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Jack Daniel Distillery
and Lynchburg

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Jack Daniel Distillery and Lynchburg: A Visit to Moore County, Tennessee*

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In our quest for facts and the traditions of Tennessee history, we should not overlook Lynchburg, in Moore County, Tennessee, the Jack Daniel Distillery, and the Daniel and Motlow families, which have influenced the lives of so many Moore Countians.

This visit to Moore County in itself neither recommends nor condemns the manufacture, sale, or use of distilled spirits. But we recognize that the Jack Daniel Distillery is the oldest national registered distillery in the United States, a nominee to the *National Register of Historic Places*, and a distinctive tourist attraction. The historical facts are that some of our forefathers did distill and imbibe whiskey. In the nineteenth century whiskey was a remarkably compact, transportable, and marketable commodity (nearly five gallons to one bushel of grain), and was one of the most acceptable items of barter in times when cash was scarce.

Nestled in the foothills of the Cumberland Mountains, a scant seventy miles southeast of Nashville, is the town of Lynchburg (the smallest county seat in Tennessee, population 361). If your imagination conjures up pictures of this romantic old place, you certainly won't be disappointed.

A visit to the quaint town of Lynchburg and its Distillery is an unforgettable experience. There is a warmth and empathy and an almost forgotten spirit of "love thy neighbor" which is rarely found. You will find these things and much more, as I did, on a trip to Moore County.

*In addition to cited sources, the following published material has been helpful: *Fortune*, XLIV (July, 1951), pp. 103-106, 123, 131; Felix W. Motlow, *The Motley Family* (Tulahoma, 1949); *Moore County News*, Centennial Edition, July 1, 1971; *The Nashville Tennessean Magazine*, July 11, 1965, pp. 8-9; Michael DiPrima, "Jack Daniel's, The Pride of Tennessee Whiskey," in *Southern Scene* (1969), 28-31; and other periodical and promotional literature made available through the courtesy of Senator and Mrs. Reagor Motlow, of Lynchburg, and the Brown-Forman Distilling Corporation, Louisville. The author is particularly indebted to Senator Motlow, Charles Manley, Rudy Elam, Ray McEwen, Will Holt, Frank Bobo, and others of Lynchburg who rendered courteous and valuable assistance.

Traveling south down the tree-lined last three miles of State Highway 55 you will see a Tennessee Historical Commission marker which reads:

CROCKETT HOMESTEAD

One mile south, on south side of East Branch of Mulberry Creek. David Crockett built a log house in which he lived from 1811-1813. While here he hunted, and cleared a field three miles northwest, on "Hungry Hill." When bears and other game became scarce, he moved to better hunting grounds in Franklin County.¹

On down the highway to the left "The Future Home of the Moore County High School" is under construction; then we see a marker which reads:

PIONEER CEMETERY

About 100 yards east is this cemetery, on land donated by William Stark Smith, a veteran of the Revolution who had been wounded at Brandywine and received a grant hereabouts for his service. Pioneers buried here include John Motlow (1757-1812), who was an officer in the Revolutionary Army.²

Just on the north side of Mulberry Creek is the entrance to Jack Daniel's Hollow. A long rugged gorge leads to a sheer limestone cliff where a yawning cave spills its clear, sparkling water (p. 9). Mallard ducks float on the stream; willow trees, moss, rocks, and a lifesize statue of Jasper ("Jack") Newton Daniel are there to create a feeling of peace and tranquillity. The calm friendly atmosphere exists all through a tour with one of the distillery guides.

Whiskey has been made in the Hollow, legally or otherwise, for a century and a half. Jack Daniel was born not five miles from the Hollow about 1848. At the age of twelve he went to work for Dan Call, who ran a distillery a few miles up the pike at a place called Louse Creek, and in three years became Call's full partner. Shortly after the Civil War, Call, a pious Lutheran, was ordered

¹ *Tennessee Historical Markers Erected by the Tennessee Historical Commission* (Nashville, 1972), 139.

² *Ibid.* There are some thirty marked graves in the pioneer cemetery, including those of the Motlow family who are identified with the Jack Daniel Distillery. The inscriptions have been transcribed by Mrs. Henry Lipscomb Noblitt, of Tullahoma, a member of the Tennessee Historical Society, and they are available in the Manuscript Unit of the Tennessee State Library and Archives.

by his elders either to quit the church or to quit making whiskey. Jack Daniel, himself a Primitive or "foot washin'" Baptist, had no such pressures, so he bought Call out. He then bought the Hollow and the 500 acres surrounding it, and began making his own sour mash whiskey.

The leisurely visit to Jack Daniel's begins at Bethel House with Mrs. Catherine Sorrels or Mrs. Jim Tolley as the hostess. Here you may have a soft drink, write postal cards at an old round table by the fire, sign the Register (visitors from 13 countries and 50 states have signed this little book), and meet your tour guide.

BETHEL HOUSE

Here in 1813 Thomas Roundtree deeded a tract of land along the east bank of Mulberry Creek to the trustees of the Bethel Baptist Church to be used for the establishment of a meeting house and place of worship. The adjoining cemetery, known as Old Bethel Graveyard, is the last resting place of some of the earliest settlers of the area; including some of the ancestors of Jack Daniel.*

Sitting on the back porch of Bethel House, in a high back rocker, Mr. Garland Dusenberry explained (as a curious mother cat came to join us) that the heavy gray stones in this well-kept cemetery were placed there to keep the wild animals from digging. There are a few marked flat stones. Some of the small standing stones supposedly are the markers for graves of the slaves. A visit to this graveyard on the side of the hill is a pleasant addition to the tour of Jack Daniel's, especially if one is hunting for Moore or Lincoln County ancestors.

