

Catalog 401:
Potent Potables



JOSLIN HALL RARE BOOKS, EPHEMERA & PHOTOGRAPHS

Catalog 401:
Potent Potables:
wine, spirits &
related hard
beverages.

**JOSLIN HALL RARE BOOKS,
EPHEMERA, & PHOTOGRAPHS**

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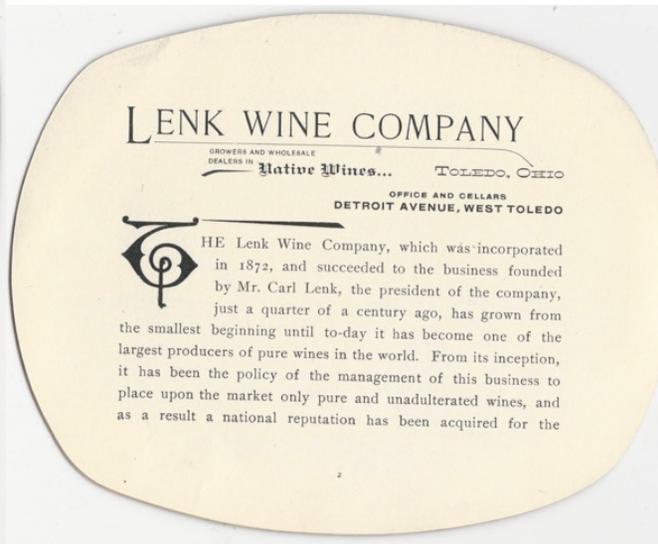
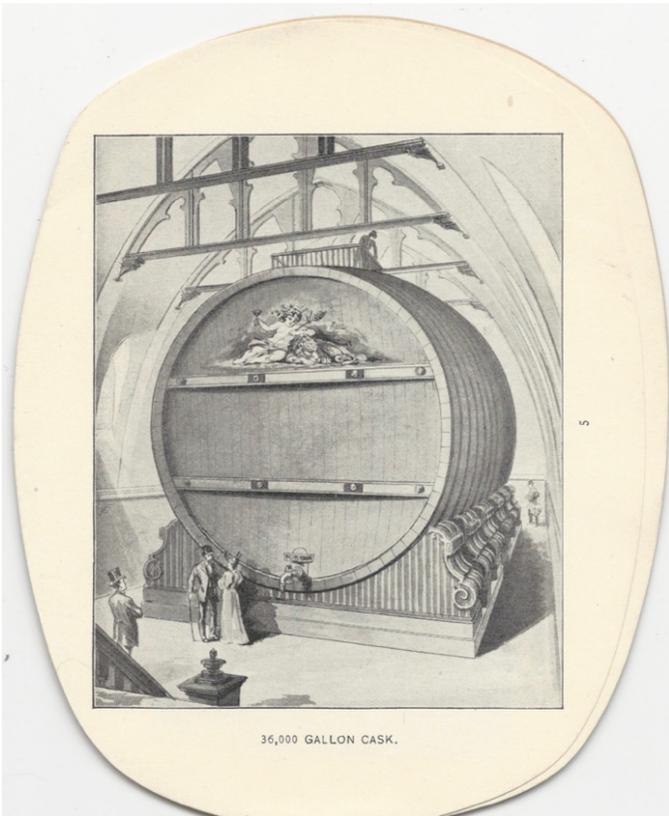
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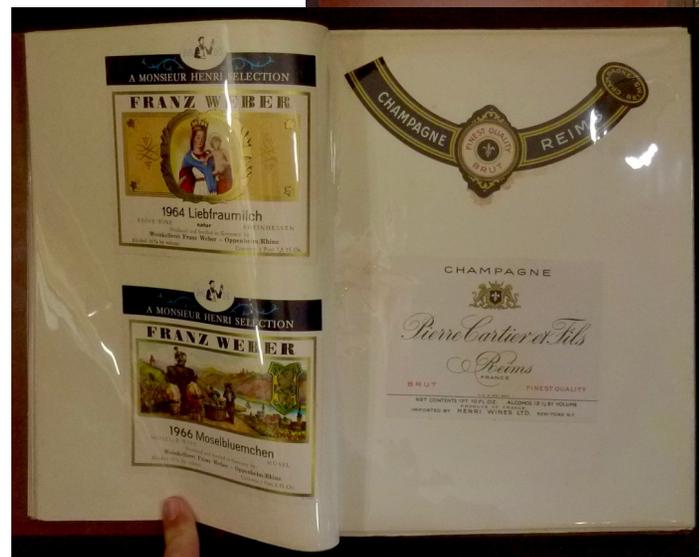
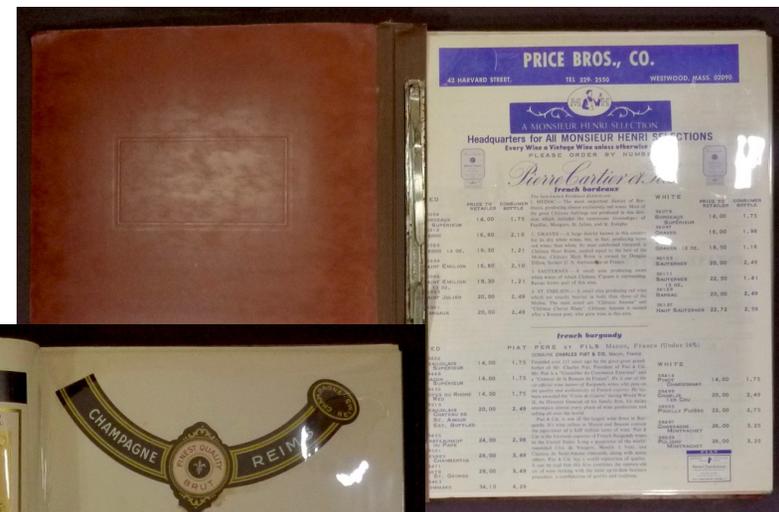
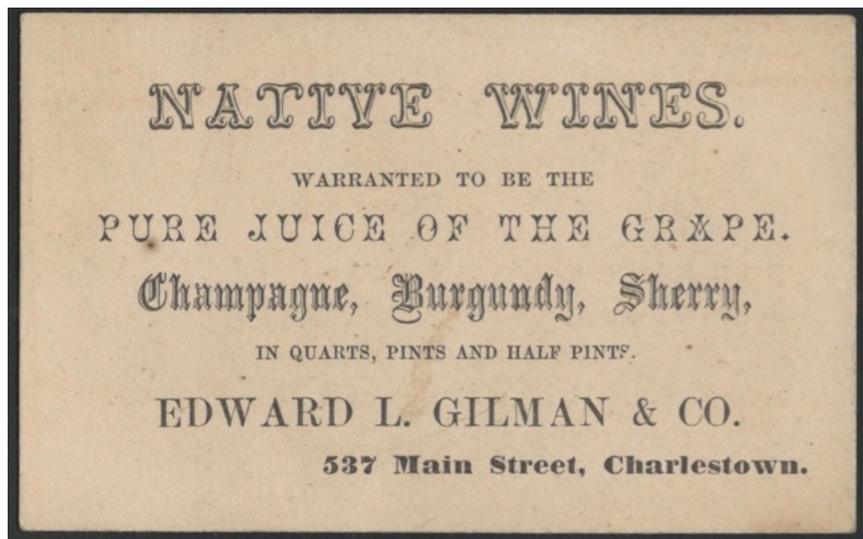
Cover illustration from item #33.



