

Proof. 65% Grain Neutral Spirits.

Sure to be better...



that's the long...

and the short of it!



Taste! Better Taste! In "short" ones or "long" ones, you'll get *more* pleasure out of the incomparable taste that made Seagram's 7 Crown the choice of more millions than any other whiskey in HISTORY!

That's the long and short of it!

Say Seagram's and be Sure

Seagram-Distillers Corporation, New York City. Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits.