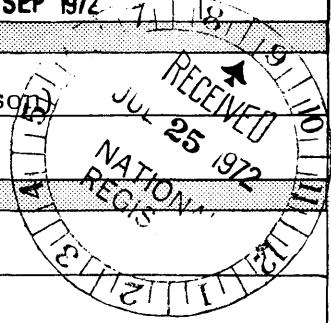


12/17

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM**

(Type all entries - complete applicable sections)

STATE: Tennessee	
COUNTY: Moore	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE
14 SEP 1972	7/11/81



1. NAME

COMMON:
Jack Daniel Distillery (Rep. William Anderson)

AND/OR HISTORIC:

2. LOCATION

STREET AND NUMBER:

CITY OR TOWN:
Lynchburg

STATE Tennessee	CODE 47	COUNTY: Moore	CODE 127
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3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input type="checkbox"/> District <input checked="" type="checkbox"/> Building <input type="checkbox"/> Site <input type="checkbox"/> Structure <input type="checkbox"/> Object	<input type="checkbox"/> Public <input checked="" type="checkbox"/> Private <input type="checkbox"/> Both	Public Acquisition: <input type="checkbox"/> In Process <input type="checkbox"/> Being Considered	<input checked="" type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress
PRESENT USE (Check One or More as Appropriate)			
<input type="checkbox"/> Agricultural <input type="checkbox"/> Commercial <input type="checkbox"/> Educational <input type="checkbox"/> Entertainment	<input type="checkbox"/> Government <input checked="" type="checkbox"/> Industrial <input type="checkbox"/> Military <input checked="" type="checkbox"/> Museum	<input type="checkbox"/> Park <input type="checkbox"/> Private Residence <input type="checkbox"/> Religious <input type="checkbox"/> Scientific	<input type="checkbox"/> Transportation <input type="checkbox"/> Other (Specify) _____ _____ _____

4. OWNER OF PROPERTY

OWNER'S NAME:
Brown-Forman Distilling Company

STREET AND NUMBER:

CITY OR TOWN:
Louisville

STATE:
Kentucky

CODE:
21

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.:
Register's Office

STREET AND NUMBER:
Moore County Courthouse

CITY OR TOWN:
Lynchburg

STATE:
Tennessee

CODE:
47

6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY:

DATE OF SURVEY: Federal State County Local

DEPOSITORY FOR SURVEY RECORDS:

STREET AND NUMBER:

CITY OR TOWN:

STATE:

CODE:

SEE INSTRUCTIONS

STATE: Tennessee	COUNTY: Moore	ENTRY NUMBER 14 SEP 1972	DATE

FOR NPS USE ONLY

7 DESCRIPTION

CONDITION

(Check One)

Excellent
 Good
 Fair
 Deteriorated
 Ruins
 Unexposed

(Check One)

Altered
 Unaltered

(Check One)

Moved
 Original Site

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

Located in the foothills of the Cumberland Mountains about seventy miles southeast of Nashville is the town of Lynchburg (population 384) in Moore County. Just on the outskirts of Lynchburg on the south side of Mulberry Creek is the entrance to Jack Daniel's Hollow. "The Hollow" is the name given to the rugged ravine that runs several yards back into the hills until it meets a sheer limestone cliff. At the base of the cliff is a cave, and from it there gushes year round a stream of clear, sparkling water. This water flows at a year-round temperature of 56° and tests completely free of iron--thus the key to the product which is produced at the distillery.

Standing about 100 feet from the mouth of the cave and graced by willow trees, moss and mallard ducks, is a life-size statue of Jack Daniel placed there in 1941 by his nephew, Lem Motlow. The statue, made of Italian marble, stands five feet, five inches tall dressed as he invariably was in a knee-length frock coat of black broadcloth, a high-rolled planter's hat, fawn-colored vest, and broad bow tie. This statue has now become the famous symbol of Jack Daniel's whiskey.

Around this spring and in this hollow is located the oldest registered distillery in the United States. Here Jack Daniel began the production of his famous "sour mash" in 1866 and except for short interruptions--prohibition in Tennessee and the nation--the production of this sour mash whisky has continued under the supervision of descendants of the originator.

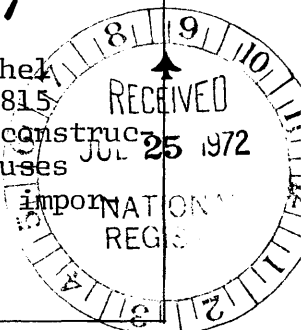
Close by the spring the office which was built and used by Jack Daniel still stands as a museum, furnished as it was used by its owner over one hundred years ago. Here he conducted his business and did his paper work until his death in 1911 and Lem Motlow, his nephew, continued in his footsteps.

Upon a hill behind the old office is the rickyard where the charcoal is made from hard sugar maple. Across the road from the old office is the still house which was rebuilt after prohibition days when Lem Motlow and his sons resumed operation of the distillery. It is in this large three-story brick structure that the distilling process takes place.

Large metal warehouses loom as grey ghosts across the top of the ridge as if they were protecting the hollow. In these warehouses the whisky ages for three or four years before being bottled.

A visitor center, known as Bethel House, so named because Bethel Baptist Church was established on this tract of land around 1815 and the Old Bethel Graveyard adjoins this property, has been constructed in the spirit of the small rural town architecture and houses somewhat of a museum for the whisky industry that has been so important in this area of Tennessee.

