































**JACK DANIEL'S**  
OLD TIME  
*Reserve*  
**Old No. 7 BRAND**  
QUALITY  
**Tennessee**  
SOUR MASH  
**WHISKEY**  
DISTILLED AND BOTTLED BY  
**JACK DANIEL DISTILLERY**  
LEM MOTLOW, PROPRIETOR  
LYNCHBURG (POP. 368), TENN. U.S.A.  
EST. & REG. IN 1866  
43% ALC. BY VOL. (86 PROOF)

BOTTLED AT THE DISTILLERY

Approved by the Honorable  
**1890** **CONGRESS**  
in  
St. Louis, MO. CONSUMED  
1894  
LIEBIG BELGIUM  
1895  
Award International  
LONDON 1904  
Star Of Excellence  
BRUSSELS 1904  
in  
Gold Medal With  
Blue Ribbon  
AMSTERDAM 1890



























