

BOY! There's nothing tastier than

RUPPERT BEER

Chicago "Cools Off" with light
refreshing Ruppert Knickerbocker



RUPPERT GOES OVER
BIG WITH MY CUSTOMERS
ON THESE "DOG DAYS"

WHEN THE WEATHER
MAN SAYS "HOTTER"
I SAY "MAKE MINE
RUPPERT"



FIRST AID FOR MY
PARCHED THROAT IS
A GLASS OF SMOOTH,
COOL RUPPERT
KNICKERBOCKER

RUPPERT
KNICKERBOCKER
MAKES ONE GRAND
COOLING DRINK FOR
HOT, SULTRY DAYS



AVAILABLE
WHEREVER
GOOD BEER
IS SOLD



Brewed according to the
formulas that made the
name Ruppert famous.

Phone: Monroe 7244

RUPPERT Knickerbocker

YOU COULDN'T ASK FOR BETTER BEER

Copyright 1934 by JAMES RUPPERT, BREWERY, New York City