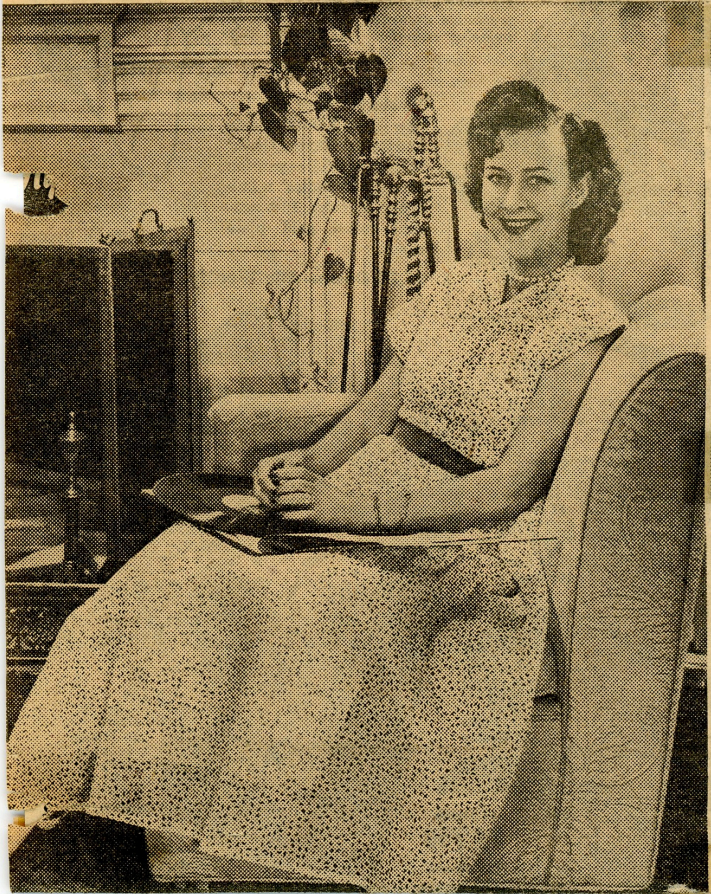


"My beer is **RHEINGOLD**
—the **Dry** beer!"

says **JANE FROMAN**



PHOTOGRAPHS BY PATSTON-HESS

1. "Ever notice how many new songs seem to echo the old favorites?" asks singing star Jane Froman. "But the songs that stay popular year after year have a quality that just can't be imitated. And the same goes for New York's favorite beer..."

2. "For Rheingold is New York's original Extra Dry beer—the extra *pale* beer that's so often imitated but never, never equalled. It's the largest-selling beer in town!"

No wonder Rheingold Extra Dry is New York's largest-selling beer. Its pale crystal color—symbol of superior quality—its bouquet, its distinctive *dry* flavor tell you *why!* Yes—in this great city, where more beer is sold than in any other city in the world, the demand for Rheingold is greater than for any other beer.

and have you tried the *New...*
Rheingold Ale
fitting companion to New York's most wanted beer



It's beer as beer *should* taste —
DRY tells you *why!*