



## **Radio Commercial**

Happy holidays ahead! Days of hospitality, friendliness and the welcome refreshment of Carling Black Label Beer. People like light, sparkling clear Black Label. Black Label is now America's fifth largest brewer, up from sixty second place in just ten years. Won't you try nationally famous Black Label? It's fun to serve, a pleasure to enjoy. Sold everywhere at the friendly local price. Join in the cheerful call.....Mabel, Black Label!