Mr. Dusenberry has been with the company "almost forever" and loves his work. He often spins a yarn while proceeding down the road to the limestone cave spring. The water of the spring flows at 56 degrees the year round, and without a trace of iron, one of the secrets for making good whiskey. A fountain nearby proves how good the water really is.

Just a step or two away is the old office where Jack Daniel worked more than a hundred years ago (p. 11). Here is where he did his paper work and conducted his business until his death in 1911, and where Lem Motlow, his nephew, continued the work. The office is much the way they left it, with memorabilia of a bygone era—a delight for antique buffs.

*This marker is a local one, erected by the Jack Daniel's.

Up the hill behind the old office we pass the old fire engines preserved for display, and proceed to the rickyard where charcoal is made (p. 10). Hard sugar maple from the highlands is the only wood used; water maple from the lowlands is soft and won't do. The tree is cut when the sap is down, sawed into sticks, and carefully stacked in ricks six feet high, in the open air. When the rick is burned to the ground, a pile of pure charcoal remains. An old grinding machine is used for grinding the charcoal fine. (When Lem Motlow had this job, he used a machine designed to break up cattle bones for fertilizer.) The charcoal is then hauled to the charcoal mellowing house and packed twelve feet deep in vats that will mellow the whiskey.

For many years only local corn and maple were used, but the demand is now so great that these ingredients are sometimes brought from other states as well. An instrument known as a "grain thief" is stuck deep down into the loads of corn brought in (p. 10). If the quality of the grain is not top grade, it is not accepted.

Nearest Green was the first head stiller. He was followed by John Tolley, Jess Motlow, Lem Tolley, Jess Gamble, and Frank Bobo. A Tennessean has always been in charge of the still house.

Frank Bobo, head stiller, describes the distilling process as follows:

The first step in the manufacture of sour mash whiskey is to cook the cornmeal, which is ground a little coarser than that used for making bread, to the boiling point. This cornmeal mash is then cooled to approximately 156°. At this point, the proper amount of rye is added which yields more starch and flavor to the mash. The mash is then cooled again until it reaches 146°. The barley malt is then added. (Barley malt is barley grain that has been processed by sprouting and drying allowing it to produce enzymes necessary to convert starch to fermentable sugars.) After the malt has been added to the mash and the conversion has taken place, then the mash is transferred from the mash cooker to the fermenter. The yeast is then added along with strained stillage from a previous fermenter. Fermentation immediately takes place and continues until most of the sugar is consumed by the yeast leaving an important by-product—alcohol.

The beer (fermented mash) is ready for distillation. The still is a tall copper column sectioned with plates, down spouts, and trays, so designed as to allow the beer coming down from the top to be cooked into a vapor form by steam coming in from the bottom. The vapor

travels from the top of the still to a doubler, which is another distilling process, to a condenser. The condenser consists of copper tubes inside a copper tank that is continually cooled with cold water. After the vapor is condensed into liquid form it is now ready for the charcoal mellowing process.

The charcoal mellowing process which helps give Jack Daniel's its distinctive flavor takes place in a building full of wooden vats filled with the finely ground sugar maple charcoal. This charcoal has been packed into the 12-foot-high vats in order for the whiskey to seep slowly down through the charcoal on its way to the cistern room where it will be put into new charred white oak barrels and transported to a warehouse for aging (p. 11).

The charcoal mellowing is the leaching process that makes this whiskey so expensive. It was once called the "Old Lincoln County Process" (Lynchburg was in Lincoln County until 1872 when it became county seat of Moore County). The process by tradition was handed down by slaves who made whiskey in the hills. Leaching through charcoal removes the corn taste from the whiskey and makes it the true "Tennessee Whiskey," never called bourbon. A taster samples every vat, rolls it around in his mouth.⁴ If the taste is not right, the charcoal is replaced and the liquid is run through again.

After the leaching process the liquid is run into Government receiving cisterns, where it is drawn off into barrels, properly gauged, given a serial number and date, and put in the bonded warehouses.

The warehouses loom as gray ghosts across the top of the ridge—hovering protectively over the Hollow. It is in these warehouses that the clear spirits change to the beautiful red color in the oaken casks as the change of seasons works its magic for as many years as the distiller requires to perfect his certain brand of whiskey. (Bonded whiskey must stay for four years.)

When the whiskey is ready, the barrels are rolled out of the warehouse and a bottling day is declared. This is when the good ladies of Lynchburg head up to the Hollow and earn some extra cash. And why are the bottles square? Jack Daniel liked them that way; for he was called a "Square Shooter."

⁴ Senator Reagor Motlow calls this the organoleptic test, i.e., one affecting an impression upon a [sense] organ, or upon the whole organism. Incidentally, many people do not realize that 180-proof whiskey is 90 percent grain alcohol, or that 90-proof is 45 percent alcohol.

After watching the bottling process the visitor is free to wander back to Bethel House, much informed on the ways of making sour mash whiskey.

