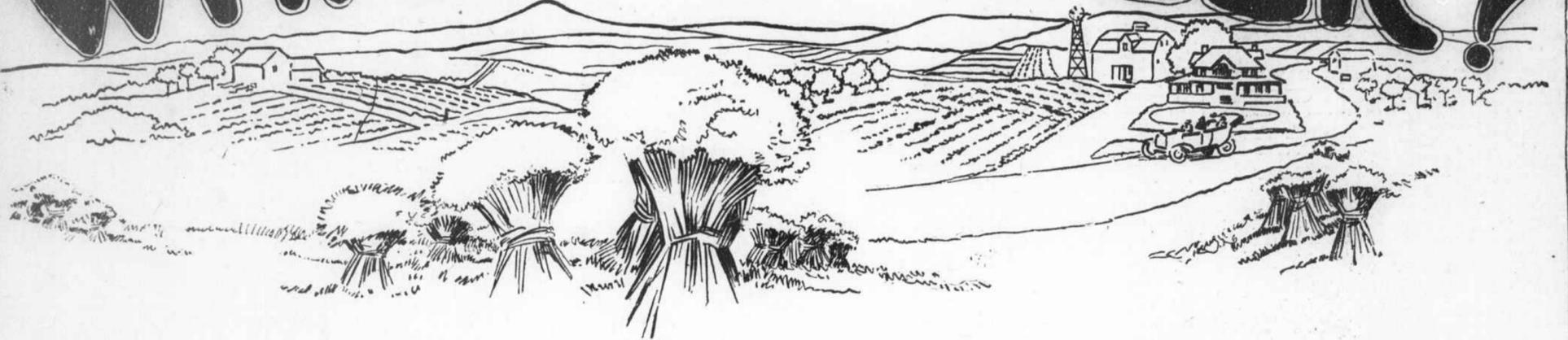


WHAT IS BEER?



“Beer Is a Veritable Food Product”

Says Dr. Wiley, the famous food expert.

That beer has become the National Beverage of this country is evidenced by the fact that in 1898 about 36,000,000 barrels of beer were brewed in the United States; in 1911, over 63,000,000; and in 1913, over 65,000,000.

Beer has always been regarded not only as a popular beverage, pleasing to the taste and refreshing, but as a health-giving food, and hence has been very appropriately called “Liquid Bread.”

Beer is nourishment in an agreeable form, and by virtue of its peculiar combination and proportion of carbo-hydrates, phosphates, small percentage of alcohol (naturally produced) and natural carbonic gas, is most valuable.

Beer is a powerful aid in the digestion of starchy food. As a nutriment, a tonic for the sick, infirm and convalescent, it is often prescribed by physicians with good results.

RUPPERT'S Knickerbocker *The Beer That Satisfies*

is brewed from the finest Barley-Malt and best quality Saazer (Imported) Hops, by experienced German Brewers. The most modern machinery of German manufacture is used in the Jacob Ruppert Brewery—the *finest Brewhouse on Earth.*

In Ruppert's Brewery, Sanitation has been brought to as nearly a perfect condition as possible. The markets of the world have been searched, and the finest brewing apparatus that money could purchase have been installed.

The vats, pipes and kettles after using are not merely cleaned, but scalded and thoroughly sterilized by being washed in caustic soda. In addition to this every bottle is sterilized before filling and then pasteurized with the utmost care.

The public is cordially invited to call and inspect our Brewery and Bottling Department. It is the most modern and best equipped brewhouse on earth.

The Jacob Ruppert Brewery Third Avenue, 90th to 92d Street
NEW YORK

