

PROUDLY SERVED IN FINE ESTABLISHMENTS

AND QUESTIONABLE JOINTS EVERYWHERE.



OLD No 7 BRAND

LYNCHBURG, TN

WHEREVER YOU GO, DRINK RESPONSIBLY.

Jack Daniel

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"For the facts: . . ."



Add comma?

IN ANY BAR IN THE U.K.,

YOU KNOW SOMEONE BY NAME.



OLD No. 7 BRAND

LYNCHBURG, TN | BE FRIENDLY. DRINK RESPONSIBLY. | Jack Daniel

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"For the facts: . . . "



EVERYTHING YOU NEED TO KNOW ABOUT OUR WHISKEY IS HERE

IN BLACK AND WHITE.



OLD No.7 BRAND

LYNCHBURG, TN

THESE DIRECTIONS ARE SIMPLE.
DRINK RESPONSIBLY.

Jack Daniel

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Colon instead? "THESE DIRECTIONS ARE SIMPLE: . . . "

"For the facts: . . . "



THE REAL REASON FOR BREAKS BETWEEN SETS.



OLD No.7 BRAND

LYNCHBURG, TN | PERFORM RAUCOUSLY. DRINK RESPONSIBLY. | Jack Daniel

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Add cap and colon? “For the facts: . . . ”



MR. JACK DANIEL WAS NO SAINT.

BUT HE DID START SOMETHING OF A RELIGION.



OLD No.7 BRAND | LYNCHBURG, TN | COMMANDMENT ONE: DRINK RESPONSIBLY. | Jack Daniel

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Perhaps more biblical to say "FIRST COMMANDMENT: DRINK RESPONSIBLY"

Add cap and colon? "For the facts: . . ."



HERE'S TO ALL THE INDEPENDENT LABELS.



OLD No.7 BRAND

LYNCHBURG, TN

CREATE FREELY. DRINK RESPONSIBLY.

Jack Daniel

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"For the facts: . . ."



MR. JACK DANIEL PASSED AWAY DUE TO AN INJURY HE SUSTAINED WHEN KICKING HIS SAFE EARLY ONE MORNING AT WORK.

MORAL OF THE STORY: NEVER GO TO WORK EARLY.



OLD No 7 BRAND

LYNCHBURG, TN

IT'S ALWAYS A GOOD IDEA TO DRINK RESPONSIBLY.

Jack Daniel

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"For the facts: . . . "