As our visit continues, there is still time for the brief ride to the public square of Lynchburg. Lynchburg remains today much as it was described more than 130 years ago, "A post town, in Lincoln County, 70 miles south from Nashville, on Mulberry Creek, in the northeast corner of the county." The courthouse, built in 1885 at a cost of \$6,875, was enlarged in 1968 and renovated by the Distillery. It is a fine example of preserving the old, making it more useful but without destroying its charm. Frank Hise, with a small crew, added a section 38' by 18' to either side of the old courthouse in 1968; it took a year. Brick was found in Shelbyville to match that of the existing building. The added foundation rock came from a rock wall around a cemetery in the center of Fayetteville. The walls of the old building are twenty inches thick; the brick was fired in Lynchburg and put together with sand and lime.

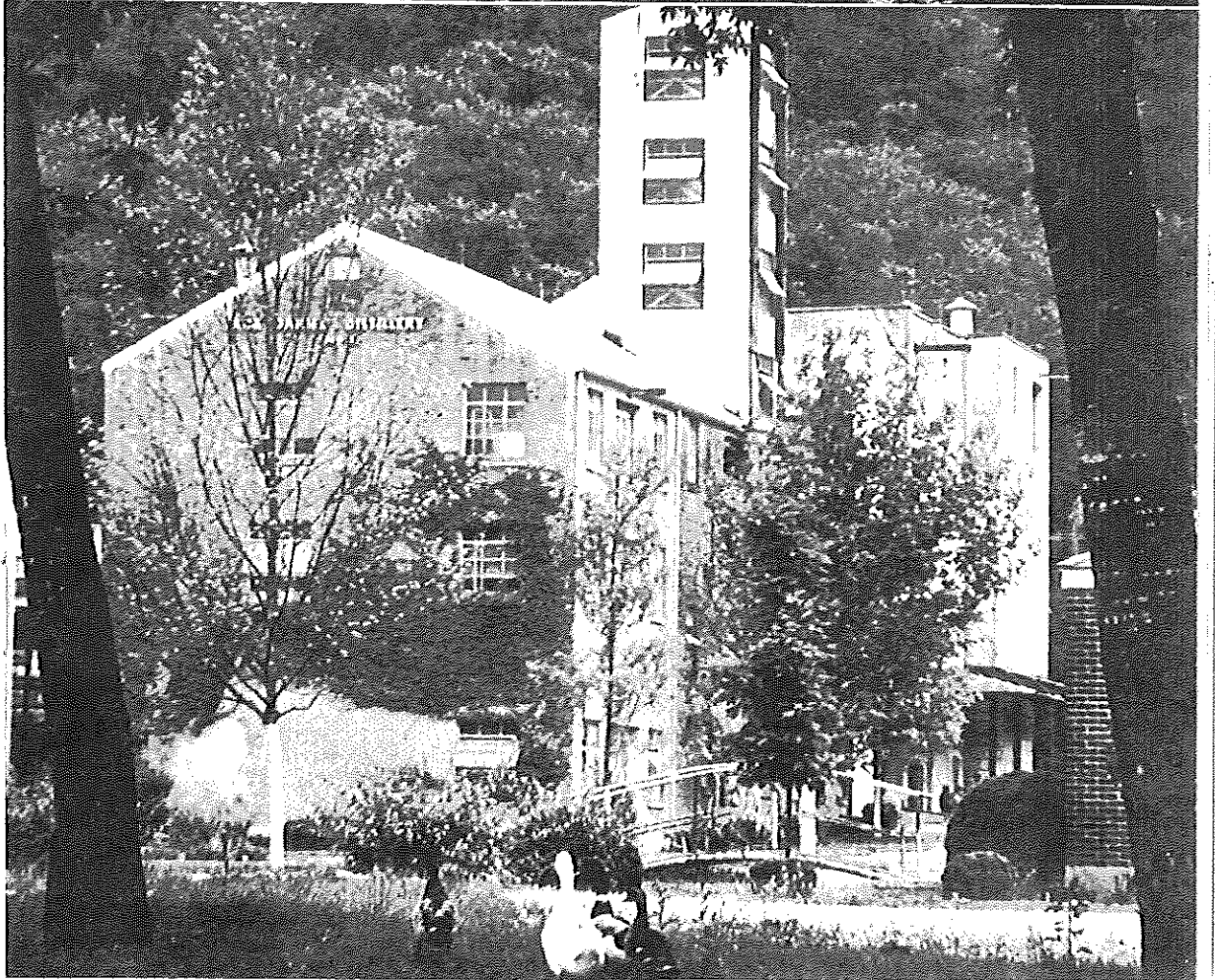
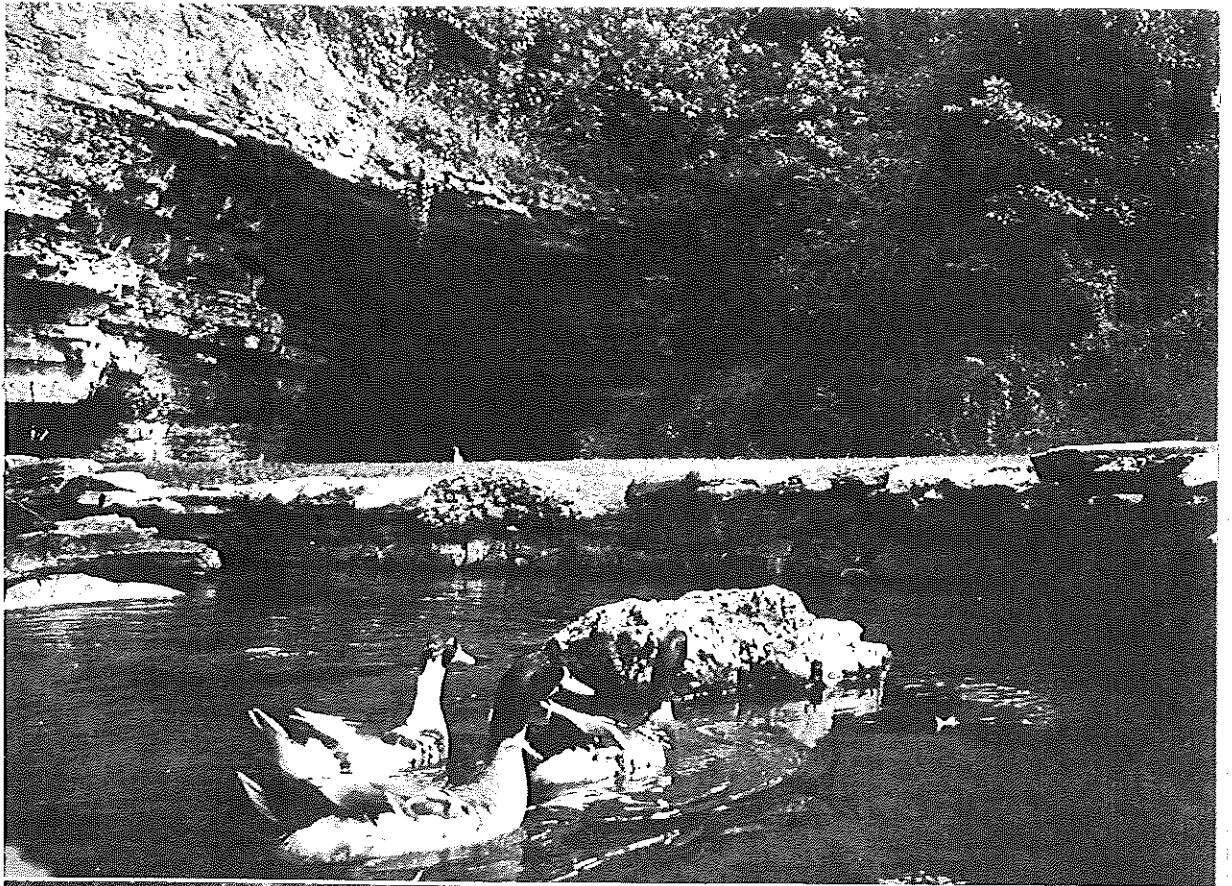
A monument on the courthouse lawn reads:

