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Newark Evening Star, March 24, 1910
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At last a bread as pure as the purest milk
"A Cag of Ale Down Cellar"

The old home trimmed with mistletoe and holly—a blazing big hickory log in the
fire-place yielding radiance and diffusing grateful warmth—the renewal of old friendships and
the strengthening of family ties—good health toasted with a bumper of mellow, creamy Ale fresh
drawn from the cag down cellar by the master of the house—

Yes, Christmas is essentially a day for pleasant retrospect. Old familiar faces come
before us; jolly times in the long ago, when old stories and old jokes and pranks—such as boys
nowadays don't even dream of—seem to leap into our recollections bright and thick and fast,
to the rhythm of the fire tongues of the crackling Yule-log.

Is this not all appropriate to true Christmas cheer? And why should
not Ballantine's XXX Creamy Ale help gladden the heart at such a time? How
harmoniously this beverage accompanies the savory, hot roast beef and steaming
plum pudding! Besides, your grandsire and perhaps even his father may have
enjoyed the good, honest Ale made by Peter Ballantine several generations ago
in the little brew-house in "old Newark town on the Passaic." Ever since those
days his successors have continued brewing Ale, industriously striving to maintain
the standard the founder of the house so well established.

Price $4.25 per half-barrel delivered, placed and tapped in your cellar ready
for use. Telephone 1820 Market or drop us a postal card.

Ballantine's Breweries
Newark, N. J.
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BALLANTINE’S XXX CREAMY ALE

P. Ballantine & Sons, Newark, N. J.

The Newark Star, November 4, 1909
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