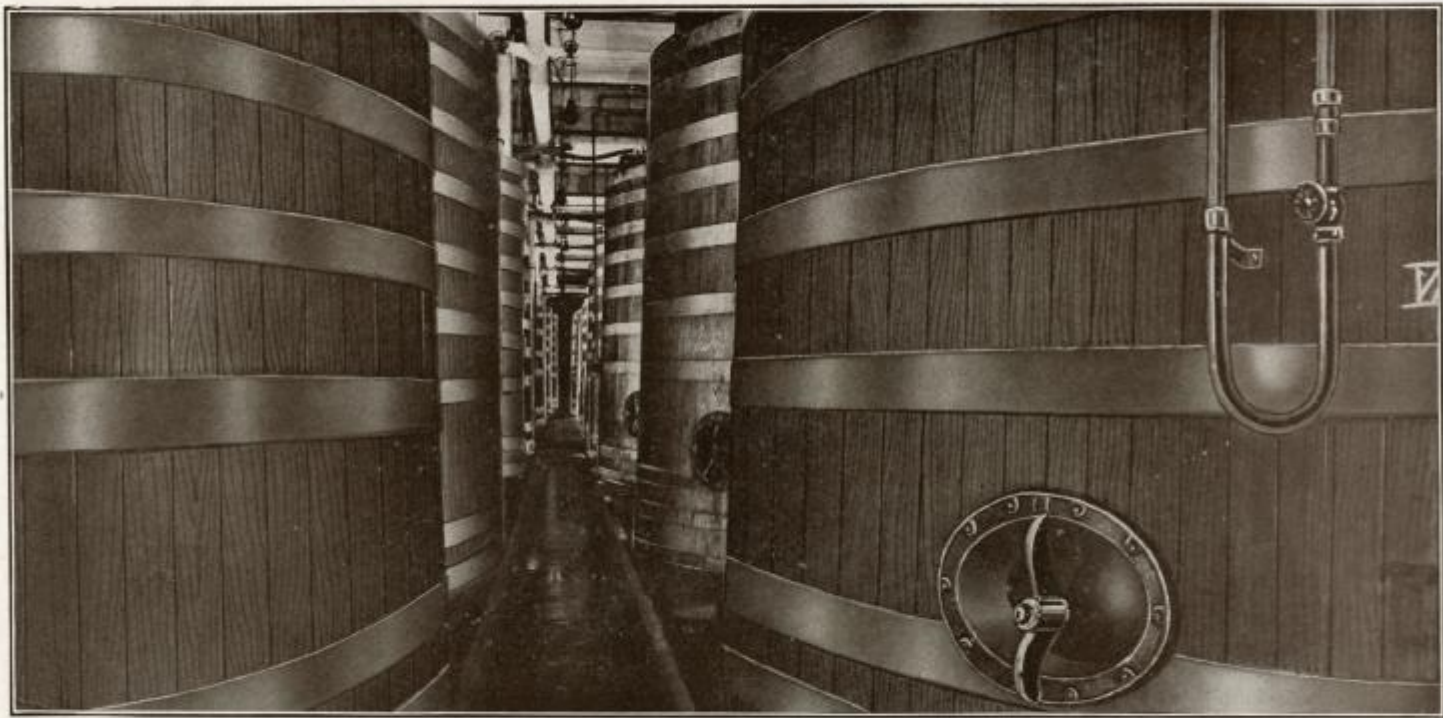
INTERIOR VIEW MAIN OFFICE



**MAIN CHIMNEY**  
Height 266 Feet Above Street Level



**VIEW OF ONE OF THE REFRIGERATING ROOMS**  
Showing the Glass Enameled Steel Tanks in which Beer is Stored and Aged. Total Storage Capacity 6,000,000 Cubic Feet. Capacity of Tanks from 400 to 800 Barrels.



