



We Did It— and We're Glad!

When we decided to absorb the new excise tax of one dollar per barrel on beer and ale rather than pass it on to you, we were convinced it was the right thing to do. Each day brings us more and more evidence that this policy has been enthusiastically received by the Public and that it has had far-reaching results.

We're glad we were able to establish a precedent that will help retard inflation.

We're glad that the example we set has been followed by others in our industry and that the working man can continue to enjoy Genesee and other good beer and ale ... without an increase in price.

We're glad that our belief in the American Way, free and fair competition, has been confirmed ... and approved by you.

We're glad for the unqualified approval that we have received from so many sources ... retailers, wholesalers, union officials, trade associations, the Office of Price Stabilization, as well as the general public.

We're glad that our continued efforts to increase the efficiency of our organization and our methods have enabled us to absorb well over a half million dollars in taxes and still maintain the high quality of Genesee Beer and Ale.

And now, may we express our sincere thanks to you for your many kind comments about our policy. These are some of the more important reasons why we again say, "We did it and we're glad!"

Louis A. Wehle

CHAIRMAN OF THE BOARD.
THE GENESEE BREWING COMPANY, INC.
ROCHESTER 5, N. Y.

Attention Retailers!

We are glad that Genesee retailers not only approve of our decision, but are benefiting by it, as evidenced by the fact that, since our announcement, many retailers are now handling Genesee for the first time. If you approve of this policy and are interested in selling Genesee Beer and Ale, get in touch with the Genesee distributor in your territory.



GENESEE

Old-Fashioned Beer & Ale Goodness



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