

**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:**

<b>Series I - Records</b>	<b>Box</b>	<b>Folder</b>
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 on shelf
Binder with historical information re Schlitz Brewery	1	16
Schlitz Advertisements, 1938-1947	2	

<b>Series II—Photographs (Location: MV)</b>	<b>Box</b>	<b>Envelope/Folder</b>
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

<b>Series III – Schlitz Newspaper Clippings</b>	(Location: Microfilm Cabinet)	<b>Roll Number</b>
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

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