

Blended Scotch Whisky—86 Proof—Brown-Forman Distillers Corp., Louisville, Ky. © 1971

1853 was a
very good year.

Gourmets know that you can make or break
a fine meal before it starts. You should, therefore,
select your before-dinner Scotch as carefully as
your dinner wine.
In 1853, the perfect dinner Scotch was born.
Usher's, the very first light Scotch. Usher's Green
Stripe is a subtle, sophisticated, superbly light
Scotch. It accentuates a chef's magic.
Other light Scotches came along after, of
course. But Usher's remains light-years ahead.
The original. The perfect dinner Scotch. Request
Usher's Green Stripe at finer dining spots. It
stands to reason, where the food is better, the
Scotch will be, too.

USHER'S GREEN STRIPE SCOTCH
The original light Scotch since 1853.

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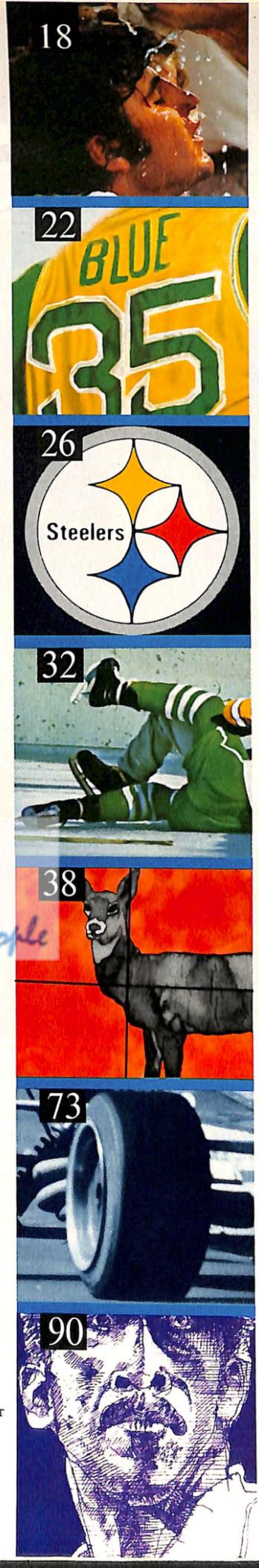
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Cover photograph by Neil Leifer

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Next week

THE WORLD SERIES begins, and the question is who can beat that American League pitching? Ron Fimrite describes the opening skirmishes between baseball's champions.

HOCKEY'S newly affluent warriors open a season rich with promise. Mark Mulvoy scouts the teams and Jack Olsen has a conversation with Ken Dryden, Montreal's miracle goalie.

PATS OR PATSIES, Boston or New England, winning or losing, the Patriots have Plunkett, a plumbing problem and a player who was a Disneyland dwarf—by Robert H. Boyle.

Sports Illustrated

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PITTSBURGH'S MAN OF STEEL MEAN JOE GREENE



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