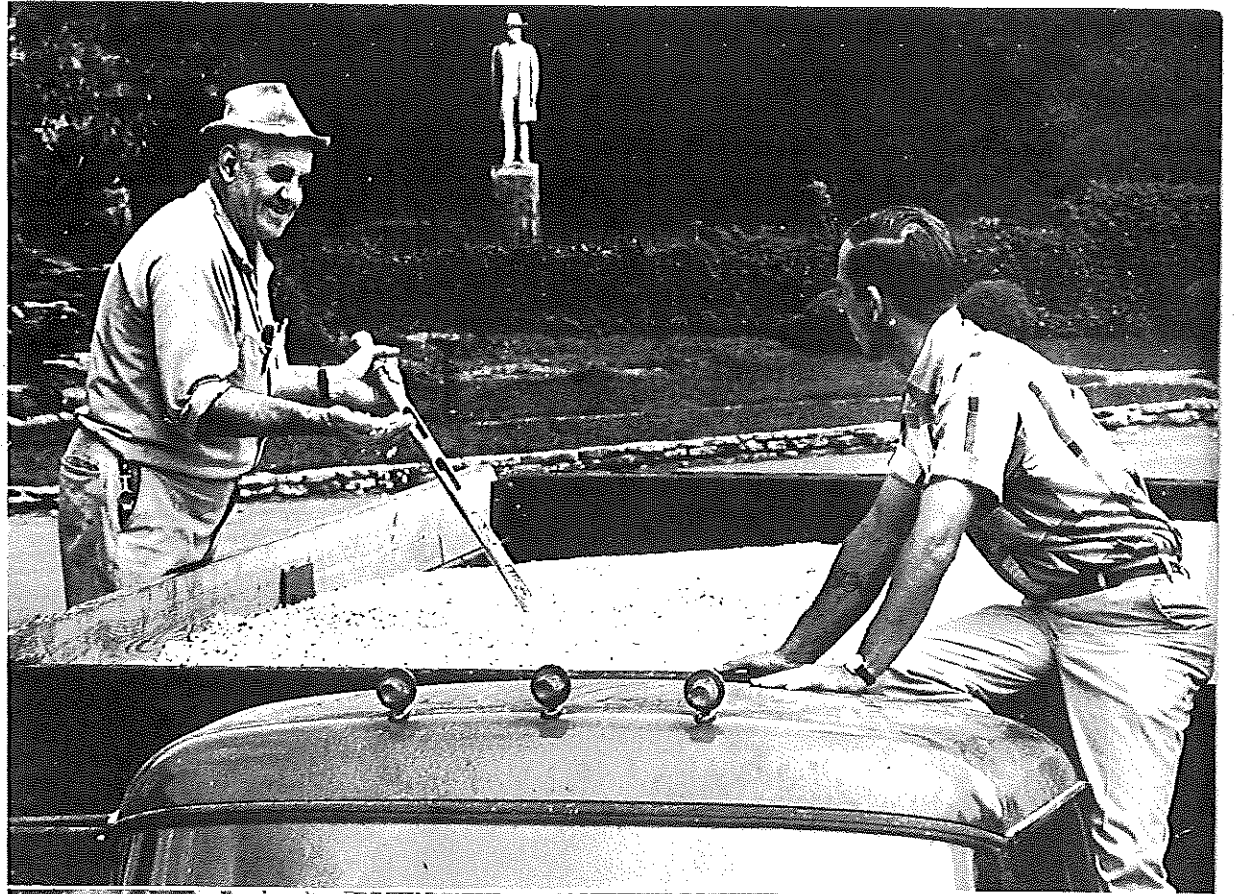
1861 In Memory Confederate Soldiers of Moore County 1865
Erected 1927
In Perpetual Remembrance—Preserve the Truth in History