SEE INSTRUCTIONS



SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

<input type="checkbox"/> Pre-Columbian	<input type="checkbox"/> 16th Century	<input type="checkbox"/> 18th Century	<input type="checkbox"/> 20th Century
<input type="checkbox"/> 15th Century	<input type="checkbox"/> 17th Century	<input checked="" type="checkbox"/> 19th Century	

SPECIFIC DATE(S) (If Applicable and Known) 1866

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

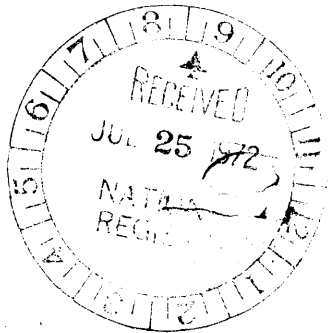
<input type="checkbox"/> Aboriginal	<input type="checkbox"/> Education	<input type="checkbox"/> Political	<input type="checkbox"/> Urban Planning
<input type="checkbox"/> Prehistoric	<input type="checkbox"/> Engineering	<input type="checkbox"/> Religion/Philosophy	<input type="checkbox"/> Other (Specify)
<input type="checkbox"/> Historic	<input checked="" type="checkbox"/> Industry	<input type="checkbox"/> Science	_____
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Invention	<input type="checkbox"/> Sculpture	_____
<input type="checkbox"/> Architecture	<input type="checkbox"/> Landscape	<input checked="" type="checkbox"/> Social/Humanitarian	_____
<input type="checkbox"/> Art	<input type="checkbox"/> Architecture	<input type="checkbox"/> Theater	_____
<input type="checkbox"/> Commerce	<input type="checkbox"/> Literature	<input type="checkbox"/> Transportation	_____
<input type="checkbox"/> Communications	<input type="checkbox"/> Military		
<input type="checkbox"/> Conservation	<input type="checkbox"/> Music		

STATEMENT OF SIGNIFICANCE

SEE INSTRUCTIONS

The Jack Daniel Distillery is the oldest national registered distillery, and records show that it has been in constant operation longer than any distillery in the United States. The only other legal distillery in Tennessee is that of George A. Dickel, the Cascade Distillery in adjoining Coffee County. However the making of whisky, legally or otherwise, has been carried on in Tennessee in great quantity since revolutionary times and has produced great income for the state and nation. Today the economic importance of the distillery to Moore County (incidentally a "dry" county) cannot be overemphasized. The distillery is the second largest federal taxpayer in the state.

Of no less importance to Lynchburg and the state is the family who settled early in the "hollow" and fostered the industry. Jack Daniel and his nephews, the Motlows, took advantage of the opportunities at hand and proceeded to make them into material benefits, cultural advantages, and a unique and distinctive attraction of Moore County. For example, the Moore County Court House, built in 1885, was renovated and restored in 1968 by the distillery, and the Moore County Public Library was presented to the people of Moore County in 1963 by Mr. and Mrs. Reagor Motlow.



9. MAJOR BIBLIOGRAPHICAL REFERENCES

"Rare Jack Daniel's" from Fortune, July, 1951.
 Bigger, Jean Ridgway, "Jack Daniel Distillery and Lynchburg: A Visit to Moore County, Tennessee;" Tennessee Historical Quarterly, XXXI (1972).
 Brochures from Jack Daniel Distillery.

UTM
 NE 14557700
 3904500
 SE 14557600
 3904400
 SW 14557300
 3904670
 NW 14557400
 3104770
 HB

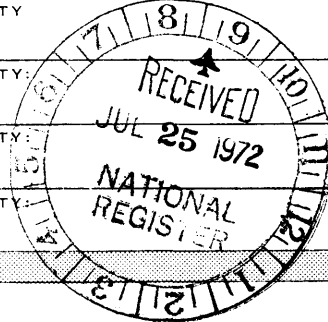
10. GEOGRAPHICAL DATA

LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY			OR	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES		
CORNER	LATITUDE	LONGITUDE		LATITUDE	LONGITUDE	
	Degrees Minutes Seconds	Degrees Minutes Seconds		Degrees Minutes Seconds	Degrees Minutes Seconds	
NW	35° 17' 07"	86° 22' 13"		° ' "	° ' "	
NE	35° 17' 10"	86° 22' 08"				
SE	35° 17' 01"	86° 21' 55"				
SW	35° 16' 58"	86° 22' 00"				

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: 15

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE:	CODE	COUNTY	CODE



SEE INSTRUCTIONS

11. FORM PREPARED BY

NAME AND TITLE:
May Dean Eberling, Director of Programs

ORGANIZATION: Tennessee Historical Commission DATE: 7-16-72

STREET AND NUMBER:
403 7th Avenue, North

CITY OR TOWN: Nashville STATE: Tennessee CODE: 47

12. STATE LIAISON OFFICER CERTIFICATION NATIONAL REGISTER VERIFICATION

<p>As the designated State Liaison Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service. The recommended level of significance of this nomination is:</p> <p>National <input type="checkbox"/> State <input type="checkbox"/> Local <input checked="" type="checkbox"/></p> <p>Name <u>Michael J. Smith</u></p> <p>Title <u>Executive Director</u> <u>Tennessee Historical Commission</u></p> <p>Date <u>7-16-72</u></p>	<p>I hereby certify that this property is included in the National Register.</p> <p><u>Robert W. Utley</u> Chief, Office of Archeology and Historic Preservation</p> <p>Date <u>9/14/72</u></p> <p>ATTEST:</p> <p><u>John Woodford</u> Keeper of The National Register</p> <p>Date <u>9/13/72</u></p>
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