

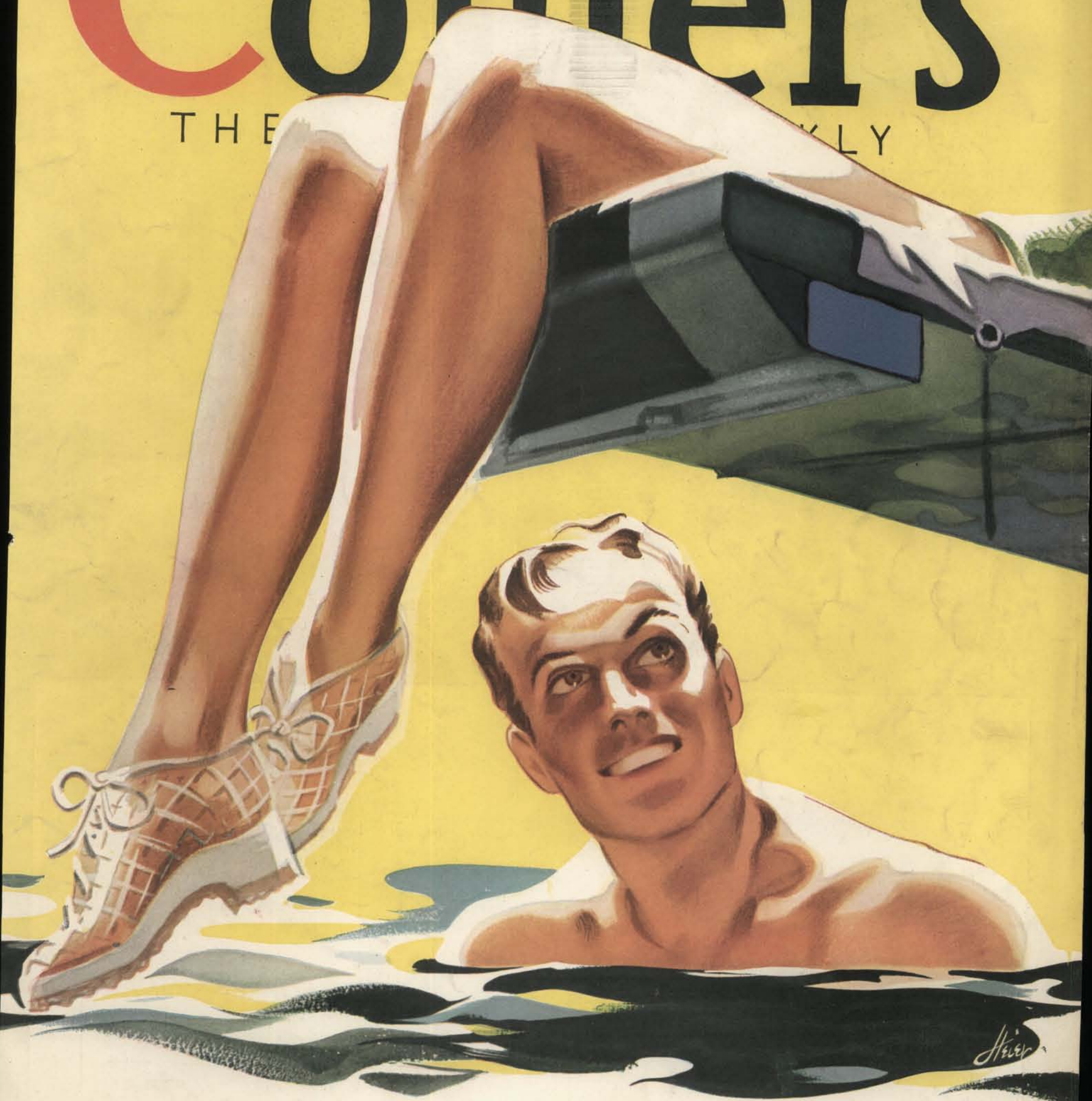
August 19, 1939

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THE WEEKLY



FACE VALUE a Short Story by **MARGERY SHARP**

AUGUST 19, 1939



How three cooling words became four....

EACH YEAR, more and more people are discovering that, simply by changing *three* well-known words to *four*, they can add new magnificence to their favorite mid-summer drink...

Instead of just saying "whiskey-and-soda," these connoisseurs of coolness say "*Four Roses-and-soda*"... for they maintain Four Roses-and-soda is different from any whiskey-and-soda you ever tasted.

And it is! It's just *bound* to be—because Four Roses itself is so different...

Four Roses, you see, has the virtues, not of just a *single* straight whiskey, but of *several* selected straight whiskies. Each of these whiskies is *at least 4 years old*. Brought together, they give to Four Roses a matchless flavor,

aroma, and smoothness—qualities that have won for it the reputation of being the finest whiskey in America.

Why it's so fine in a Highball

Four Roses is *ALL* whiskey—every drop! That's why it *stands up* in a highball—holds its delicate flavor, right down to the bottom of the glass. Yet Four Roses is *mild*, because all of the whiskies in it have been reduced to 90 proof, especially for mildness.

Sometime today, at home or at your favorite bar, enjoy a Four Roses-and-soda. Listen a moment to the tinkle of the ice in the glass—like small silver bells calling you to a rare pleasure...

Then obey the summons. Sip—slowly...and

be thankful the world affords such solace in hot weather as... a Four Roses-and-soda! Frankfort Distilleries, Inc., Louisville & Baltimore.



TRY A
FOUR ROSES
-and-soda!

EVERY DROP IS WHISKEY
AT LEAST 4 YEARS OLD

A BLEND OF STRAIGHT WHISKIES—90 PROOF—THE STRAIGHT WHISKIES IN FOUR ROSES ARE 4 YEARS OR MORE OLD