Many of the buildings on the square have covered sidewalks. The feeling of being in another world or age persists as one enjoys the friendly atmosphere and visits the shops and businesses.

L. D. Cunningham at the "Coffee Cup" will serve a good cup of coffee and a piece of homemade pie. He has been there for twenty-one years, owner and proprietor for the past seven. There is the Leather Goods shop, where gloves, vests, and jackets are sold; and the furniture and appliance store owned and operated by the Holt family for many years. The latest business venture is one for the talented women of the area—the Handicraft Shop across from the Post Office, where everything for sale is handmade. The ladies meet there for quilting parties. Mrs. Jim Tolley, widow

⁵ From Robert M. McBride and Owen N. Meredith (eds.), *Eastin Morris' Tennessee Gazetteer* (1834). . . . (Nashville, 1971), 195.









of the former postmaster of Lynchburg, was hostess on the day I visited the shop. All work is voluntary, and the Distillery is helping with the finances until the enterprise is self-supporting.

A drive with Ray McEwen, son of the recently retired police chief of Tullahoma, was revealing. We drove past the site where Jack Daniel's house stood; Andrew Jackson reportedly slept there. We walked along Louse and Mulberry Creeks and drove around the Dan Call home, whose builder was Jack Daniel's original partner.

Two walking horses were grazing on the hillside at the Graddy Richard place. One of these horses gave birth to Winston's Black Label, sired by Sir Winston S., who won in the World Champion Weanling class at the Walking Horse Celebration in Shelbyville in 1968.

If time permits, you might lunch at the Bobo House—the Bobo "Hilton," as it is sometimes called. Tom Motlow, the banker of the family, lived in the boarding house for many years (he paid seven dollars a week for a front room and board!) Charles Manley, treasurer and assistant director of operations at the Distillery, was our host. Enjoying the bountiful country noonday meal were Catherine Sorrells from Bethel House, a couple from Michigan who had driven fifty miles out of their way to see the Distillery, two salesmen from California, and two young couples from Vanderbilt. The hotel serves twenty guests and employees from the Distillery at noon everyday. And if you're fortunate to be a guest of Jack Daniel's or have a reservation, you can enjoy it too.

The Bobo House is in various stages of repair. Mr. Manley took me to see the basement rooms where more dining space is planned. The old brick floors, fireplaces, and stone walls are a perfect foil for an Early American setting. We looked into the spring room where the food was kept cold; it is included in the plans for restoration.

Across from the courthouse is the Farmers Bank. Everyone has complete trust in the bank, for during the bank runs of the early 1930s it paid off every depositor. One recalls that when President Roosevelt declared the Bank Holidays of 1933, the Farmers Bank was famous for being "closed in the front and open in the back." By that we mean that Tom Motlow, Lem's brother, made personal cash loans to those who needed it while the banks were closed.

Near the bank is the Lynchburg Hardware and General Store, which has been standing since Lem Motlow had it built in 1921. And there is the old city jail, built in 1875, and still standing. It is open to the public—visitors, that is.

Don't neglect a visit to the Moore County Public Library for a visit with Senator John Reagor Motlow, (who has a personal office here), Mrs. George Spencer, his long-time secretary, and Mrs. Mark Osborne, the librarian. Working in the library can be a real treat, but Mrs. Osborne apologizes because everyone who comes in visits for a while. This only enhances the camaraderie felt on a visit to Lynchburg. A plaque at the entrance of the library explains:

This Library presented to the people of Moore County by Jeanie and Reagor Motlow. 1963.

Before leaving Moore County, a lovely spot for a picnic is Cumberland Springs, eight miles east of Lynchburg and three miles south of Route 55, in a pleasant heavily wooded valley, situated on the headwaters of Hurricane Creek, the site of the Springs. Lem Motlow bought it about 1916, erected a dam, thirty feet high, which forms a small lake for fishing and boating. Picnic grounds were added later and presently the area is being used by friends and employees of the Distillery.*

If the leisurely visit to Lynchburg just recounted is not sufficient, you might enjoy the recent aerial view I had. My young friend, Rudy Elam, and Will Holt, a representative from Jack Daniel's, took me on a late afternoon visit to Moore County. We took off in a Piper Cherokee 140 from the Tullahoma airport at 4:30 P.M. The sunset was beautiful, a mist settling on the foothills. We flew over Cumberland Springs and the sleepy Hollow—with a clear view of the burning rickyard and the huge tanks where the still "slop" is stored until the farmers come to haul it away for stock feed. We circled south of Lynchburg around the old Dan Call farm where Jack Daniel got his start. It's rugged country—imagine traveling it a century ago by wagon and horseback. The green and brown patchwork of the countryside is dotted with black cattle, and broken occasionally by a white-pillared house like the

* Charles B. Thorne, "The Watering Spas of Middle Tennessee," in *Tennessee Historical Quarterly*, XXIX (1970), 348-49.

