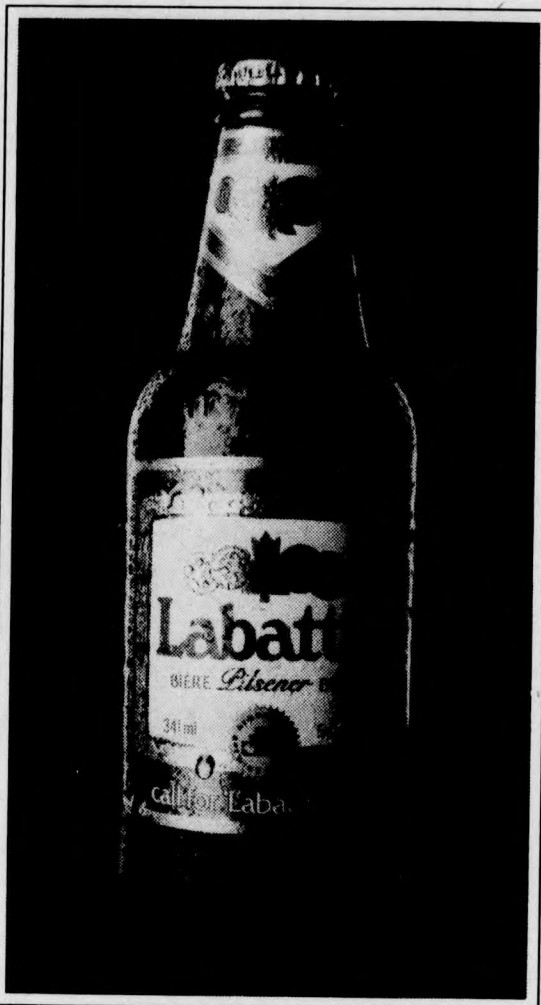
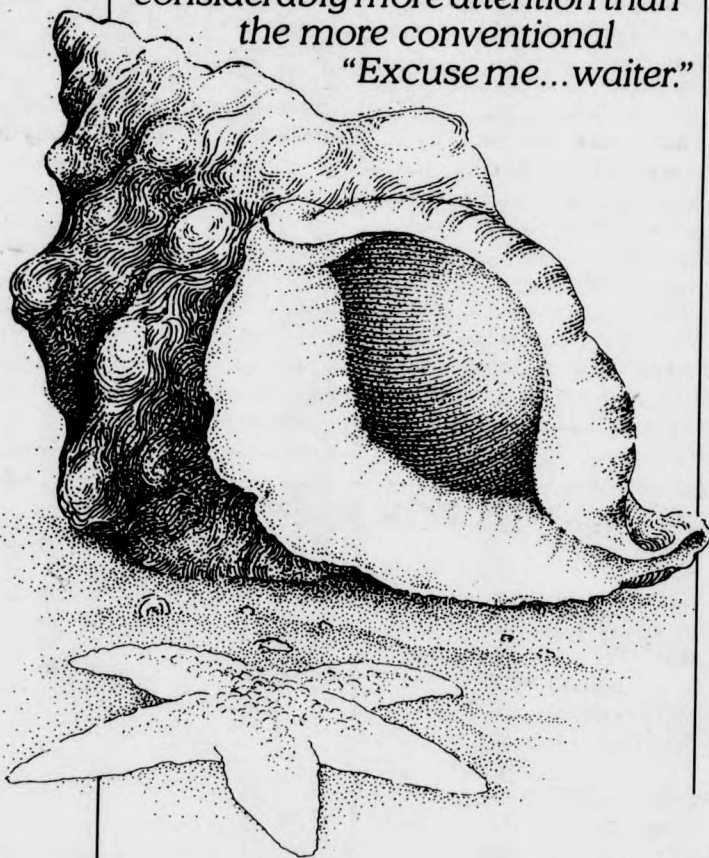


HOW TO CALL FOR THE BLUE.



