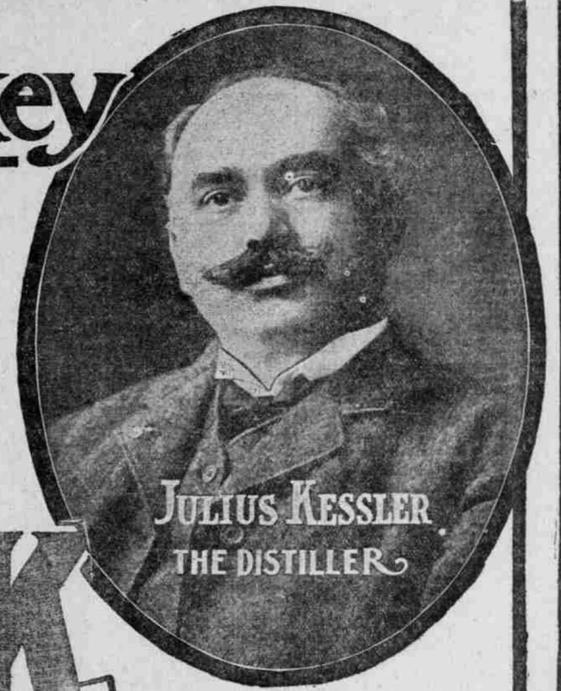


Kessler Challenges The Trade

The World's Finest Whiskey

I CHALLENGE contradiction from the **TRADE** of the following indisputable **Facts** and U. S. Government Attested **Figures** on the **Supreme Popularity** of **W. H. McBrayer's Cedar Brook Whiskey**:

- 1—Most whiskeys bottled in bond are only 4 to 5 years old, including all other largely advertised, popular brands.
- 2—More 7 to 8 year-old Cedar Brook Whiskey was bottled in bond in 1911 in our one Cedar Brook Distillery than all other brands combined, including all advertised, popular brands made in Kentucky, Maryland, Pennsylvania and all over the U. S.—bar none!
- 3—Cedar Brook Distillery's record of 1911 was 2,956,944 (bottles) bottled in bond. (See U. S. Treasury letter proof below.)
- 4—On this showing, having bottled more 7 to 8 year-old whiskey last year than all other brands put together, Cedar Brook is therefore the oldest and best on the market—certified also beyond question by *Public Taste* during three generations.



W.H.McBRAYER'S

Julius Kessler
The Distiller

CEDAR BROOK

PROOF

Take any bottle of Cedar Brook anywhere over the bar, or at any dealers—and you can prove by the Internal Revenue Green Stamp (date bottled and date made) that it is positively 7 to 8 years old—by far the longest aged advertised whiskey on sale anywhere. Make the same test, comparing bottle with bottle and date with date—no matter what other advertised brand—and you'll quickly see how other distillers find it profitable and easy to take advantage of individual carelessness in buying and of the U. S. Law allowing whiskey to be bottled in bond immediately after 4 years old.

But no other distiller can offer you such Proof of Age and Quality—

U. S. Government Proof
of the Popularity of

"The Largest Selling Whiskey in the World"

So I offer this challenge against contradiction that **W. H. McBrayer's Cedar Brook Whiskey** is today and every day—and must be year after year by far the oldest and best bottled in bond whiskey on the market.

We are always from 3 to 4 years ahead (in age of Cedar Brook being offered) and with such enormous demand and consumption, all the other distilleries combined cannot catch up with us, or make up the age and quality lead which Cedar Brook Whiskey has held through three generations. Indeed the Public knows the ripeness, richness and bouquet of Cedar Brook.



Julius Kessler & Co.,
Chicago, Illinois.

Sirs:—

Replying to your letter of recent date you are informed that the records of my office show that in the year ended December 31, 1911, there were bottled at your Cedar Brook Distillery, 2,956,944 bottles of seven to eight year old whiskey.

Respectfully,

W. C. Williams
Collector.

TREASURY DEPARTMENT
INTERNAL REVENUE SERVICE
DANVILLE, Ky. Sept 6, 1912.



PROOF

Every bottle of Cedar Brook carries this green U. S. Govt. stamp which proves its age—the time honored challenge of Supreme Quality not offered by others. Try it.

Made 1904
Bottled 1912

8 YEARS
OLD
BOTTLED IN BOND

All Dealers Who Put Their Customers' Interest First Always Offer You
Cedar Brook

ROTHCHILD BROS., Distributers