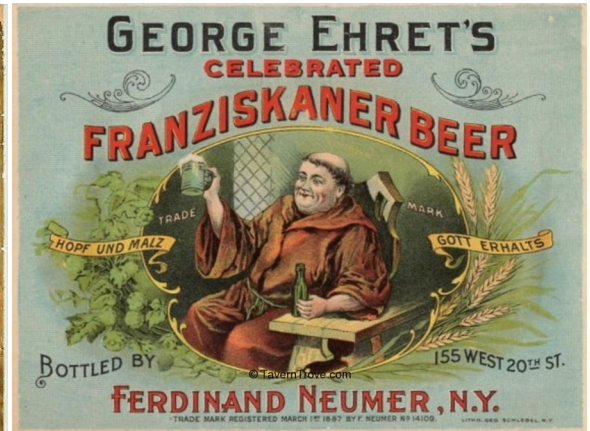
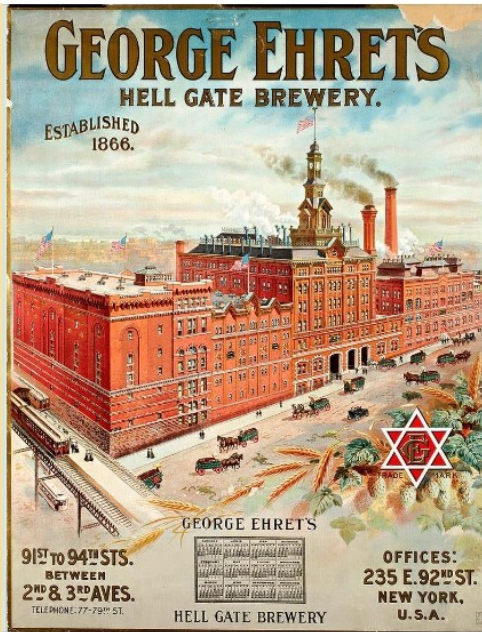
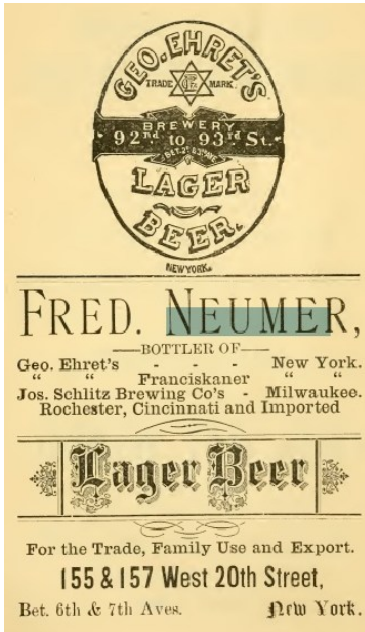


Just For Openers January-December 2026 2

Tale of Two Juniors: Neumer & Ruppert

C-022-001 Ruppert By Don Thornton



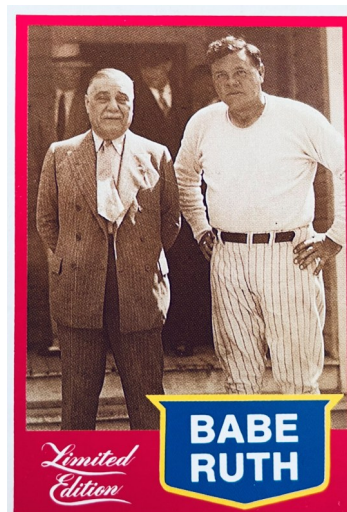
In addition to Ehret and Schlitz, Neumer reportedly sold bottles to Bartholomay Brewery, Rochester Brewery, Anheuser-Busch, Robert Smith Brewing and most likely Jacob Ruppert Brewing Company. Ferdinand Sr. died in 1911 at the age of 62, and Ferdinand

Jr., who had worked most of his adult life for the firm, took over. He successfully ran the company until Prohibition felled the industry. Ferdinand Jr. died in 1934, just months after his patent was awarded.

