

# ALLSOPP'S PALE OR BITTER ALE.

**I**N consequence of the REPORTED ADULTERATION of BITTER BEER, Messrs. SAMUEL ALLSOPP and SONS have received numerous incidental TESTIMONIALS to the excellence, purity, and salutary effects of their ALES. They consider it due to the Medical Profession, who have so long recommended ALLSOPP'S PALE ALE in all cases where dietetic regimen is required, to give publicity to these Testimonials, as a means of disabusing the public mind of any possible prejudice on the subject.

By the following extracts among a number from the most eminent Medical Men, the Profession throughout the country will have the satisfaction of finding their just appreciation of the remedial advantages of ALLSOPP'S PALE ALE amply confirmed by the concurring testimony of the most able Physicians and Surgeons, as well as the most illustrious Chemists of the time :—

## FROM BARON LIEBIG.

"The specimens of your PALE ALE sent to me have afforded me another opportunity of confirming its valuable qualities. I am myself an admirer of this beverage, and my own experience enables me to recommend it, in accordance with the opinion of the most eminent English Physicians, as a very agreeable and efficient tonic, and as a general beverage both for the invalid and the robust."—"Giessen, May 6."

FROM PROFESSOR GRAHAM, F.R.S., UNIVERSITY COLLEGE, LONDON; AND PROFESSOR HOFMANN, Ph.D., F.R.S., COLLEGE OF CHEMISTRY, LONDON.

"The sifting nature of the chemical examination which the Beers of Messrs. ALLSOPP's manufacture for many months past have been subjected to, fully establishes their incontestable purity. The process of brewing PALE ALE is one in which nothing but Water and the best Malt and Hops of the first quality are used: it is an operation of the greatest delicacy and care, which would be entirely ruined by any tampering with the materials employed."—"London, April 26."

FROM THE ANALYTICAL SANITARY COMMISSIONER OF THE "LANCET,"  
MAY 15, 1852.

"From the pure and wholesome nature of the ingredients employed, the moderate proportion of alcohol present, and the very considerable quantity of aromatic anodyne bitter derived from hops contained in these Beers, they tend to preserve the tone and vigour of the stomach, and conduce to the restoration of the health of that organ when in a state of weakness or debility. They resemble, indeed, from their lightness, a *wine of malt*, rather than an ordinary fermented infusion; and it is very satisfactory to find, that a beverage of such general consumption is entirely free from every kind of impurity."

FROM SIR CHARLES M. CLARKE, BART., PHYSICIAN TO HER LATE MAJESTY THE QUEEN DOWAGER.

"I have frequently recommended BITTER ALE medicinally, and when my home-brewed Ale has been exhausted, I have been supplied with Ale 'from your brewery.'"—"Wiggington Lodge, May 2."

FROM THOMAS WATSON, M.D.

"In the genuineness and salubrity of PALE ALE and BITTER BEER, as manufactured at Burton, my confidence remains unshaken."—"Henrietta Street, Cavendish Square, May 5."

FROM GEORGE BUDD, M.D., SENIOR PHYSICIAN OF KING'S COLLEGE HOSPITAL.

"I did not want any testimony to satisfy me of the perfect purity of the PALE ALE manufactured by you. A close observation of its effects upon myself and upon many others to whom I have prescribed it long ago, convinced me, as much as the most searching chemical analysis could do, that it contains nothing more than malt and hops, and that it is a first-rate beverage."—"Dover Street, May 1."

FROM MARSHALL HALL, M.D., F.R.S.

"My confidence in the purity of your PALE ALE remains unshaken, and my opinion of its great value in a dietetic and remedial point of view, is entirely confirmed by long time and experience."—"Grosvenor Street, April 30."

FROM BENJAMIN TRAVERS, ESQ., F.R.S.

"I do not hesitate to affirm, that no deleterious substance is employed in ALLSOPP'S PALE ALE and BITTER BEER, and that my confidence in its wholesomeness as a beverage remains unshaken."—"Green Street, April 30."

## ALLSOPP'S PALE OR BITTER ALE

May be obtained in Casks of all sizes from the BREWERY, BURTON-ON-TRENT; and from the undermentioned BRANCH ESTABLISHMENTS:—

LONDON, at 61, KING WILLIAM STREET,  
CITY;  
LIVERPOOL, at COOK STREET;  
MANCHESTER, at DUCIE PLACE;

BIRMINGHAM, at MARKET HALL;

DUDLEY, at the ROYAL BREWERY;  
GLASGOW, at 115, ST. VINCENT STREET;  
DUBLIN, at ULSTER CHAMBERS, DAME STREET;

At either of which places a list of respectable parties who supply the Beer in Bottles, (and also in Casks at the same prices as from the Brewery,) may at any time be seen.

# ALLSOPP'S PALE ALES AND BARON LIEBIG.

Although not in the habit of replying to anonymous advertisements, and although they cannot condescend to answer some of a very discreditable nature to the parties concerned, Messrs. ALLSOPP & SONS are compelled to take notice of an announcement bearing the name of Professor LIEBIG, to which an invidious publicity has been given. Messrs. ALLSOPP & SONS regret this necessity, as they have reason to suppose that advertisement has emanated from an unworthy jealousy on the part of those who should rather have shown gratitude for the labour and expense which Messrs. ALLSOPP & SONS have not spared to remove the otherwise ruinous prejudice impending over the Pale and Bitter Ales of this country, from the mistake of a French chemist.

