

# WHO DRINKS BEER?



**A** GREAT many of our most prominent men, commercial and professional, are drinkers of Beer. They keep it in their homes and they serve it to their friends.

They serve it because, besides being a delightfully refreshing beverage and a splendid quencher of thirst, it has a distinct food value and, when used in moderation, is decidedly beneficial to health.

They believe with Henry Watterson that

*"The introduction of Beer in America has done more for Temperance than all the Temperance Societies and all the Prohibition laws combined."*

Prof. T. J. Clouston, of Edinburgh, said:

*"Alcohol is a food and may in a diluted form be a very valuable adjunct to ordinary foods by exciting appetite, improving digestion and stimulating certain nutritive processes."*

Public Patronage is strong evidence of Public Approval.—1,600,000 BARRELS ANNUALLY, NOW ARE REQUIRED TO MEET THE DEMAND FOR

## RUPPERT'S Knickerbocker The Beer That Satisfies

It represents the acme of the brewer's art—in taste, nourishment, uniformity and purity. The ingredients composing it are the best obtainable; the processes to which it is subjected are the most modern and most improved. Every known precaution is observed, resulting in the purest, safest, most wholesome beer produced anywhere on earth.

In Bottles and on Draught.

Bottled at the Brewery Exclusively.

### The Jacob Ruppert Brewery

Third Avenue, 90th to 92d Street, New York