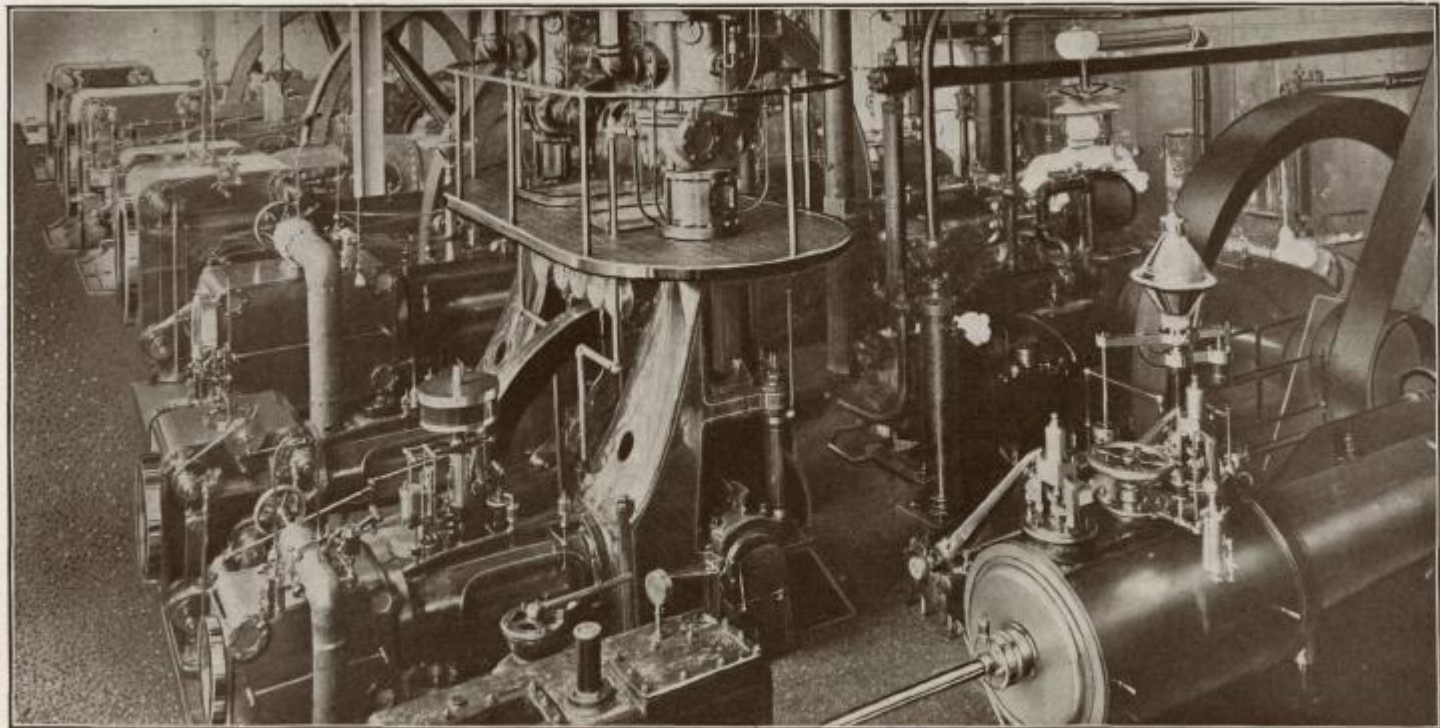
**ONE OF THE FERMENTING ROOMS**

**Here the Beer Passes Through the Process of Fermentation in an Absolutely Uniform Temperature which is Automatically Controlled**