1. [American Wine] **Souvenir - Lenk Wine Co., Toledo Ohio.** Toledo, around 1892. An attractive and clever promotional booklet shaped like one of the wine casks of which the company was so proud. The text describes the winery and is illustrated with cuts of the factory and interior and a few photographs of the surrounding countryside. Lenk Wine Company, "growers and wholesale dealers in native wines", was founded in 1867; they farmed 28 acres of "fine, rolling land, splendidly adapted to the cultivation of the vine. The grounds are handsomely laid out and present a beautiful appearance of shaded avenues and walks with verdant, well-kept lawns, embellished with shrubbery and flower gardens, and dotted here and there with rustic arbors and summer houses of unique design". But wait, that's not all- "the main buildings are supplied with basements or cellars, where the wine is stored in huge casks varying in capacity from 1,000 gallons to 36,000 gallons each, the total capacity being the enormous amount of 850,000 gallons, While upon this subject, it will prove of interest to state that the company's cask having a capacity of 36,000 gallons, is the largest one of the kind in the world in use... This cask measures 21 feet in length, and is twenty feet in diameter. Its top is reached by a flight of steps, twenty-nine in number, where there is a platform for visitor". Lenk wines won a medal at the 1893 Chicago World's Fair. Paper covers. 5.75"x4.5", 12 pages, black & white illustrations. Minor soil, light wear. [43392] \$150