Motlow's Treelawn. We then flew over Tims Ford Dam and the Motlow State Community College (the Motlow family donated almost 200 acres of land for the college), and back to Tullahoma.

Along with a visit to Jack Daniel's and Lynchburg, one should know something of the history of the county, the community, and its people. The first published history of the county is the Moore County Section of Goodspeed's *History of Tennessee*. . . . (Nashville, 1886). More recently there is the Centennial Edition of the *Moore County News*, July 1, 1971. Some highlights follow.

About the year 1812, a Mr. Brown and others erected the first grist mill in the county near where Jack Daniel's Distillery now stands. Soon thereafter a distillery was established, probably the first one in the county. Thomas Roundtree built the first cotton mill on a creek there about 1820. Each of these was later operated by one William P. Long. A large tannery was also in operation.

After the War of 1812 a "Judge Lynch" presided over a vigilante committee.⁷ They selected a large beech tree which stood over a spring as the gallows, and this site (or at least according to tradition) was from thence known, as it is today, as Lynchburg. The noted lynching tree stood until about 1880.

Lynchburg was incorporated by an Act of the Tennessee General Assembly during the session of 1841-42. In December of 1883 a fire broke out and consumed a large portion of the town. It was soon rebuilt and businesses reestablished. About the turn of the century the town square was often filled with mules. Yes, mules, for Lynchburg was once a mule trading center as were other Middle Tennessee towns.

During the Civil War, the first of several companies to enter Confederate service was Company E of the 1st Tennessee Confederate Infantry, raised at Lynchburg in March, 1861.⁸ The people [of Moore County] suffered great loss during the war and lived in constant fear of death from marauding parties and bushwhackers. Being a rich agricultural district it was constantly

⁷ Not to be confused with Charles Lynch (1736-1796), Virginia planter, from whom the expressions "lynch" and "lynch law" came into the American vernacular and English language.

⁸ Among the Motlow family serving in the Civil War were F. G. Motlow, who was killed; and 4th Corporal F. W. Motlow, who survived the war without a wound. Z. Motlow, W. B. Daniel, and F. Motlow were others of the area who suffered great loss during the war.

preyed upon by foraging parties. "It is hardly probable that any county in the State of Tennessee furnished more, if as many, soldiers in the late civil war as did Moore County, or rather the territory comprising it, in proportion to the population."⁹

In the early days of Lynchburg the men of the town enjoyed playing in a cornet band with instruments bought for them by Jack Daniel, who seems to have been the life of the town (p. 12). Before Prohibition the "White Rabbit Saloon" was operated by Lem Motlow and was the favorite gathering place (p. 12). After the state and the county went dry, the hardware store became a favorite spot to enjoy the companionship of neighbors.

Lynchburg Lodge No. 318, F.&A.M., has a charter dated December 5, 1866. The officers named in the charter included J. T. Motlow. "There are about twenty-five members belonging to the lodge at present writing—'Who dwell together in peace and harmony.'"¹⁰

The Lynchburg Normal School was chartered June 25, 1885. Charter members were John D. Tolley, J. T. Motlow, T. J. Eaton, Dr. J. N. Taylor, C. M. Wilson, Dr. S. E. H. Dance, Dr. E. Y. Salmon, and M. N. Parks. The school had about forty-five pupils with Professor T. W. Estill as the principal. There was also a Lynchburg Male and Female Institute.

The religious history of Moore County began with its first settlers.¹¹ A Mr. Adams and Hardy Holman, John Whittaker, Levi Roberts, and Aldrick Brown were ministers and Christian workers. The first churches established were those of the Primitive Baptists and the Methodist denominations, Old Bethel Baptist being the first built. Other denominations and churches followed—the overwhelmingly Protestant population being divided among the Baptist, Methodist, Christian, Presbyterian, and Lutheran persuasions.

Moore County itself is much more recent than the recorded history of the area. It was created on December 14, 1871, by an act of the General Assembly of the State of Tennessee, and formally organized in 1872. Its parent counties were those of Bedford, Coffee, Franklin, and Lincoln. It was named in honor of Capt.

