The Friends of The Cabildo

FRIENDS of the Cabildo, a historical organization which supports the Louisiana State Museum, sponsors several events throughout the year to promote Louisiana history.

Activities scheduled for the coming year include four historical lectures, which will be open to members and guests; walking tours; bazaars and special exhibits. The Friends are also preparing a guidebook to New Orleans and acquiring items for the museum.

PHONE: 529-2411.
PRESIDENT: Ray Samuel.
MEMBERSHIP: Open.

OVER A CENTURY AGO, folks warned Jack Daniel against this weeping willow tree.

Superstition said the willow was unlucky. And that the spring which it shaded would soon run dry.

But Mr. Jack knew that without this pure spring there could be no Jack Daniel's. So he went ahead and built his distillery by the side of the stream, and made his whiskey with its very special water. Just a sip of his product, we believe, and you'll be pleased Mr. Jack had more faith in good water than in local superstition.

CHARCOAL MELLOWED
DROP
BY DROP

TENNESSEE WHISKEY • 90 PROOF BY CHOICE
DISTILLED AND BOTTLED BY JACK DANIEL DISTILLERY • LYNCHBURG (POP. 384), TENN.