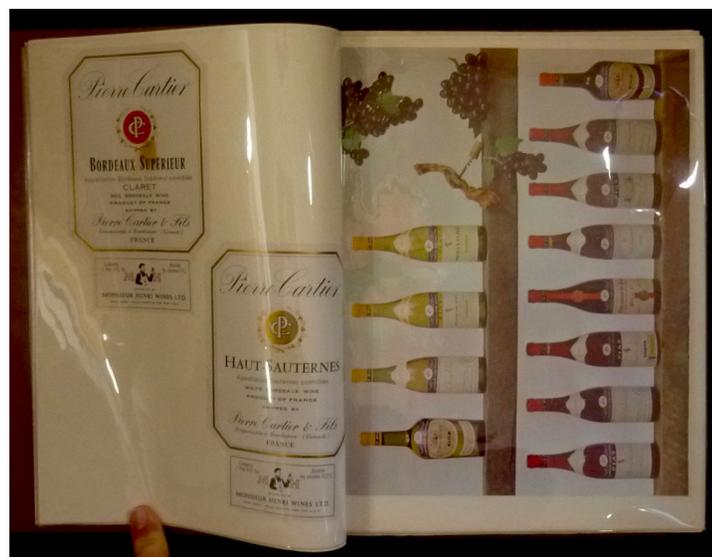


2. [American Wine] **1870s Boston American Wines & Pickles Maker Card.** A card for Edward L. Gilman & Co., who had an interesting mix of specialties: “Native Wines. Warranted to be the Pure juice of the Grape. Champagne, Burgundy, Sherry, in quarts, pints and half pints”. On the other side of the card Gilman advertises- “Mixed, Plain and Fancy Pickles, Picalilly, Chow-Chow, &c., Prepared in Pure Spiced White Wine Vinegar and for sale in Barrels, Kegs and Jars”. 3.75"x2.5". Minor soil. [43204] \$60