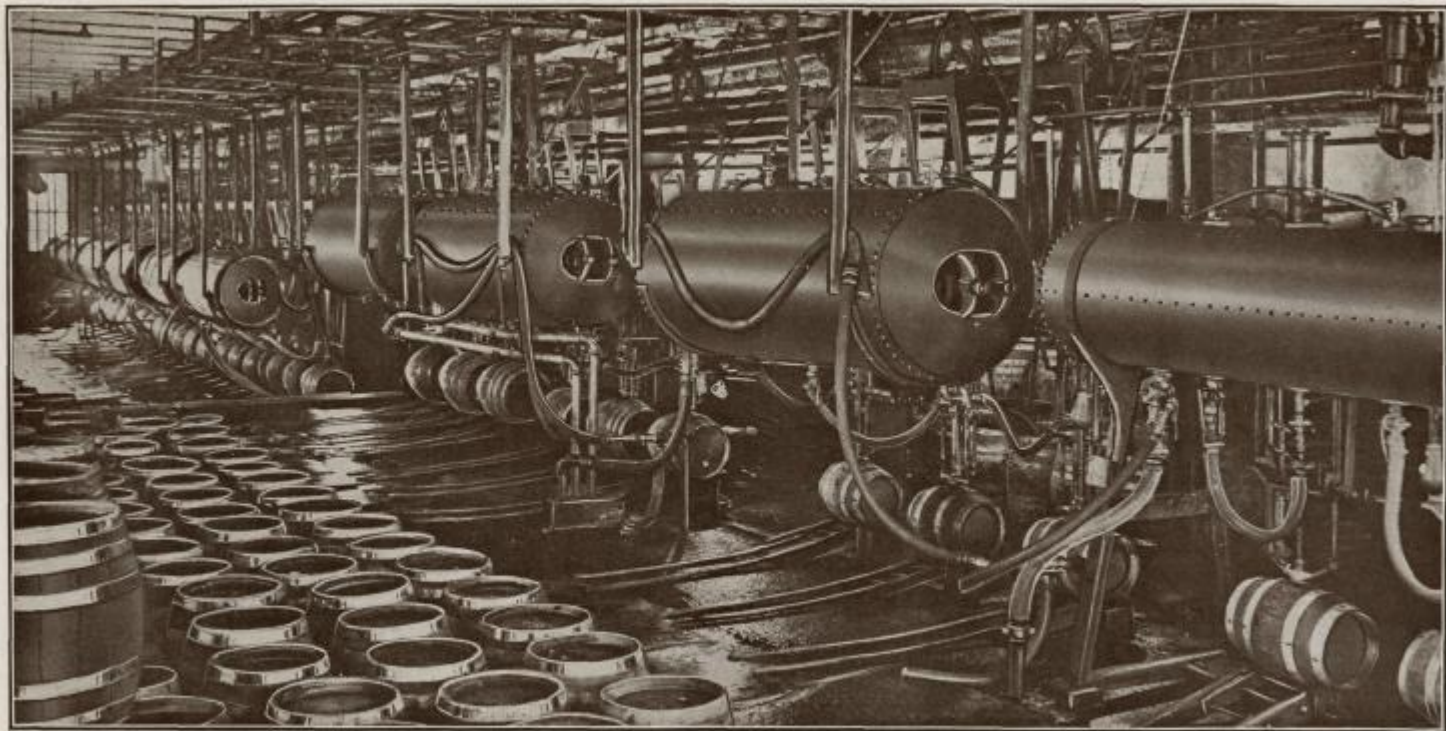
#### HOP STORAGE ROOMS

These Rooms are Cooled Down to an Even Temperature and the Exquisite Bohemian (Saxar) and the Choicest Selections of American Grown Hops Stored Therein, thus Retain their Rich Flavor until they go into Beer. Storage Capacity, 6,000 Bales.