Messrs. ALLSOPP & SONS would now call the attention of the public to the following points:—

That the original letter of BARON LIEBIG is addressed to Mr. HENRY ALLSOPP individually.

That he therein intimates that he had been applied to by Mr. HENRY ALLSOPP on the subject, and that his opinion had been requested, of course, for publication by that gentleman.

That he therein acknowledges the receipt of samples of ALLSOPP'S PALE ALES from the London bottlers, as well as other samples of the same, sent to him direct, by private friends. On these, he specifically founds the opinion reported by him to Mr. HENRY ALLSOPP in that letter—the general mention of the Burton brewers being incidental.

Thus, then, the letter of BARON LIEBIG, having been written for Messrs. ALLSOPP & SONS, and sent to Mr. HENRY ALLSOPP, on the subject of Messrs. ALLSOPP & SONS' ALES, they having, as they had, BARON LIEBIG'S authority to do so, were fully entitled to publish it.

Messrs. ALLSOPP & SONS consider it not unnecessary to add, that their intercourse with BARON LIEBIG is of some duration; they having frequently consulted the learned Professor on certain processes of brewing. And they are confident, therefore, that this last letter, anonymously issued, must either have been greatly mutilated previously to publication, or that it could only have been sent in reply to some wrong impression conveyed to that eminent man in respect to an alleged undue publicity given to his opinions.

Burton-upon-Trent, August 25, 1852.

## PROFESSOR LIEBIG on ALLSOPP'S PALE ALE. FROM BARON LIEBIG TO MR. ALLSOPP.

"The specimens of your Pale Ale, sent to me, afforded me another opportunity of confirming its valuable properties. I am myself an admirer of this beverage, and my own experience enables me to recommend it, in accordance with the opinion of the most eminent English physicians, as a very agreeable and efficient tonic, and as a general beverage both for the invalid and the robust.

" JUSTUS LIEBIG.

" Giessen, May 6, 1852."

That the public might form a correct judgment of the intention of that eminent authority, Messrs. ALLSOPP and SONS have re-published BARON LIEBIG'S LETTER to Mr. ALLSOPP *in extenso*, in all the London Daily Journals, as well as in other Papers; copies of which letter, and of the very numerous and continually increasing professional testimonials in favour of their PALE and BITTER ALE, may be obtained on application at the Brewery, Burton-on-Trent; or at their Establishments in LONDON, LIVERPOOL, MANCHESTER, DUDLEY, GLASGOW, DUBLIN, BIRMINGHAM, and elsewhere.

VINEGAR.—In consequence of the publication in the LANCET of 28th ultimo, of a Series of Analyses of this Article, in which the Vinegar made by us is reported to contain *Sulphuric Acid*, we have addressed to the Editor of that periodical the following letter, and hope from his sense of justice, the adoption of the only honourable alternative—an acceptance of the challenge we have given, or an unhesitating withdrawal of the calumnious implication.

HILL, EVANS, and CO.

Worcester, September 9, 1852.

To the Editor of the LANCET.

Worcester, September 8, 1852.

Sir,—Our attention has been called to an article in the LANCET of the 28th of August last, on "Vinegar and its Adulterations." You therein describe the samples of vinegar, which you state to have been furnished by retail dealers as our vinegar, as containing a considerable quantity of sulphuric acid. You also state that the samples were not procured direct from the makers, because of the difficulty experienced in obtaining them by parties not engaged in the trade.

You will remember that, by a letter dated the 3rd day of January last, we offered for your inspection several bottles of our vinegar, and forwarded them to you through your publisher, Mr. Churchill, with a note from Sir Charles Hastings, M.D., of Worcester, touching for our veracity.

We have also an authorized agent in London, Mr. Waters, of 15, Whitecross Street; we are, therefore, surprised at your statement that any difficulty existed in procuring samples, as far as our firm were concerned.

We reiterate positively our assertion in our letter of the 3rd of January, that no sulphuric acid is employed in our manufacture, and we therefore assert, that the results of the analysis published in your columns are mistaken, or that the vinegar subjected to your test was not the product of our manufactory.

We are willing to have samples of our vinegar subjected to the severest analysis by any two eminent chemists, the one to be named by yourself, and the other by ourselves,—the mode of procuring the samples to be decided by the gentlemen appointed; or we will submit our vinegar to any one of the undermentioned gentlemen:—Dr. Lyon Playfair, Dr. Graham, or Dr. Hoffman.

We propose that the expenses of the investigation should be paid by ourselves, provided it should be found that there is any free sulphuric acid in our vinegar, or any acid other than results from the fermentation of our grain wort; and that they should be paid by you, provided it be found that there be no such free sulphuric acid, or other acid than that resulting from the fermentation as before described.

In the latter case we should expect a notice of the result to be published in the LANCET, as our sole object is, to be vindicated from an unjust aspersion.

We write this letter without prejudice as to any ulterior proceedings which we may think fit to adopt, provided our offer be not complied with.

Your obedient servants,

HILL, EVANS, and Co.

FROM THE "LANCET" SEPTEMBER 18TH, P. 270, IN REPLY TO THE FOREGOING LETTER TO THE EDITOR.—"We have, therefore, very great satisfaction in adding to the four firms which do not use Sulphuric Acid in the manufacture of their Vinegars, and whose names have been already published, those of

MESSRS. HILL, EVANS, AND CO."