

THE ALE THE PEOPLE WANT

SIX hundred years ago when every nation had its own standard of coinage, some bad, some worse, the Easterlings of Western Germany became famous for the high standard of money they minted. And the word Easterling or "STERLING" ever since then, has signified undoubted merit or worth.

We have catered to the wants of the public and have produced a palatable ale of "STERLING" quality.

Just call for a bottle of "STERLING" Ale—see how it opens up—clear as crystal, effervescing and invitingly cool.

Taste the fascinating tang of "STERLING" Ale—enjoy to the full its delicious flavor. It is a genuine digestion aid, light, invigorating and nourishing—and you will agree that our new product has set a fresh standard to the ale connoisseur.



WE invite you to call and see how "STERLING" Ale is brewed and bottled—to inspect its up-to-date and sanitary home. Ask us to show you the fine quality of malt, the selected hops, and, above all, the pure, sterilized water we use—and the skill and care taken in the brewing.

If you are from Missouri, come along and be convinced—then you will understand why "STERLING" Ale is as its name implies, of *Sterling* Worth.

Every bottle is sterilized in the most up-to-date Brewery in Canada.

For sale at all Hotels and Liquor Stores.

PRIZE COMPETITION

The recent competition organized with a view to popularizing the name "STERLING" Ale has resulted in an avalanche of replies from all parts of the Dominion.

After careful scrutiny, the judges—the Advertising Managers of The Mail and Empire and Telegram—have awarded a five-dollar gold piece to each of the following, being the first five correct answers received—

1. Wm. Bowditch, 1145 Yonge Street, Toronto.
2. Alfred Cook, 49 Elm St., Toronto.
3. W. Verner, 46½ Springhurst Ave., Toronto.
4. Bertram G. Andras, 1227 Bathurst Street, Toronto.
5. E. G. Raynor, 175 Palmerston Avenue, Toronto.

We congratulate the lucky ones. The prizes will be duly forwarded.

REINHARDTS' OF TORONTO

Mutt Figured it Would Be Sure and Quick

By "Bud" Fisher