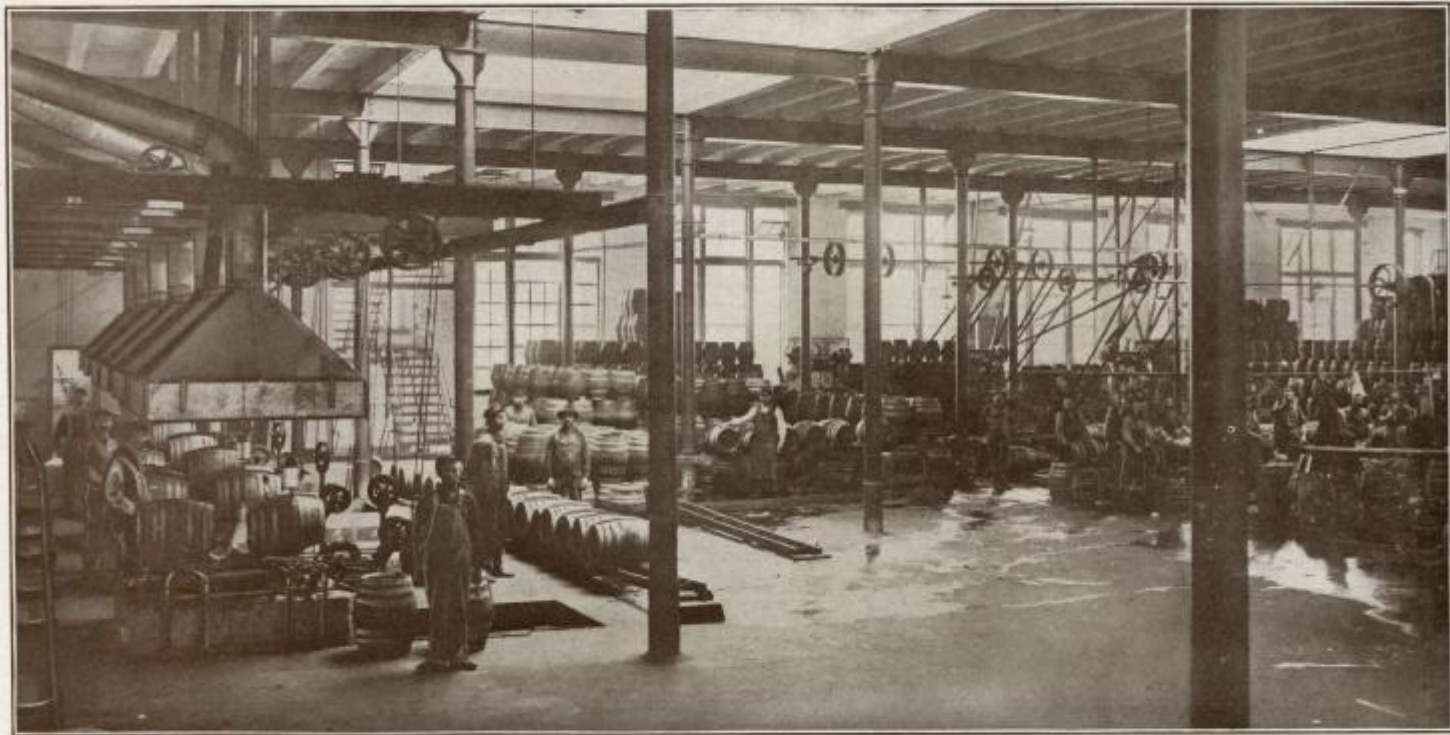


**THE LINDE ICE MACHINE ROOM**

**The Eight Ice Machines Have a Capacity of Two Thousand Tons of Ice per Day**

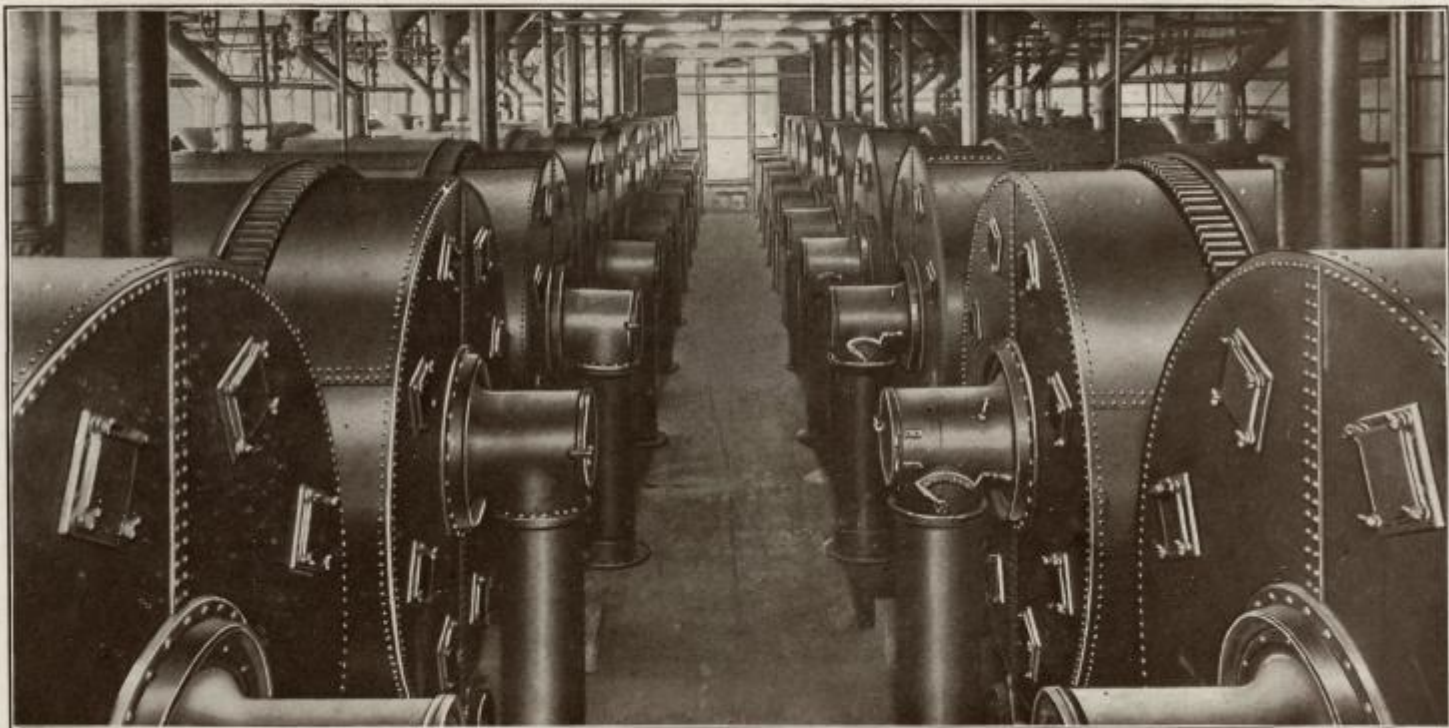


**RACKING-OFF ROOMS**  
Showing the Process of Filling Packages from Storage Vats Direct Without  
Exposing Beer to the Atmosphere



**COOPERAGE WASH ROOMS**

Where all Packages Before going to the Racking-off Rooms are Scrubbed and Cleansed  
Inside and Outside in the most Thorough Manner.