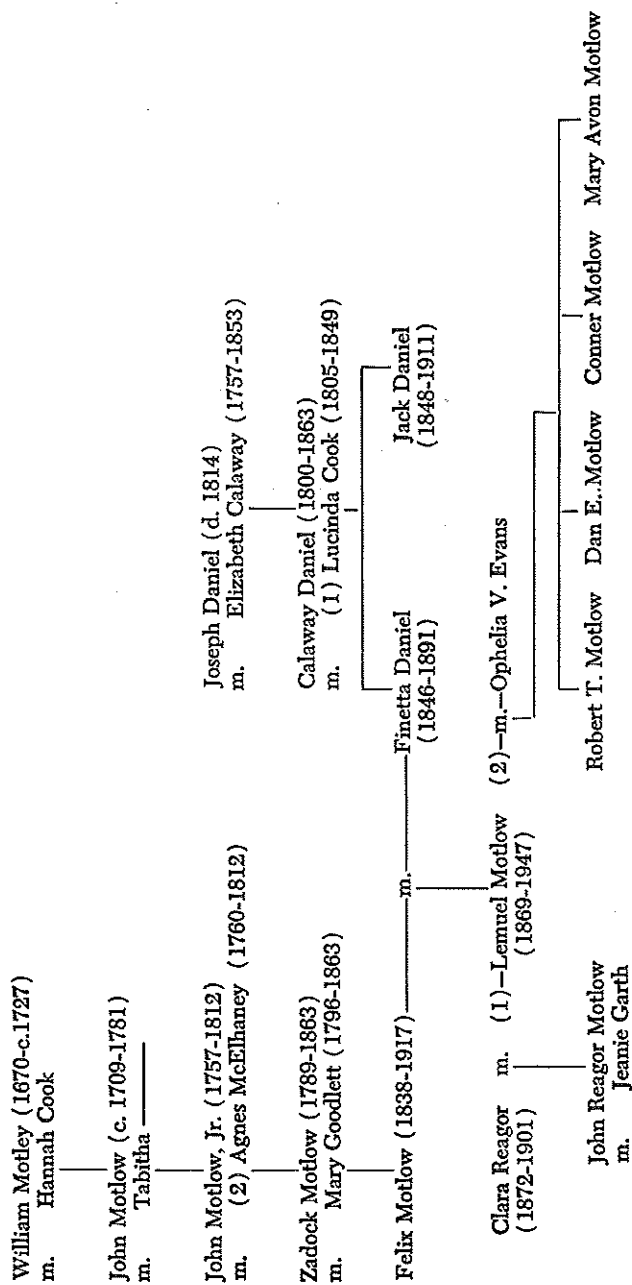
⁹ Goodspeed, *History of Tennessee*. . . (Nashville, 1886), Moore County Section, 815.

¹⁰ *Ibid.*, 816.

¹¹ Based on *Moore County Times*, July 1, 1971, in turn based on Goodspeed, *Moore County*, 818-19.

William Moore (1786-1871), a soldier of the War of 1812, and a representative of Lincoln County in four terms of the Tennessee General Assembly.

MOTLOW-DANIEL



The history of the Daniel and Motlow families of Moore County will give some idea of the courageous, hard-working forebears who contributed their strength and intelligence to the subsequent success of their descendants.

Joseph Daniel¹² was born in England before the Revolutionary War. As a young man he went to Scotland where he married fifteen-year-old Elizabeth Calaway and then sailed for America. He served in the Revolution for his new homeland. The couple lived in North Carolina for many years, then traveled westward to Franklin County, Tennessee. Joseph Daniel died there in 1814, but Elizabeth lived until 1853, dying at the age of 96.

Calaway Daniel, their son, was born in New Bern, North Carolina, in 1800. He married Lucinda Cook, who became the mother of ten children. She died in 1847 and Calaway Daniel was married, in 1852, to his second wife, Matilda Vanzant. Three children resulted from this union. Calaway Daniel died in 1864 and Matilda in 1876.

Jasper ("Jack") Newton Daniel, the youngest of the children of Calaway and Lucinda Daniel, and the founder of the Jack Daniel Distillery, was never married. Many of his twelve brothers and sisters worked with him in the Distillery and the family of his sister Finetta, who married Felix Motlow, were to have prominent roles in the growth of the Jack Daniel Distillery and in the economic and cultural development of Moore County.

The Motlow family traces its American ancestry to 1666. Two generations later was John Motley, who changed his name to Motlow—and thus founded the only known family of that name in the United States. John Motlow, a Revolutionary War soldier, lived in Rappahannock County, Virginia, and later in District 96, South Carolina. In 1781 a white man who had been a Tory led an Indian band to the Motlow dwelling on Motlow Creek and a massacre resulted.¹³ John Motlow, Jr., was the only male member of the family to survive.

John Motlow, Jr., married his second wife, Agnes McElhaney, in Greeneville, South Carolina, and had five sons and two daughters. After John died, in 1812, his widow with four of her sons and one married daughter moved to Lincoln County, Tennessee. The third

¹² Ben A. Green, *Jack Daniel's Legacy* (Shelbyville, 1967), 3-4.

¹³ A 16-page manuscript account of the massacre, by Mrs. Jeanie Garth Motlow, can be found in the Manuscript Unit, Tennessee State Library and Archives.

son was Zadock Motlow, who married Mary Goodlett, and became the father of four sons and six daughters.¹⁴ The ninth of these was Felix Motlow.

Felix Motlow, born in Lincoln County in 1838, served in the Confederate Army. Shortly thereafter he married Finetta Josephine Daniel, sister of Jack Daniel. Their first son, born in 1869, was Lemuel Motlow. Thus two careers were joined—Jack Daniel and his nephew Lem Motlow.

Lemuel Motlow married Clara Reagor¹⁵ of Flat Creek, Bedford County. They had one son, John Reagor Motlow. Lem's second wife was Ophelia Evans and they had one daughter, Mary Avon, and three sons, Dan Evans, Robert Taylor, and Conner Motlow, the sons all graduates of Vanderbilt University and past officers in the Distillery.

One of Lem Motlow's most inspired achievements was the erection of a life-size statue of his uncle, Jack Daniel. The statue, of Italian marble, was placed in 1941 about 100 feet from the mouth of Cave Spring. Jack Daniel appears there as he was invariably dressed—in a knee-length frock coat of black broadcloth, a high-rolled planter's hat, fawn-colored vest, and broad bow tie. The statue weighs approximately 1,800 pounds. Only the feet are larger than life-size. The artist explained, "I had to make the feet larger than normal size or the statue would tumble off its pedestal." The statue has been a famous symbol of Jack Daniel's whiskey (cover).

