

BETTER
BEER
WAS
NEVER
BREWED



A
PERFECT
TONIC
FOR
TOURISTS

AS a holiday beverage CARLING'S ALE is without an equal. Bright, sparkling and healthful, it is an ideal tonic and a pleasing drink.



CARLING'S ALE and PORTER is for sale on all Richelieu and Ontario Navigation Co.'s boats and can be procured from nearly every liquor dealer in Canada.



THESE LABELS ON A BOTTLE OF ALE OR PORTER ARE AN ABSOLUTE GUARANTEE THAT THE CONTENTS ARE PURE, SOUND AND PERFECTLY MATURED.



The Carling B. & M. Co.
Limited,
London, Canada.