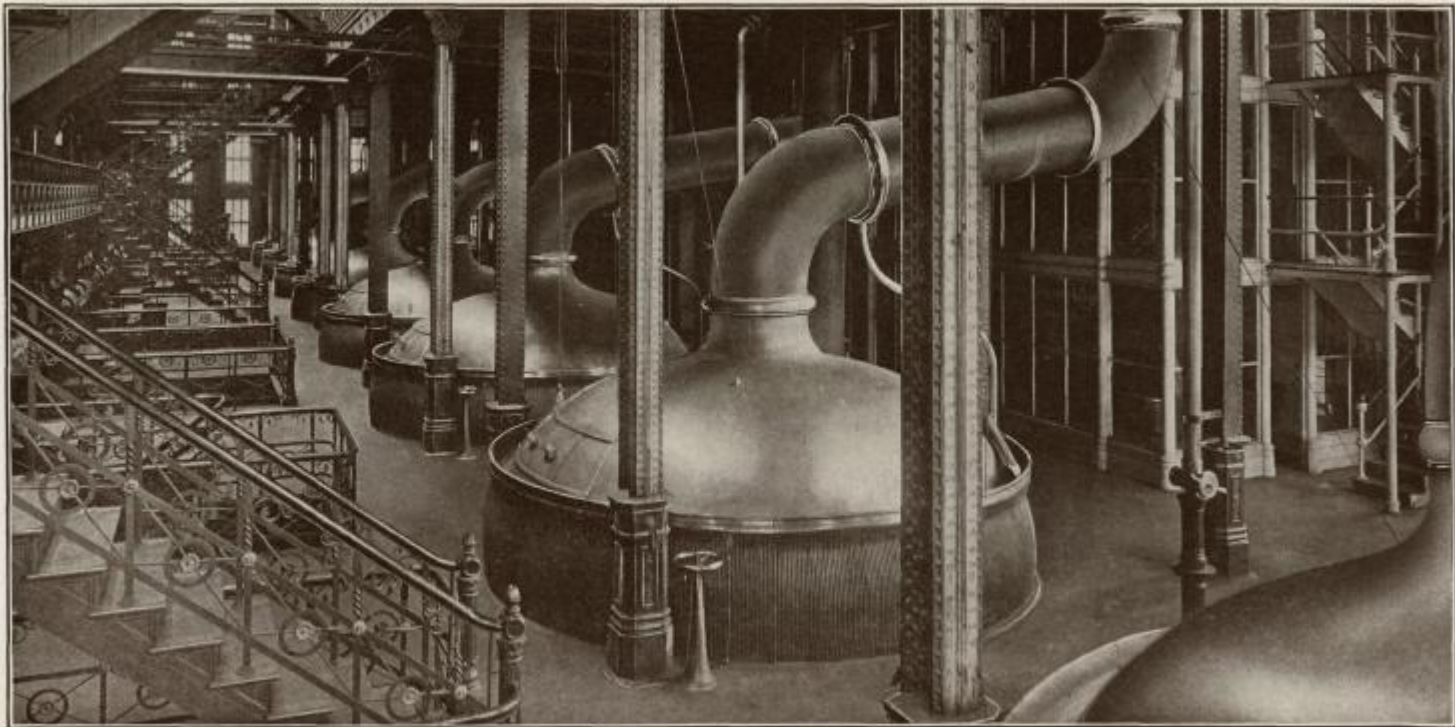


**A FLOOR OF THE MALT HOUSE**  
**Showing the Pneumatic Drums in which the Barley is Converted into Malt**  
**by the most Approved Scientific Methods**



