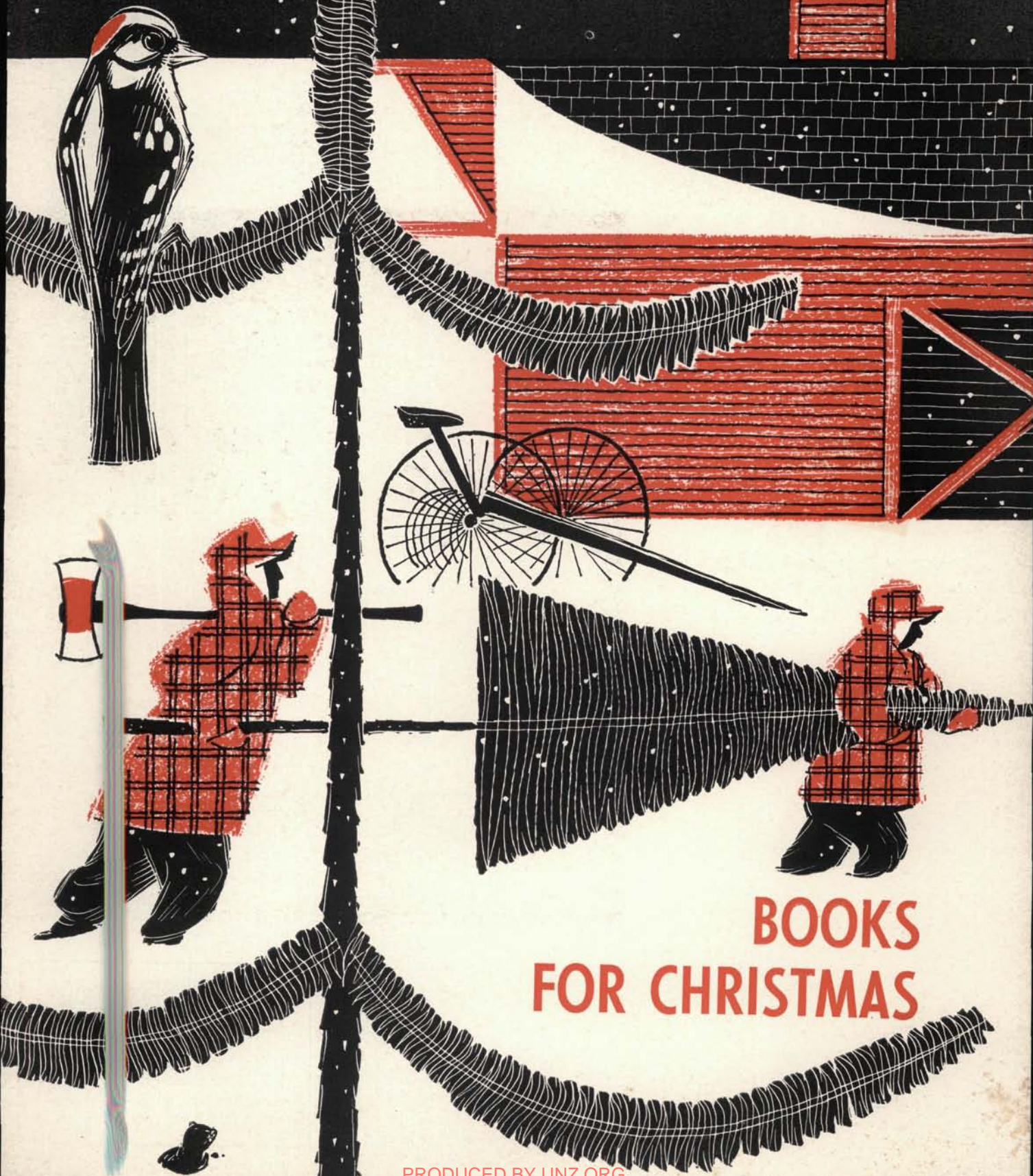


Saturday Review

DECEMBER 7, 1957 / 25¢



BOOKS
FOR CHRISTMAS



Lord Calvert revives the dignity of the Christmas gift

GIVING is a lordly art. Notice the simple opulence of Lord Calvert's presentation chest. It announces one of the world's *three* great whiskeys with fitting dignity. And it says so much besides.

Isn't that natural-grained wood a magnificent touch of lordly restraint? And have you noticed Lord Calvert's

new bottle? It is the inspiration of a 17th Century craftsman. Aristocratic. Graceful. Slim as a book. An illustrious hallmark for the greatest of all the *American* whiskeys.

You don't have to pay extra for Lord Calvert whiskey in this handsome presentation chest. Why settle for less?

How rare is your gift?

Lord Calvert whiskey is a rare luxury. If every man in America were rationed to *one* Lord Calvert high-ball a year there still wouldn't be enough to go round. A sound enough reason for placing your order *now*.

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LORD CALVERT. AMERICAN BLENDED WHISKY. 38% PROPR. 65% GRAIN NEUTRAL SPIRITS, CALVERT DISTILLERS COMPANY, N. Y. C.