CONCH SHELL

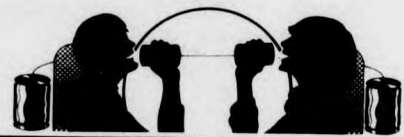
This technique was first established by residents of the Seychelles Islands who used it to attract passing pods of sperm whales. Each pod, consisting of one or more whales, produced a sufficient wake to permit local residents to host 12 consecutive international surfing championships. More recently, conch blowing has become popular at numerous seaside watering holes where it was found to attract considerably more attention than the more conventional "Excuse me...waiter."



SEMAPHORE



Or flag flapping as it is often called, enjoys considerable popularity among the nautically inclined. Practitioners of this particularly colourful form of communications have reported physical benefits such as an increase in the size of bicep, tricep and pectoral muscles. This has prompted one enterprising manufacturer of sporting equipment to introduce a new product called "Heavy Flags." This means that when calling for a Blue it is now possible to get bent into shape.

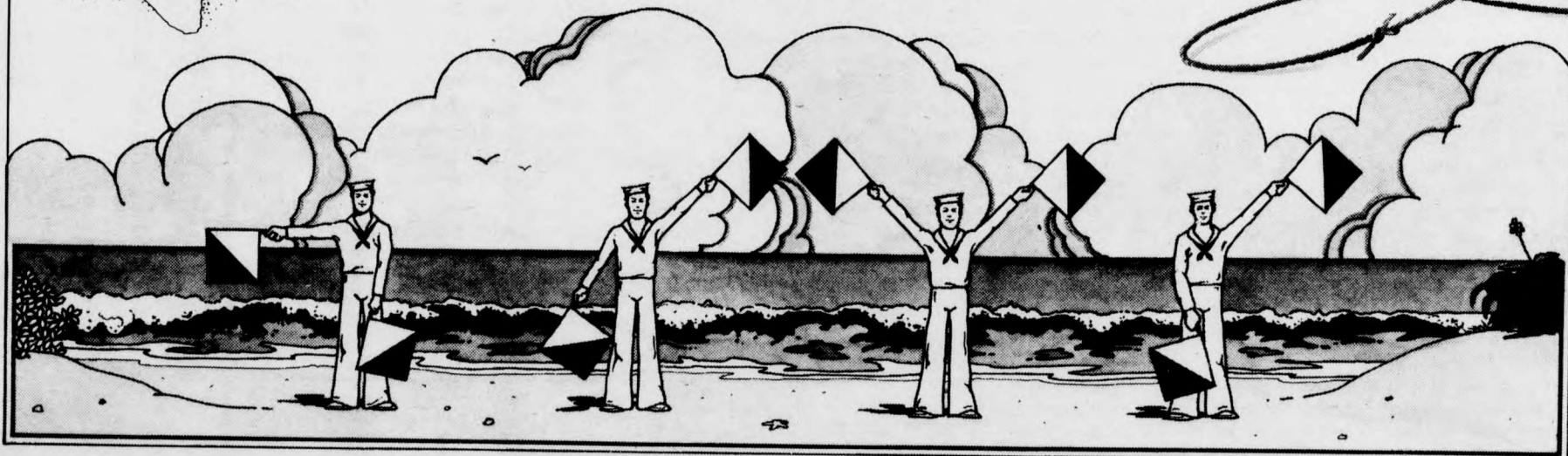


TIN CANS WITH STRING

Success with this approach depends largely upon the size of the cans and the length of the string used. Most waiters or waitresses will show some reluctance at the prospect of walking about their establishment with 50 gallon oil drums affixed to their hips. An empty Blue can (preferably of the larger variety) is considered de rigueur. Users should be advised that calls across the bar are cheaper after six and on Sundays.

Important: Many first time users of this proven technique have complained of what is generally referred to as the "Lloyd Bridges or Jacques Cousteau effect."

This can be remedied by making sure that cans are completely drained prior to transmitting or receiving messages.



ONE IN A SERIES OF HIGHLY INFORMATIVE PRESENTATIONS AIMED AT HELPING YOU TO BETTER UNDERSTAND THE DIVERSE MEANS IN WHICH IT IS POSSIBLE TO OBTAIN ONE OR MORE BOTTLES OF BLUE, CANADA'S MOST POPULAR BEER. FOR THAT CLEAN, TRUE TASTE.