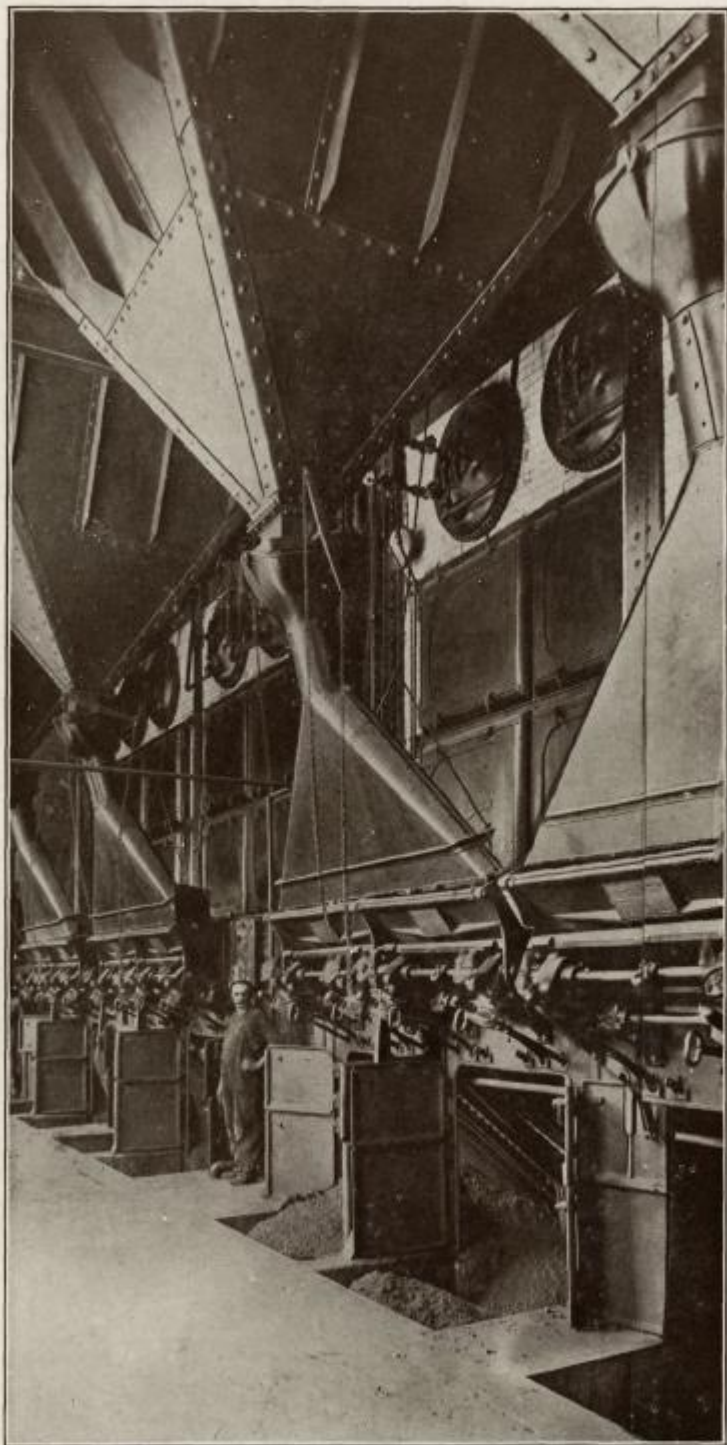
**INTERIOR OF BREW HOUSE**

**Showing the Plate Glass Room in which the Boiling Beer is Cooled Down Preparatory to Being Pumped to the Fermenting Vats. All Air Entering this Room is Thoroughly Purified and Sterilized by Being Forced Through Air Filters**



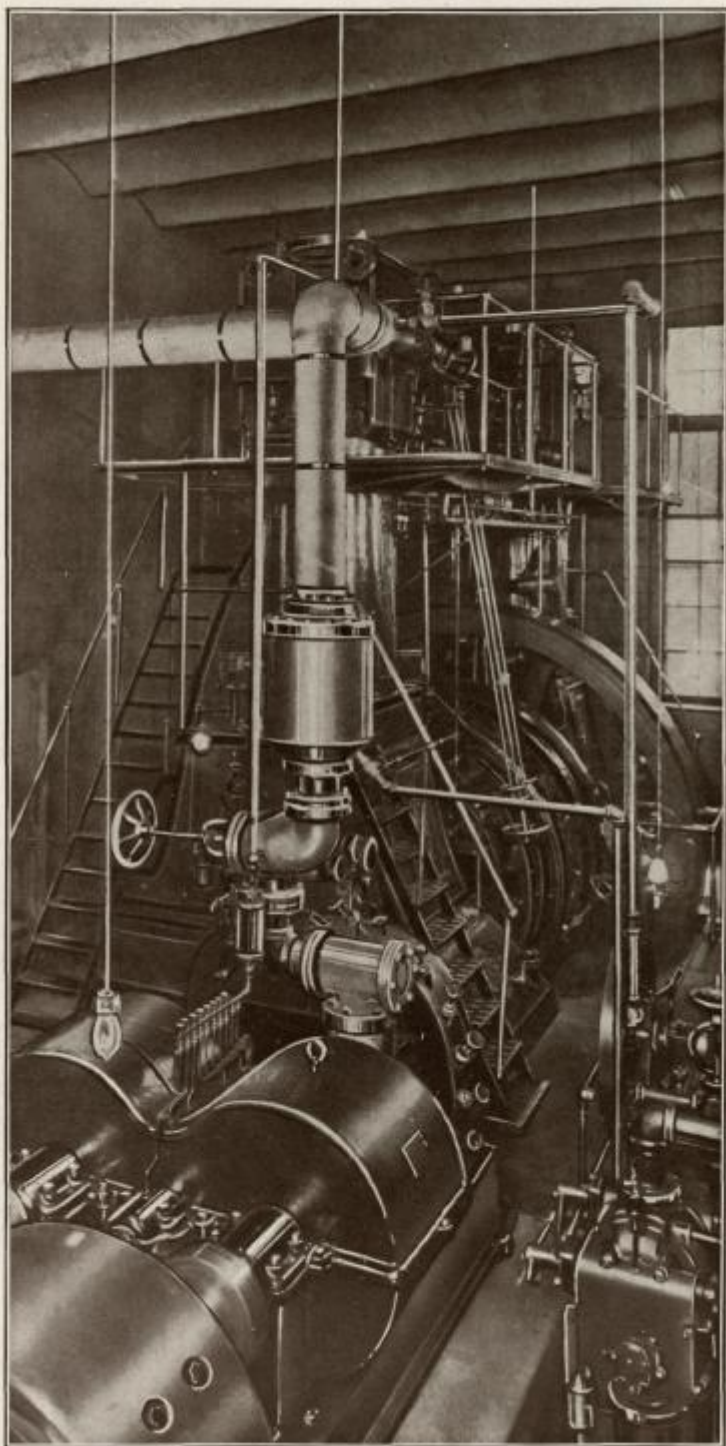
**INTERIOR OF BREW HOUSE**

**Showing the large Copper Brew Kettles, each of a capacity of 480 Barrels,  
Total Brewing capacity 2,750,000 Barrels Per Annum.**

