



This is the fine old liquor that our fore-fathers liked so well

Our fore-fathers knew! Their tastes were not perverted. No whiskey that did not meet the test of greatest excellence would suit their palates.

We know how uniformly excellent Old James E. Pepper really is. You do not know, perhaps, but we shall make you know, for if you really want the kind of whiskey that all connoisseurs admire, you shall surely ask, hereafter, for the kind we now describe.

There is no whiskey that can approach Old James E. Pepper in quality.

For, the fact is, that Old James E. Pepper (bottled in bond) has been continuously distilled for more than 128 years. And, this experience—this lifetime servitude in the distillation of real whiskey has prepared us to make a liquor, such as no other human hand has ever made before.

Just why no other Whiskey can be so good

You know how complicated are the processes of whiskey distillation. You know that it is not easy to make fine liquors. Some men make whiskey, which may taste fair—but others make a whiskey so finely different that you cannot compare its quality with that of any other make.

For a century and a quarter OLD JAMES E. PEPPER Whiskey has been the Standard by which all other whiskeys were judged. Old Elijah Pepper's was the sign of the noblest family that all Kentucky knew. His name—and fame—stands for all that is honorable in the history of whiskey distillation.

Old James E. Pepper Whiskey

Now, Please
Try It

You cannot possibly hope to know the goodness of Old James E. Pepper Whiskey (bottled in bond) unless you try it. It doesn't cost very much to know the supreme goodness of this brand. You may be fairly well satisfied

with other whiskey—you may think that other whiskeys are very good—but you cannot know the superlative excellence of any whiskey until you have tried the kind that all men who have tried it—know to be best.

Every good dealer has it

You can go to your favorite place and get Old James E. Pepper, for there are mighty few places that are so unprogressive as not to keep it. When next you visit your favorite buffet, please don't fail to ask for this celebrated old whiskey. You owe more to yourself than you do to us in asking for it. For you never will know the true excellence of fine, ripe, mellow old liquor until you have tried Old James E. Pepper.

The James E. Pepper Distilling Company
Distilleries at Lexington, Ky. Offices, Chicago, U. S. A.

Trade supplied by

Blumauer-Frank Drug Co.
8th and Everett Streets
PORTLAND, OREGON

