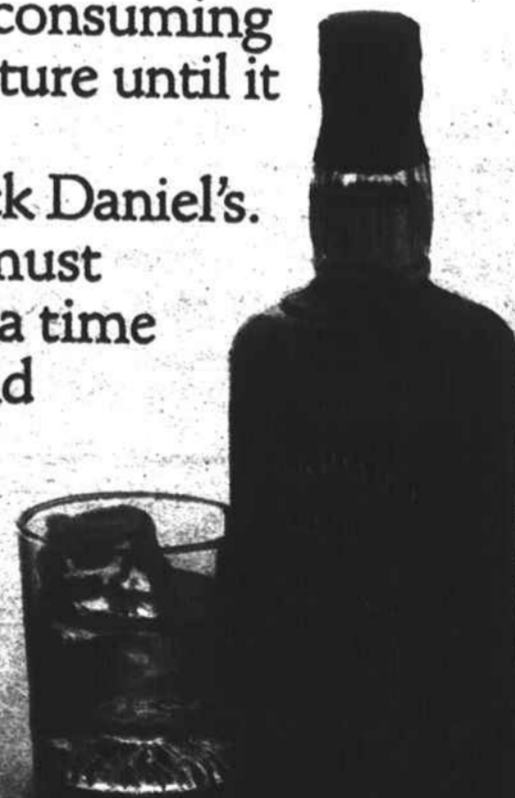




BEFORE THE MASTERPIECE there is a side of a great sculptor few people see. It's those long, time-consuming hours that go into crafting each and every feature until it pleases his toughest critic...himself.

This is also the spirit which thrives at Jack Daniel's. Before we can hope to please you, we first must please ourselves. That's why we take the extra time to charcoal mellow our whiskey the slow, old Tennessee way, drop-by-drop.

So when you try our Jack Daniel's whiskey, you'll find that like a great sculptor's finished piece, our rare, sippin'-smooth whiskey is the best.



It takes time to be the best. Jack Daniel's

Tennessee Whiskey • 40-50 Proof • Distilled and Bottled by Jack Daniel Distillery • Lem Motlow, Prop. Inc., Nashville, Tennessee