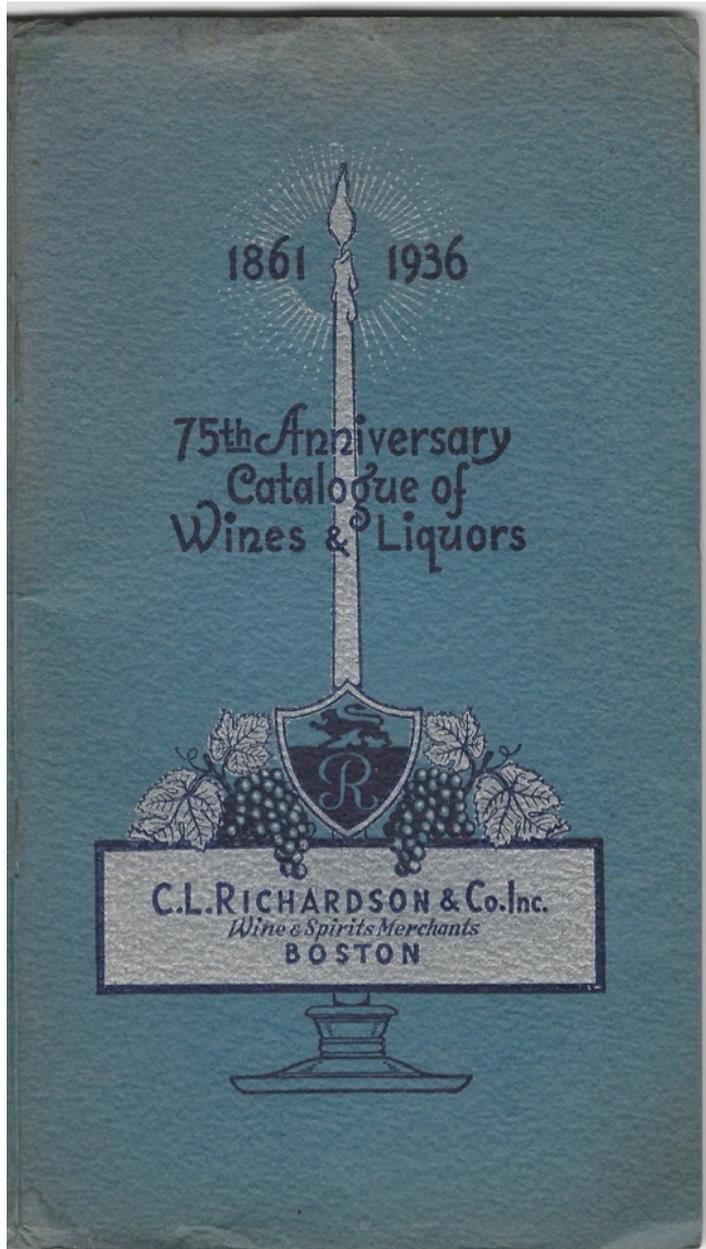


3. [American Wine Dealer] **1960s Monsieur Henri Wines Promotional tear sheets and label samples.**

An interesting folder of price sheets, tear sheets, promotional photos and labels of wines and spirits imported and distributed by Monsieur Henri, probably used by its salesmen. Founded in 1934, Monsieur Henri Wines became MHW in 1994 and according to its website now deals in “solutions”; whether they still deal in actual wine is a bit unclear. Card folder. 8.5"x11". 17 color and black & white and printed sheets in clear plastic sleeves, plus 23 labels, also in clear sleeves. Minor wear. [45014] \$85



4. [American Wine Dealer] 1936 Boston Wine & Liquor Seller C.L. Richardson 75th Anniversary Catalog. A celebratory catalog which leans heavily toward liquors and fortified wines, with recipes for popular cocktails, dinner pairing hints, and so on. With many illustrations of bottles- who knew there was a Paul Revere California Port? Softcover. 4"x7.5". 39 pages, black & white illustrations. Minor soil, light wear. Very slight stain on the top edge of the first page. [46431] \$35



CHAMPAGNES

The following internationally famous brands are stocked in our air-conditioned store:—



Bollinger Brut, 1928
 Clicquot Yellow Label, dry
 Piper Heidsieck Monopole 1926, dry
 Piper Heidsieck Monopole, 1928
 Imperator 1921, dry
 Krug & Co., Private Cuvee
 Lanson Vintage 1926, extra dry
 Moet & Chandon White Seal, 1928
 G. H. Mumm's Cordon Rouge 1926
 G. H. Mumm's Extra Dry, 1928
 Perrier Jouet Extra Dry, 1926
 Pol Roger Brut Special, 1926
 Pommery & Greno Brut, 1926
 Rocher Freres, Extra Dry
 Louis Roederer Brut, 1923
 Louis Roederer Grand Vin Sec
 Paul Ruinart Brut 1923

DOMESTIC BRANDS

Belle Chateau	Gold Seal
Great Western	Cook's Imperial
Renault, dry	Mosard

SPARKLING BURGUNDIES

Chauvenet Pink Cap
 Chateau d'Ay

History records that wines from the Champagne district were already famous in the 14th. century, but they were still wines. It was not until over 300 years later that a Benedictine monk discovered the secret of the effervescence. The best champagnes are the wines of various vineyards blended together as to preserve the finest features of each. Unlike claret or burgundy, which is bottled when it has ceased to ferment, champagne finishes fermenting in the bottle. The gas is self-generated and is part of the wine itself. This "king of wines" is not only one of the most fascinating but one of the most wholesome.