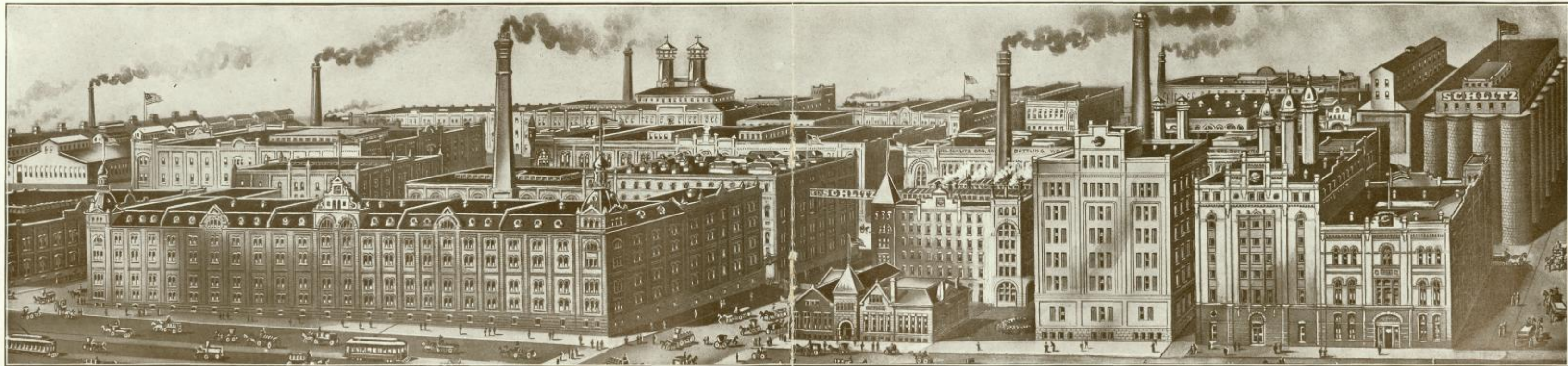


**ONE OF THE BOILER ROOMS**

**Fuel is Supplied Automatically to the Stokers of the Boilers, which have a total capacity of 7,000 Horsepower.**



ELECTRIC LIGHT AND POWER PLANT



GENERAL VIEW OF BREWERY PLANT



#### ELEVATORS

The three modern Elevators have a storage capacity of 1,500,000 Bushels of Barley



