



# hip to be square

First gold medal won by Jack Daniel's Whiskey at the World's Fair in St. Louis. "Gentlemen, the Gold Medal for the world's finest whiskey goes to Jack Daniel Distillery, Lynchburg, not Virginia, but Lynchburg, Tennessee." -- Mr. Henry Hoctor's announcement at the 1904 St. Louis World's Fair, after the international judges had tasted from 24 long tables of whiskey from around the world.

In 1895, a salesman with Illinois Alton Glass Company showed Mr. Jack a unique, new, untested bottle design - a square bottle with a fluted neck. More than 100 years later, the square bottle remains a symbol for Jack Daniel's quality - full of character, just like the whiskey it holds. And proving once and for all that it's hip to be square

Some folks might think the black and white label on our bottle of Old No. 7 Whiskey is a little cluttered. But, we've got a lot of history to share with our friends



# jack's back

one of life's little things



I like the **little things**

The way a glass feels **in your hand**  
a good glass, thick with a heavy base

I like the sound an ice cube makes  
when you **drop it**  
from just the right height

Too **high** and it will chip the ice  
Chip the ice and it will **melt too fast**