Lem Motlow left his mark on Tennessee legislation during his years in Tennessee House of Representatives (1933-37) and the Senate (1939-41). He was a long-time advocate of the construction of a pedestrian tunnel under the State Capitol. In 1959 the legislature appropriated money for its construction. At the entrance to the tunnel, on Charlotte Avenue, is a marker identifying it as the

¹⁴Zadock Motlow served in the General Assembly of Tennessee (House, 1849-51); as did his grandson Lemuel Motlow, his great-grandsons John Reagor Motlow and Thomas Jefferson Motlow, and his kinsman Samuel Bobo Motlow.

¹⁵The Reagor name is a prominent one in Middle Tennessee. Those interested in family histories should see Wright W. Frost, *The Frosts and Related Families of Bedford County, Tennessee* (Kingsport, 1962), which includes information on the Shook and Reagor families from western Virginia: the Frost, Fairchild, Boone, Wright, and Howard families from western North Carolina; the Bearden and Parker families from South Carolina; the Silvertooth and Davis families from Kentucky; the Holt family from an undetermined area; and the Barringer, Covey, Byrom, and Hix families from eastern Virginia.

Motlow Tunnel—not only for Lem Motlow, representative and senator, but also for Reagor Motlow, his oldest son, who also served as representative and senator from Moore County.

Reagor Motlow, son of Lemuel and Clara Reagor Motlow, was married after his graduation from Vanderbilt University to Jeanie Cordelia Garth, of Union City, Tennessee. He was elected to the state legislature in 1941 and has served twelve terms in both houses of the General Assembly. He is a vice-president of the Farmers Bank in Lynchburg, has served on the board of the Brown-Forman Distilling Corporation of Louisville, Kentucky, has been vice-president and president of Jack Daniel's Distillery, and is an active member of the Board of Trust of Vanderbilt University. His lovely wife, who presides over their beautiful home, Treelawn, on the Fayetteville Road out of Lynchburg, is a past officer of the Tennessee Library Association, chairman of the Moore County Library Board, chairman of the Highland Rim Regional Library Board, and a member and past chairman of the Tennessee State Library and Archives Commission.

Jack Daniel's today is the oldest national registered distillery;¹⁸ records of the Internal Revenue Commissioner's office in Washington show that it has been in constant operation longer than any distillery in the United States. It has been nominated by the Tennessee Historical Commission for inclusion in *The National Register of Historic Places*. Its product has won many national and international awards, the first of them being a gold medal at the Louisiana Purchase Exposition at the World's Fair in St. Louis, Missouri, 1904-1905. With little effort, other than the production of a good sour mash whiskey, without compromise, the distillery has continued to win worldwide recognition. Typical of the esteem in which the business is held is this tribute of Senator Kenneth D. McKellar:

One of the most celebrated liquors in our State, and indeed one of the most celebrated liquors in the country, is manufactured at Lynchburg, Moore County, Tenn. It is called Jack Daniel. The distillery was started by a gentleman by the name of Jack Daniel nearly 100 years ago. Mr. Daniel was a splendid man, and he began the manu-

¹⁸ The only other legal distillery in Tennessee is that of George A. Dickel, the Cascade Distillery, near Tullahoma, Coffee County, which is another story in itself. As an interesting contrast there were fifteen registered distilleries in Moore County alone in the 1880s. Goodspeed, *Moore County*, 807.

facture of a liquor which I am told is peculiarly enticing and attractive to anyone who tastes it.¹⁷

The economic importance of the Distillery to Moore County cannot be overemphasized. The Distillery is the second largest Federal taxpayer in the state.¹⁸ It is an economic boon to the county and the area, and through the public interests and concerns of the distinguished families who have directed it, it has been of statewide significance. Jack Daniel and his family have "bloomed where they were planted," by beginning early, taking advantage of the opportunities at hand, and proceeding to make them into material benefits, cultural advantages, and a unique and distinctive attraction of Moore County.

¹⁷ U.S. Senator Kenneth D. McKellar, in *Congressional Record*, 82nd Cong., 1st Sess., July 13, 1951, p. A 4516.

¹⁸ Sen. Reagor Motlow to the author, January 1972. Oddly enough, the largest Federal taxpayer in Tennessee is a snuff company in Memphis.

Postscript

The Jack Daniel Distillery, Lynchburg, Tennessee, has been placed on the National Register of Historic Places by the United States Department of Interior, on September 14, 1972.

The selection, a significant recognition by the federal government, is without question a deserved one, for the distillery has long been one of the most beautiful commercial locations in the country and a place of true significance in Tennessee.

I am often informed by some of today's architectural "theorists" that new structures should never resemble older ones, for fear there will be no surface evidence of progress. Jack Daniel's Distillery, happily, is a beautiful contradiction to this theory.

As you wander down Distillery Lane, flanked by the barrelling house, the large grain silos, the old stillhouse, and the historic old office, the impression is of a single architectural concept. Although each building has been constructed at a different point in distillery history, each speaks the same visual language—the language of the past—conveying a feeling of architectural harmony in which each building stands in artistic peace with its neighbor. This is the result of a careful building program where, over the past 60 years, each new addition to the Distillery has been created in a compatible style with the old. In a day and age when far too much emphasis is placed on things modern, Jack Daniel's is to be applauded for retaining the historic charm and spirit of the "old distillery." While continuing to be a forward-looking company within their own industry, they have not lost sight of either the past or of the role which distilleries have played in shaping the history of Middle Tennessee.

For this we salute them and welcome them to their rightful place on the National Register of Historic Places.

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