GINS

The following Distilled Dry Gins are specially recommended:

	Quart	Pint	½ Pint	Gallon
BON TON 90 Proof.....	\$1.00	\$0.55	\$0.30	\$3.75
FABYAN 90 Proof.....	1.25	.69	.39	4.00
TUXEDO CLUB 94.4 proof	1.50	.79	.45	5.00
FABYAN Distilled with Orange; 80 Proof.....	Fifth \$1.29		Pint \$0.89	

In addition to the above Richardson's Gins, we carry the following Domestic and Imported brands at popular prices:

Bellow's Fine Club	Field's Sloe
Bellow's Old Tom	Fleischmann's Sloe
Booth's High & Dry	Gilbey's Dry
Booth's Old Tom	Gordon's Dry
Booth's House of Lords	Gordon's Old Tom
Burnett's White Satin	Grave's Superior
Canada Dry	Holloway's Dry
Coates' Plymouth	Holloway's Old Tom
Congress Hall H. of Lords	Holloway's Sloe
Congress Hall Old Tom	King Arthur
Congress Hall Sloe	Lloyd's Dry
De Kuyper's	Milshire Dry and Sloe
Dixie Belle	Milshire Old Tom

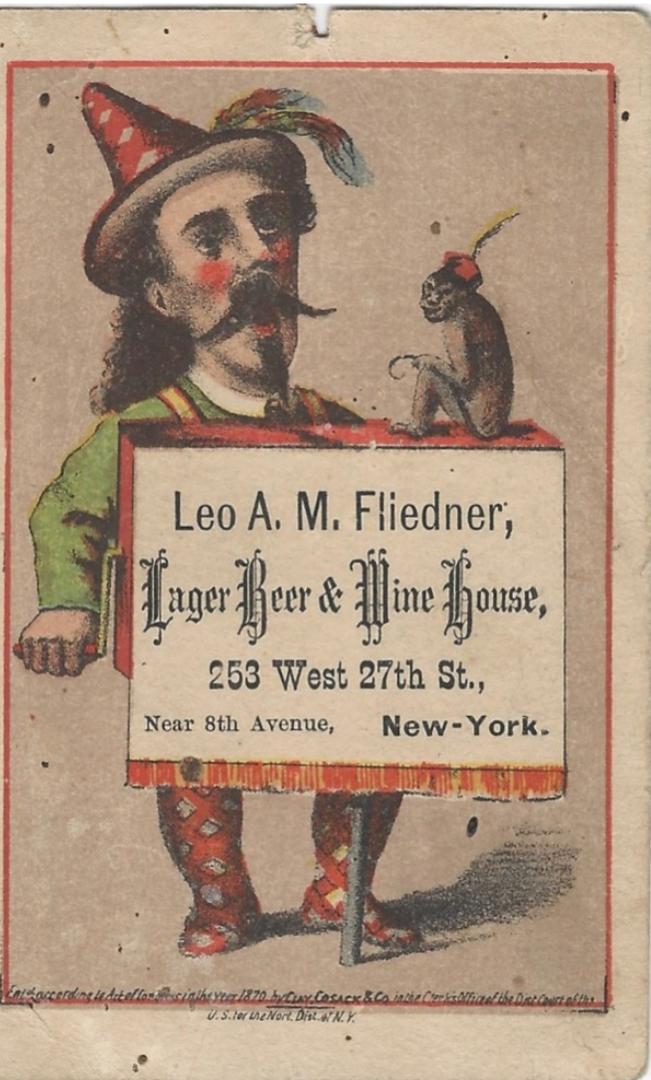
COCKTAILS

RICHARDSON'S "C.L.R." BRAND		
Manhattan	Ward Eight	Old Fashioned
Martini		Bronx
	\$1.50 per bottle	
HEUBLEIN'S Bronx	Club Martini	
" Martini Dry	Manhattan	
" Side Car	Old Fashioned	
MOUQUIN'S Martini	Mint Julep	
" Ward Eight	Bronx	
" Side Car	Old Fashioned	
" Manhattan	Cuban	
BARTON'S Martini	Side Car	
" Manhattan	Old Fashioned	