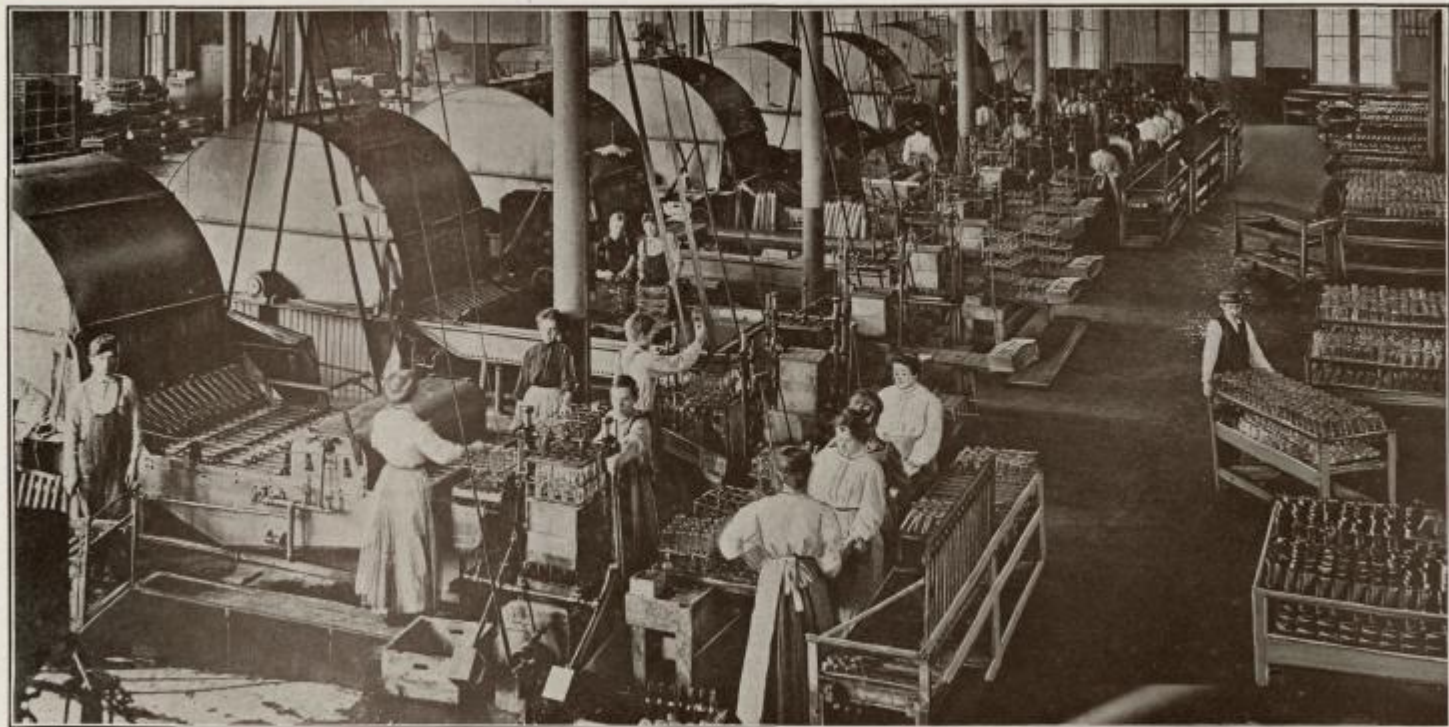
SECOND STREET VIEW OF BOTTLING DEPARTMENT



SHIPPING YARD AND CITY DELIVERY



RAILWAY SHIPPING YARDS



**BOTTLE WASHING ROOM**

Here bottles after soaking in strong solutions of soda are thoroughly cleansed and rinsed inside and outside.



**FILLING AND STERILIZING ROOM**

The Beer is Pressed from the Glass Enamelled Storage Tanks Direct to Automatic Filling Machine.  
Bottles Pass from Fillers to Corking Machines and Thence to the Sterilizing Machines.



**LABELING ROOM**



GLOBE HOTEL



THE SCHLITZ HOTEL



MAJESTIC THEATRE AND OFFICE BUILDING



BAR ROOM, THE SCHLITZ HOTEL



DINING ROOM, THE SCHLITZ HOTEL



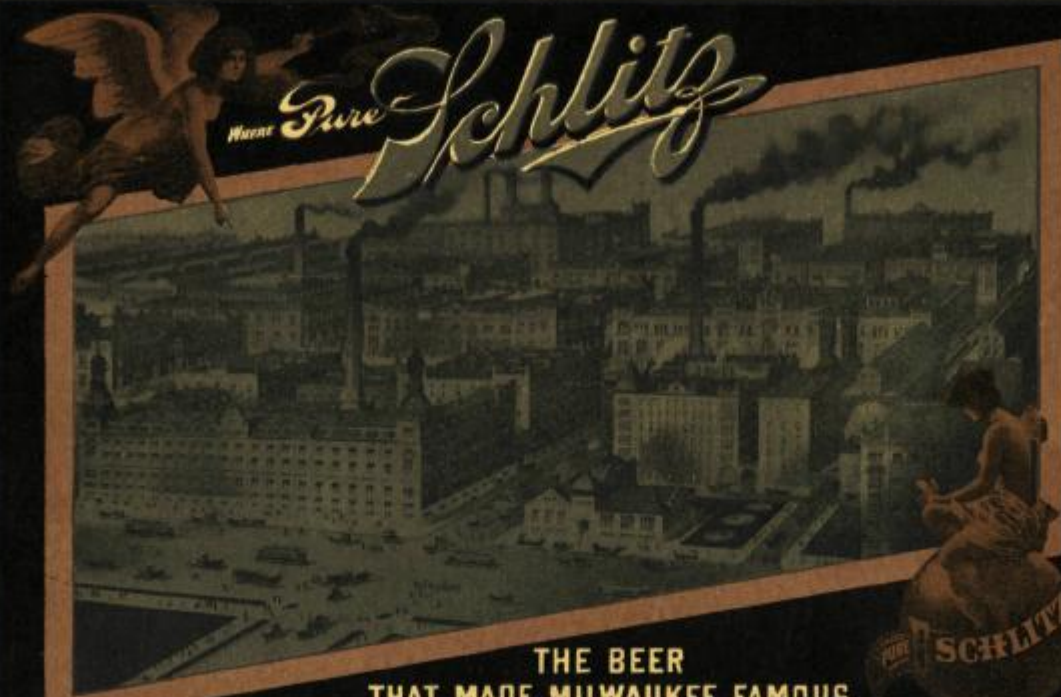
INTERIOR SCHLITZ ALHAMBRA THEATRE



INTERIOR SCHLITZ MAJESTIC THEATRE



PALM GARDEN



THE BEER  
THAT MADE MILWAUKEE FAMOUS  
IS BREWED.

