

Title: Schlitz Brewing Company

Call Number: Mss-3200

Inclusive Dates: 1880 – 2022

Bulk: 2.43 cu. ft. total

Location: LM, Sh. 178 (2.0 cu. ft.)
MV, Sh. 073 (0.4 cu. ft.) and F34 (0.02 cu. ft.)
OS XLG (1 item)

Abstract: The collection includes annual reports, newsletters, photographs and newspaper clippings from the Schlitz Brewing Company, as well as material related to the Schlitz Palm Garden and Schlitz Park. The photographs are arranged by topic. The newspaper clippings are available on microfilm and include a variety of topics.

Administrative Note: This collection was donated by many individuals and compiled into one collection. Amanda Wynne processed this collection in June 2009.

Contents List:

Series I - Records	Box	Folder
100th Anniversary Program	1	1
Annual Reports, 1962-1972	1	2
Annual Reports, 1973-1981	1	3
Brewery Photographs	1	4
<i>Container</i> Newsletter, 1992-1998	1	5
Schlitz – History	1	6
Hiring of Dr. Rene DuBois	1	6A
Miscellaneous	1	7
Souvenir Books & German Song Books	1	7A
Palm Garden	1	8
Pamphlets	1	9
<i>Rhomboid</i> and <i>On Premise</i> Newsletters	1	10
<i>Schlitz Family News</i> , 1955-1956	1	11
<i>Schlitz Family News</i> , 1957-1959	1	12
<i>Schlitz News</i> , 1964-1971	1	12A
Schlitz Park	1	13
Uihlein Family History Articles	1	14
Schlitz Park Theater, Programs, 1880-1895	1	15
Schlitz Grand Baroque product binder	1	Loose
Binder with historical information re Schlitz Brewery	1	Loose
Schlitz Advertisements, 1938-1947	2	

Series II—Photographs (Location: MV)	Box	Envelope/Folder
Advertising	1	Folder 1
Booklets	1	Envelopes 1-7
Book covers	1	Envelope 8
Employees	1	Folder 2
Interiors/Exteriors	1	Folder 3
Wagons	1	Folder 4

Series III – Schlitz Newspaper Clippings (Location: Microfilm Cabinet)	Roll Number
Schlitz Brewery	258
Schlitz Brewery, 1964-1974	261
Schlitz Brewery, 1874-1886	259
Schlitz Brewery, 1949-1974	260
Schlitz Memphis Brewery	260, 261
Schlitz Expansion	260
Schlitz Warehouse Disaster, 1942	260
Schlitz Brewery Photographs	261

Series IV – Oversize Items	Location
Schlitz Park broadside, c. 1890	OS XLG
Schlitz War Atlas, 1914 (2 copies)	MV, F34