





ONE VISITOR to Jack Daniel's Tennessee distillery reckoned this cave spring water started all the way up in Canada because it's always a cool 56?

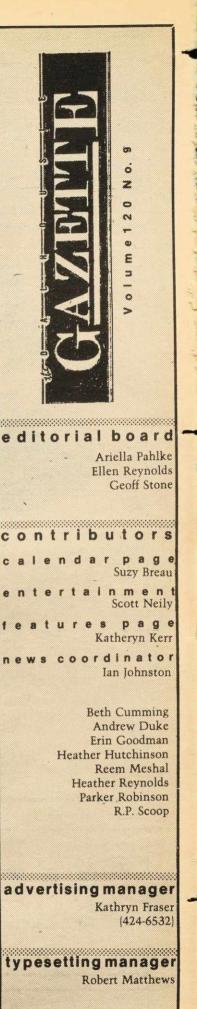
by FBM Distillery Ltd., Brampton, Ontari

We don't rightly know how far back this spring flows. But we know it goes farther back than a person can. And we know it's iron-free, and just right for making sippin' smooth Jack Daniel's Tennessee Whiskey. Even if we can't say this spring water starts in Canada, we're very proud some of it ends up in Canada as Jack Daniel's Jennessee Tennessee Whiskey. WHISKEY

JACK DANIEL'S TENNESSEE WHISKEY

If you'd like a booklet about Jack Daniel's Whiskey, Write us here in Lynchburg, Tennessee, 37352, U.S.A.

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Commentary should not exceed 700 words. Letters should not exceed 500 words. No unsigned material will be accepted, but

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