



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1976

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[[Image: Part of a bottle of Seagram's Seven Crown reading "Seagram's", then their logo, a 7 with a crown, then "Seven Crown America's Finest Whiskey"]]

If there were a better tasting whiskey
we wouldn't be number one.

[[Image: A glass of Seagram's Seven Crown.]]

Seagram's 7 Crown's the No. 1 selling whiskey for one reason and one reason only. It's got a taste that's in a class by itself. Every time you pour it, you know you're going to get that same great taste, time after time. A taste that's always right, always smooth. Try it straight or any way you like it. You'll discover why 7 Crown is No. 1.

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