

People try it... and they like it!

That's why **CARLING** *Black Label Beer is*
NOW BREWED FOR YOU IN THE NORTHWEST

More and more you'll hear people sing out, "Mabel, Black Label." It's the cheerful way to ask for the beer that wins more new friends every day. And now that Carling Black Label is brewed here in the Northwest, it's sold at the popular local price.

Carling Black Label is America's fastest growing beer, and for a very simple reason: People try it...and they like it...and they buy it again and again.

Next time you buy, why not give Black Label a try?

Black Label



♪ *Mabel...
Black Label*



CARLING BREWING COMPANY • TACOMA, WASH.