



"I can tell it  
blindfold...  
-It's equal  
to a fine liqueur"

The outstanding qualities of White Horse are everywhere recognised and approved. The tempting aroma, the rare peat and heather flavour and the softness given by age are the unmistakable signs of the whisky that is acclaimed to be equal to a fine liqueur.

Millions and millions of gallons maturing

## WHITE HORSE WHISKY

Half bottles and small flasks on sale



*FAME... These are the most famous bottles in all the world, and often imitated. It is wise, therefore, to look for the name Haig & Haig, for no one has ever successfully copied the rare flavour of these old, full-bodied Scotch Whiskies.*

"FIFTEEN DECADES"  
Haig & Haig "FINE OLD"  
SCOTCH WHISKY

SOMERSET IMPORTERS, LTD.

175 PARK AVENUE, NEW YORK - NORTH ASABEE STREET, ATLANTA - 111 CHURCH STREET, SAN FRANCISCO

All the world over the appeal of alcoholic drinks seems founded on a basis of humour

6 May 23, 1954

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