



MAVEN RISING ACTION

Creation Myth Building Questions

What inspired you to become a chiropractor?

What's the bigger purpose of your practice?

What are the beliefs and values your practice is built on?

Why would the world be worse off without you?

What dreams are you fulfilling for people?

Re-write the Schlitz Beer Ad for your Practice:

Schlitz

My Practice

Perfection of 50 Years

Back of each glass of Schlitz Beer there is an experience of fifty years.

In 1848, in a hut, Joseph Schlitz began brewing. Not beer like Schlitz beer of today; but it was honest. It was the best beer an American had ever brewed.

This great brewery today has new methods. A half century has taught us perfection. But our principles are 50 years old; our aims are unaltered. Schlitz beer is still brewed, without regard to expense, according to the best that we know.

We send experts to Bohemia to select for us the best hops in the world.

An owner of the business selects the barley, and buys only the best that grows.

A partner in our concern supervises every stage of the brewing.

Cleanliness is not carried to greater extremes in any kitchen than here.

Purity is made imperative. All beer is cooled in plate glass rooms, in filtered air. Then the beer is filtered. Then it is sterilized, after being bottled and sealed.

We age beer for months in refrigerating rooms before it goes out. Otherwise Schlitz beer would cause biliousness, as common beer does.

Ask for beer, and you get the beer that best suits your dealer. He may care more for his profit than your health.

Ask for Schlitz, and you get the best beer that the world ever knew.



Ask for the brewery bottling.
A. L. BRAGA