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# Collier's

THE LITERARY WEEKLY



**Romance in Crimson** A NEW NOVEL BY **Octavus Roy Cohen**

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# We'd like to have you taste an idea



The idea we're talking about isn't new. It's 75 years old.

It was first expressed by the founder of our company when he said: "Let someone else make the *most* whiskey. I only want to make the *best* whiskey."

We've clung to that idea ever since. And now it has found its fullest flower in the Four Roses you buy today...a whiskey that is not only the finest Four Roses ever bottled, but, in our opinion, the finest that we, or anyone else, ever made.



**Because we believe** this is the kind of whiskey you would like to know, enjoy and serve, we ask you to taste Four Roses. Try it first, if you wish, at your favorite bar.

You'll find it different—distinctively so. Richer in body. (It's *ALL* whiskey, you know.) Smoother, more deeply fragrant, more luxuriously mellow. For Four Roses is *not* just *one* whiskey. It is *several* superb straight whiskies combined into *one* whiskey that is finer still—one whiskey with *every* whiskey virtue.

**So, again, we invite you** to taste our idea of the finest whiskey made. We think you'll say it's *your* idea of the whiskey you've hoped and wished and yearned to find!

## FOUR ROSES

Every drop is whiskey at least 4 years old



A blend of straight whiskies—90 proof. The straight whiskies in Four Roses are four years or more old. Frankfort Distilleries, Incorporated, Louisville and Baltimore.