

# DO NOT FORGET NEW ENGLAND BEER AND ALE

We did not suppose you would forget, but this is our last chance, through the newspapers, to tell you that whatever happens to remember that the best and the purest beer and ale made in Connecticut is brewed by us. Well meaning people have made it impossible for the New England Brewing Company to continue advertising in the newspapers. This has been brought about through a long series of misrepresentations. The New England Brewing Company has had many thousands of dollars invested in Hartford for many years. It has had and still has a big payroll, its employees are good citizens, it has paid more taxes of various kinds than any other business, and some of the best men and women in the state drink the beer and the ale brewed by us. But recent legislation has made it impossible for the newspapers to accept our advertising after July 1. This is, therefore, our last chance to speak to our thousands of customers through the newspapers.

We wish first of all to extend our hearty thanks for the generous patronage of years, a patronage that has developed the New England Brewing Company into the largest and best equipped plant of its kind in the state. People learned long ago that the beer and the ale brewed by us was superior to any other. If better beer or ale could be brewed we would have made it—but it could not. Our beer and ale is a food and a necessity in thousands of households. If it wasn't we would have been out of business long ago. We will not be able to tell you anything further about it through the newspapers after July 1. But we are sure of one thing: The reputation which our beer enjoys throughout this and other states is so great that whether we advertise it or not, the sale will continue to be large. People will not forget the efforts we have made to place in their hands the finest beer and ale obtainable, and they will continue to drink it just the same. We will assure all our customers that the same careful methods will be used in the future as in the past and we will continue to supply our beer and ale as of old. There is nothing more refreshing this hot weather than our ale, or beer. Fourth of July is coming and you will certainly want a supply for that great holiday, for you know that

*The Fourth Without New England Beer,  
Is Like A Race Without A Cheer.*

We trust that people generally will take a more sane view of this liquor question in the future than they have in the past. There are no states in the Union which are so-called prohibition states that are showing good results from that law. All through the South liquor is being sold **Unlawfully**. It is being peddled about in old wagons loaded with hen coops; liquor is found in all sections, and the people are not satisfied with the immoderate restrictions put upon their liberties. The moderate use of liquor is perfectly legitimate and orderly. See to it that radical people do not take away your right to exercise that liberty. The brewing business should not be outlawed any more than any other proper business. It will not be if people stop to consider the facts and to guide themselves by the results in other states of the Union.

The New England Brewing Company is one of the business institutions of this city. It has paid many hundreds of thousands of dollars into the city's industrial life. It will continue to do so for years to come. We hope that all our old friends will continue to stand by us in the future as they have in the past. And always remember that when you want good beer, beer that isn't equalled anywhere else in the state—call for and be sure you obtain the New England Beer and Ale.

## THE NEW ENGLAND BREWING CO.