The word "gin" is closely allied to the juniper berry which gives gin its characteristic flavor. The term is a corruption of "ginievre" or "jun-e-ver", the French and Dutch words respectively for "Geneva". Juniper extract having been long regarded as having valuable medicinal properties, the world-wide popularity of gin is not to be wondered at. Dry Gin is produced by distillation and redistillation, whilst sweetened gin (often referred to as "Old Tom", from "old" Thomas Chamberlain of the original Hodges Distillery) is obtained by adding sugar syrup to the dry variety.



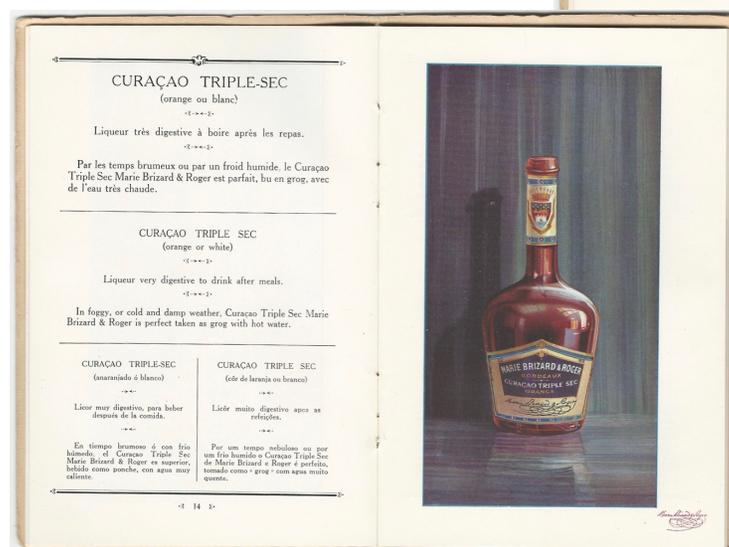
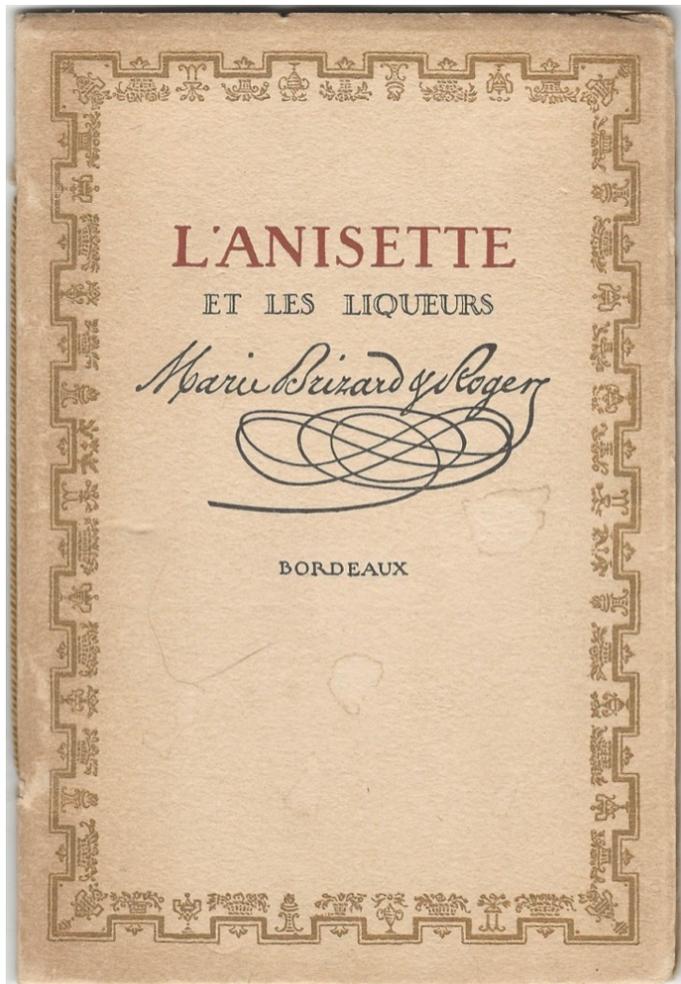
5. [American Wine Dealer] **Victorian New York City Lager Beer & Wine House Trade Card.** A handsome trade card for Leo A.M. Fliedner, who ran a Lager Beer & Wine House in New York City, which apparently catered to organ grinders and their monkeys. Card. 2.75"x4.25". Some soil and wear, tack hole at the top. [48063] \$15



