

Soon you will be able to vote for the next *Miss Rheingold*

Here is the famous collection of Miss Rheingolds selected by popular vote each year in America's second-largest election.



JINX FALKENBURG, 1940



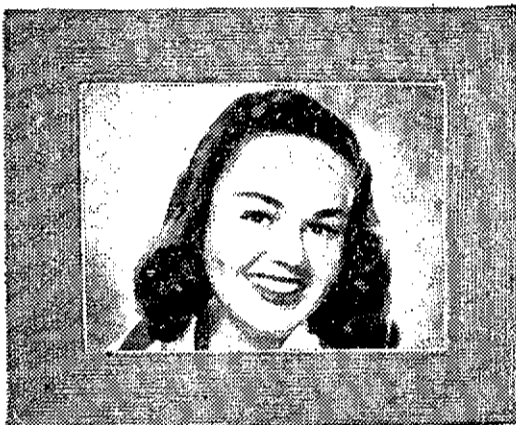
RUTH OWNBEY, 1941



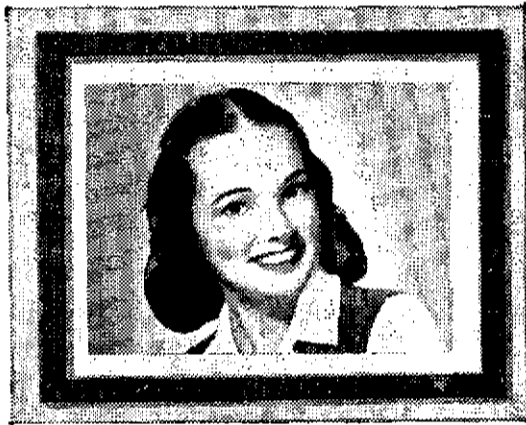
NANCY DRAKE, 1942



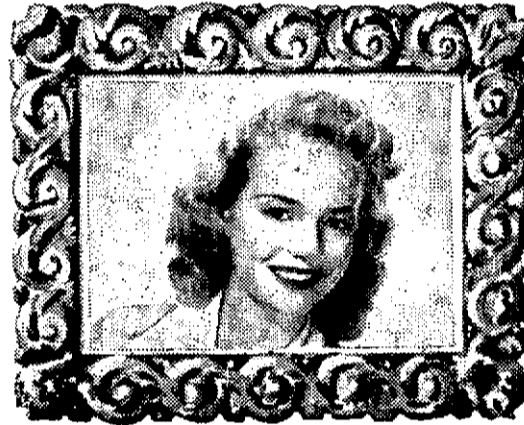
SONIA GOVER, 1943



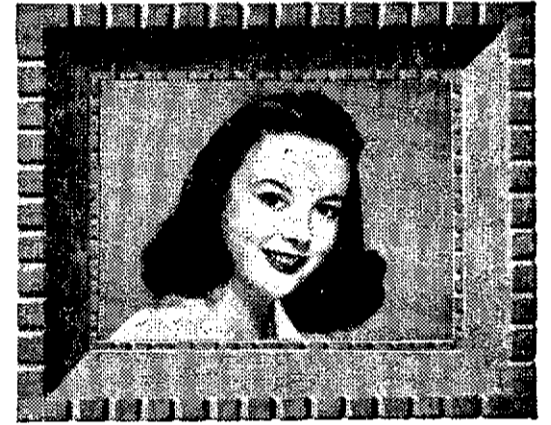
JANE HOUSE, 1944



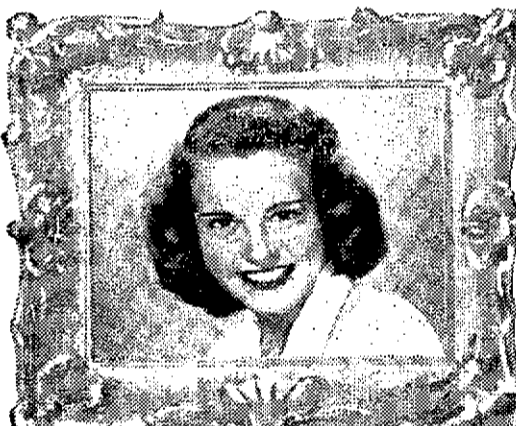
PAT BOYD, 1945



RITA DAIGLE, 1946



MICHAELA FALLON, 1947



PAT QUINLAN, 1948



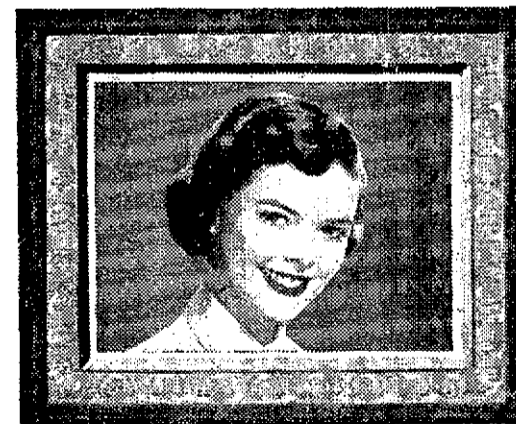
PAT McELROY, 1949



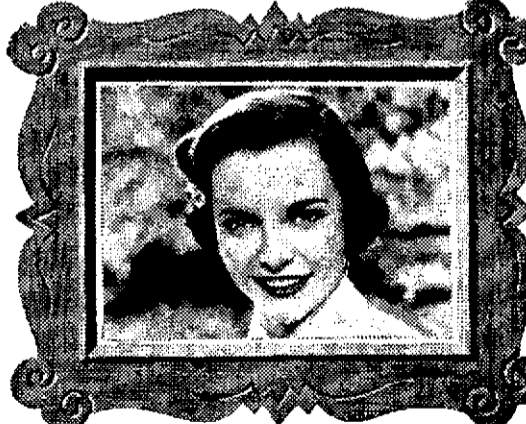
PAT BURRAGE, 1950



ELISE GAMMON, 1951



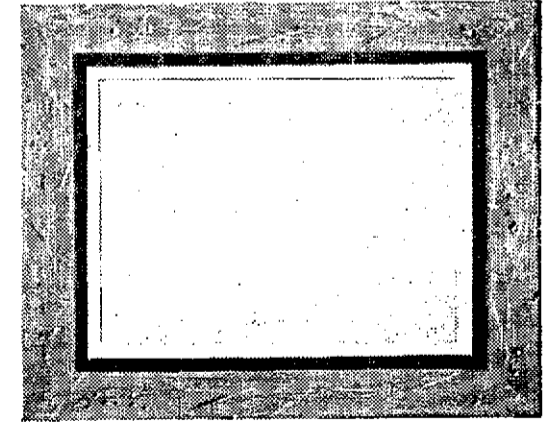
ANNE HOGAN, 1952



MARY AUSTIN, 1953



ADRIENNE GARRETT, 1954



MISS RHEINGOLD, 1955

PHOTOGRAPHS BY PAUL MESSE

Rheingold Extra Dry—largest-selling lager beer in the East—is now available here in California. And that means *you* will be able to vote this year in America's second-largest election—the annual election of Miss Rheingold.

Soon hundreds of the loveliest models in New York and California will be invited to compete for the international fame, travel and \$50,000 cash

guarantee that go this year to the winner. Six finalists will be selected by The Miss Rheingold Election Committee, and the rest will be up to you. You'll pick Miss Rheingold 1955.

Watch for complete election details this summer. Meanwhile, Adrienne Garrett, Miss Rheingold 1954, invites you to try Rheingold Extra Dry. You will find it's beer as beer *should* taste.

The largest-selling lager beer in the East is here!

