

WHEN FRIENDS DROP IN...

RUPPERT!



CHICAGO BEER DRINKERS GIVING
RUPPERT A ROUSING RECEPTION



DURING A BUSY DAY OF
HOUSE-CLEANING I TAKE
TIME-OUT TO ENJOY A
REFRESHING GLASS
OF RUPPERT
KNICKERBOCKER

WHEN I'M LISTENING
TO A FIGHT YOU CAN BET
THERE'S A BOTTLE OF
TASTY RUPPERT
KNICKERBOCKER
BESIDE ME

... AND DON'T FORGET —
SEND OVER A CASE
OF RUPPERT
KNICKERBOCKER
OR MY HUSBAND WON'T
SPEAK TO ME



MAN - OH - MAN ! A NICE
JUICY STEAK — FRENCH FRIES
AND A BOTTLE OF APPETIZING
RUPPERT KNICKERBOCKER... LET'S GO!



• The Ruppert Beer now on sale
everywhere is brewed according to the
"Old Knickerbocker" formula that
made the name Ruppert famous...
Have you tried it recently?

Phone: MONroe 7744

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RUPPERT
Knickerbocker BEER