Ruppert Light Ale Commercial

WLBZ Radio
ANNOUNCER: It’s lighter than you think. What’s lighter? Why, the new Ruppert Light Ale. So, if your notions about ales have been formed by old-time ales, well, you just forget those notions now. This ale is for your modern taste. Yes sir, you’ll see a difference the instant it’s poured into a glass. It’s clearer, paler, brighter. New Ruppert Light Ale looks lighter, is lighter. Even the aroma is lighter. It’s finer, more delicate, always tempting, never heavy, never harsh. Finer in flavor, too, than old-time ales, less hoppy, yet this new Ruppert Light Ale has all the traditional robustness of the best in ales, all the richness, all the bracing heartiness. Yes, just the comforting, comfortable kind of drink you hanker for, and believe you me, each delicious glass invites another. Find out for yourself how light an ale can be. Lighter than you think. Ask for Ruppert Light Ale today.

[transcript ends]