There is a good chance Ferdinand Jr., as a member of the German-American beer community with years of beer bottling experience, worked for another New York City junior before his death and assigned his bottle opener patent to his then employer.

That other junior was Jacob Ruppert Jr., president of the brewery launched by his father, Jacob Sr., in 1867. His grandfather, Franz Ruppert, moved to the U.S. from Bavaria in 1835 and owned and operated the Turtle Bay Brewery in New York City before selling it in 1869. His mother was the former Anna Gillig, daughter of George Gillig, yet another Bavaria immigrant to the U.S. who became a well-known brewer who is credited with introducing lager beer to New York City in 1846.

Ruppert Jr. was a colorful celebrity of sorts, who in addition to being a prominent brewer was a National Guard colonel and a member of the U.S. House of Representatives from New York from 1899 to 1907. He also owned the New York Yankees from 1915 until his death in 1939 and is famous for bringing Babe Ruth to play ball in New York. Ruppert was inducted into the Baseball Hall of Fame in 2013. The brewery sold its flagship beverage, Knickerbocker, to Rheingold before going out of business in 1965.



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Tale of Two Juniors: Neumer & Ruppert

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JACOB RUPPERT

New York Yankees

JACOB RUPPERT'S
Knickerbocker
The Beer That Satisfies

UNCLE SAM leads the nations of the earth in the production and consumption of lager beer and malt beverages. For his Knickerbocker leads the cities of America in both production and consumption. Uncle Sam has, for many years, received the annual wreath of victory for having produced the purest and most healthful beer beverages—a prize which, after a rigid investigation, he gladly places upon Ruppert's Knickerbocker Beer. "The beer that satisfies."

THERE are several reasons why the Jacob Ruppert Brewery produces beer so good that there is none better at any price anywhere. We search the hop and barley markets of the world and buy the best; we use every precaution and adopt every sanitary method known in the trade in malting, brewing, bottling and driving; we employ skilled and experienced men in all our departments; every department is equipped with the best and most modern machinery ever invented for the making of beer; all our beer is bottled at the brewery and handed by us until it reaches the retail dealer who delivers it in perfect condition to the consumer.

For sale by all dealers and on draught in hundreds of the best hotels and cafes throughout Greater New York.

The Jacob Ruppert Brewery
Third Ave., 90th and 93d Sts.

VOTE THE STRAIGHT
**KNICKERBOCKER
TICKET**

When it comes to voting for the purity of things, Republicans, Democrats, Independents, Socialists and all other political organizations should bear in mind that the article which heads the ballot of 1910 is

JACOB RUPPERT'S
KNICKERBOCKER BEER
"The Beer That Satisfies."

Knickerbocker was heavily advertised in newspapers over the years. In 1911 the slogan was "THE BEER THAT SATISFIES." In 1933 in Miami it was "BEER - BEAUTY and BIKES" and in 1939 "THE BEER THAT MADE THE OLD DAYS GOOD!"

It Makes Good Food Taste G-R-A-N-D

RUPPERT
"Old Knickerbocker" Beer

SEE how this new beer with the real old-time rest pep up your next dinner. You Sir, Ruppert "Old Knickerbocker" Beer today is better than ever because it's brewed in the most modern way — yet treats you to that good old-time flavor and lightness of years ago. It's satisfying, yet never over-illing—mellow from the foaming head to the last drop in the glass.

If you prefer ale, Ruppert Ale also has just the right combination of smoothness and body to whet your appetite and make your evening meal more tempting. Try Ruppert "Old Knickerbocker" Beer or Ruppert Ale today!

THE BEER THAT MADE THE OLD DAYS GOOD!

BEER—BEAUTY and BIKES

JACOB RUPPERT KNICKERBOCKER
BEER

Has Been Selected by the **WOMAN'S CITY CLUB**

To Be Displayed **EXCLUSIVELY** at the **SUMMER FAIR** Which Opens Tomorrow **COLUMBUS HOTEL**

BECAUSE Of Its Excellent Taste, Mellowness, Age and Superior Quality

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Tale of Two Juniors: Neumer & Ruppert

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