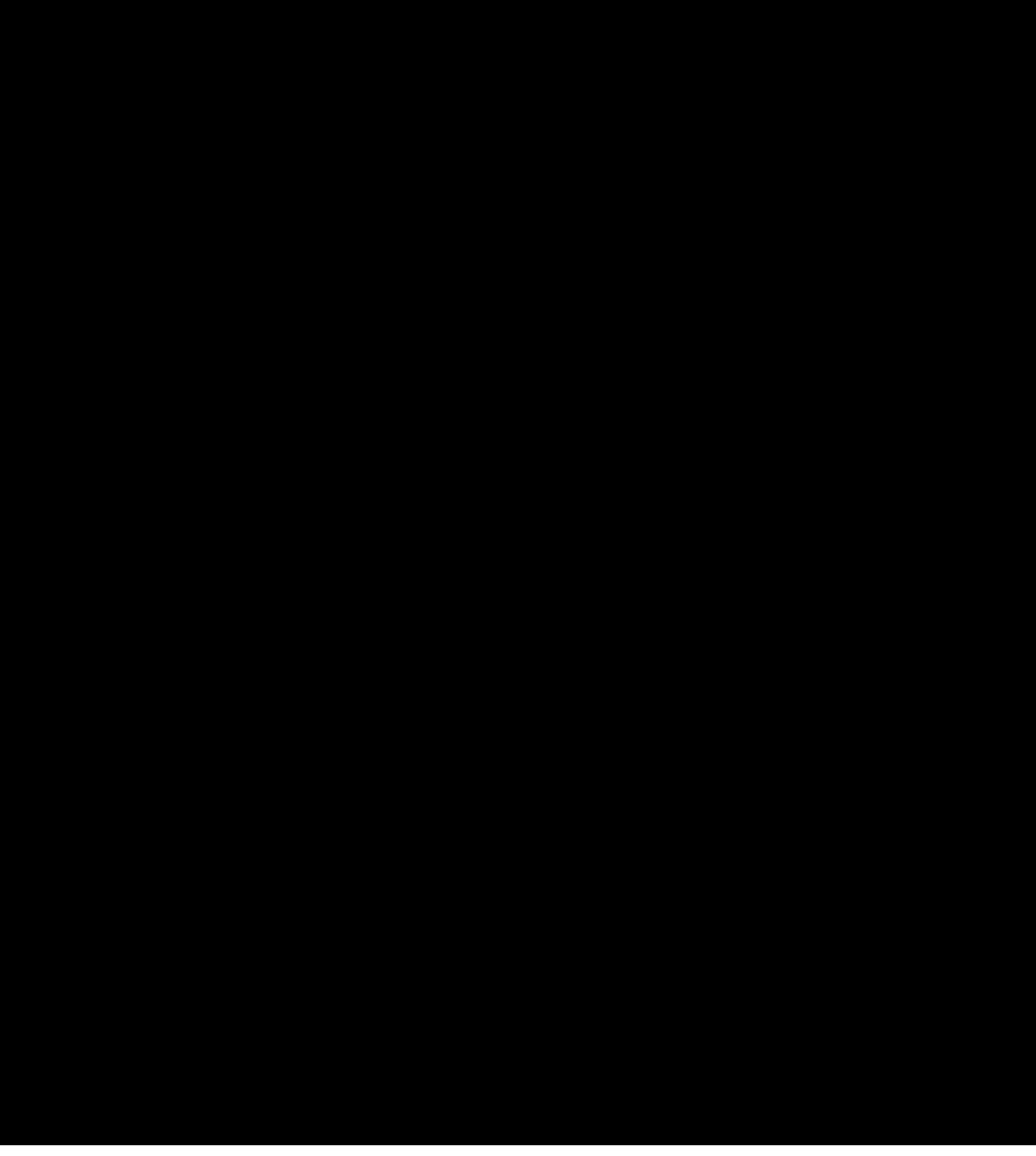




THINGS TO LOOK FOR WHEN YOU'RE BUYING



AND WHEN BUYING WHISKEY
GIVE IT THE . . .

BEAD TEST

How did your parents and their parents make their money go so far? They didn't take anybody's word for the goods they bought. They used their eyes, their ears and their heads. They tested before they spent. Old-timers bought whiskey that way, too. They had a perfectly natural test . . . the "bead" or bubbles that form at the top when the bottle is shaken . . . a natural characteristic of all whiskeys. Get wise to whiskey. Don't buy blindly. Find out what you're getting. Shake the bottle. Watch the bead. See how long it lasts.

WHAT IS BEAD? First of all, it's the head of bubbles that forms on the surface of whiskey when the bottle is shaken. The amount of "bead" and the time it lasts constitute the "bead test."

