

Popular Beer Puts Milwaukee On Map

“The taste so many people prefer
has made *Schlitz Beer* first in sales in the U.S.A.”

--- Ken Carpenter

Lincoln, Me. (DG)—

Over the years, brands of beer have come and gone. Today, national brands like *Miller High Life*, *Budweiser*, and *Coors* receive the most attention in print, radio, and TV advertising. Missing from the list of national brands I just mentioned is *Schlitz*. Although it is still made, *Schlitz*, has disappeared from the public eye.

In its heyday, *Schlitz* was among the leading brands of beer. If its saying is accurate, the city of Milwaukee wouldn't be famous without it.

At one time, *Schlitz* was the top selling beer. More on that later, but first, here is a brief history on how *Schlitz* was presented in its print advertising during radio's golden age.

The enclosed ad to your right was printed in 1937. The fancy bottle was the “**Steinie**.” It was specially made this way so it easy to handle and didn't take up space in the fridge or icebox. In an interesting bit of trivia (and according to another *Schlitz* print ad), the *Joseph Schlitz Brewing Company* pioneered the idea of bottling its beer in brown bottles. This was done to keep unwanted light out and keep the freshness of the beer in.



For those people who wanted their beer in cans and nothing else, *Schlitz* didn't leave them out. At the same time the Steinie and the traditional tall brown bottles were used, *Schlitz* was also packaged in “**Cap Sealed**” cans. Unlike the flat top cans we are used to today, the *Schlitz* Cap Sealed Can of the 1930's was designed like the “**Cone Top**” cans that were popular at the time. These cans were sealed with the same caps the *Schlitz* bottles used. Like their bottle counterparts, the Cap Sealed Cans were specially designed to maintain the fresh, smooth, and clean taste *Schlitz* provided its drinkers.



“Just The Kiss Of The Hops.” No, the *Schlitz* people didn’t pucker up and kiss every hop it used for its beer. The Kiss Of The Hops contributed to a light beer taste without a single trace of bitterness.

With a lot of satisfied beer drinkers around the country, *Schlitz* consistently ranked among the top selling brands. Not only that, *Schlitz* was **THE** largest selling beer during the early 1950’s. The radio listeners heard announcer Ken Carpenter talk about the beer’s amazing success on **THE HALLS OF IVY** program on **NBC Radio** ■.

At the halfway point of the program, announcer Carpenter and one of the characters from the program had a brief chat about the storyline and more importantly, about *Schlitz*. ■ In the enclosed commercial, Doc Bateman, the head of Ivy University’s Chemistry Department, was correcting quarter term exam papers. He let out a painful groan at a wrong answer one of his students put on his/her paper. Before going into hysterics, Bateman was reprieved when Carpenter arrived. The announcer wanted to talk about *Schlitz* and how it was **“First In Sales In The U.S.A.”** From frustration of his students to anticipation of drinking a cold *Schlitz*, Bateman asked Carpenter if he knew where there were 2 full bottles of *Schlitz* waiting for someone to drink its content. Being a good announcer, Carpenter immediately knew where to find the product he sold on the program. The commercial closed with the 2 men on their way to a refreshing *Schlitz* break.

As an added bonus, *Schlitz* was enriched with **“Sunshine Vitamin D”**--- that same health promoting vitamin found in good tasting milk and not so good tasting cod liver oil. Believe it or not, the ads during the 1930’s stated *Schlitz With Sunshine Vitamin D* was good for its drinkers. From a personal viewpoint, *Schlitz* took a big chance with this bold statement, because a lot of people have a reputation of staying away from food and beverages that were considered good for them. In this case, *Schlitz* drinkers didn’t mind, because their favorite beer was delightful to the taste buds from the first sip to the last.

In later years, *Schlitz* advertising went from Vitamin D to kissing. In addition to the best ingredients used, the secret to the beer’s success was *Schlitz*--- and **only Schlitz** used





When radio's golden era coming to a close, **Schlitz** was still heard on the radio. Its advertising focused on the joy of good living. The meaning of good living was any time of the day when people like the couple in the enclosed ad were ready to relax with a refreshing beer. Of course, that refreshing beer was **Schlitz**.

On the radio, Vic Damone sang a clever jingle on the real joy of good living. When beer was a part of that good living, Damone musically suggested that all beer drinkers "**Move Up To Quality..... Move up To Schlitz.**"

As for its #1 ranking in sales in the U.S.A., Damone sang in the jingle that **Schlitz** expanded its popularity to the largest

selling beer in the world. It outsold any and all beer from the cheapest to the highest quality premium brews.

When radio's golden age ended, **Schlitz** continued on as a popular beer. It was heard on radio and seen on TV with an array of clever musical jingles that helped sell the beer. As the years progressed, however, **Schlitz** was overtaken in popularity by the competition. When the major breweries started to acquire the competition (including **Joseph Schlitz Brewing Company**), **Schlitz** started to fade from the national scene. It is now made by **Pabst Brewing Company** (another well known Milwaukee brewery), but only in a limited supply. Sadly, "**The Beer That Made Milwaukee Famous**" isn't famous anymore. Like the other popular radio sponsors of yesteryear, **Schlitz** has given way to today's popular and modern beer brands.

For **Schlitz**, it was fun while it lasted. From "**Sunshine Vitamin D**" to "**Real Gusto**" of the 1960's, **Schlitz** provided its drinkers with a beer that made their good times even better. The familiar **Schlitz** world logo is an indication of its worldwide popularity the beer achieved during its heyday. That meant there were a lot of satisfied **Schlitz** drinkers.