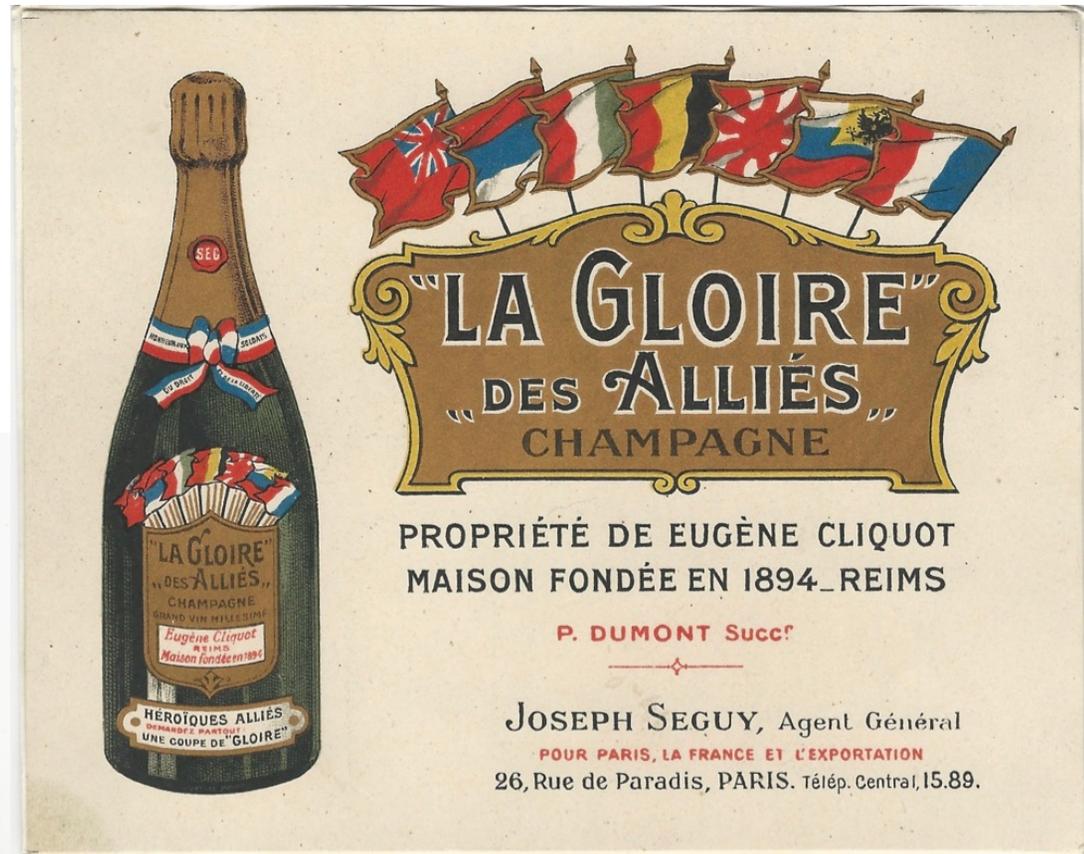
6. [American Wine Dealer] **Vintage Franklin Hotel, Wine & Liquor Store Boston Die Cut Trade Card.** "Franklin Hotel - Geo. F. Kendall, Manager - Dealer in foreign and domestic wines & liquors bottled expressly for family trade by Mousx Champagne - Neatly furnished rooms by the day or week, ladies' saloon up one flight - sample rooms on the first floor, choice brandy of(sp) cigars kept constantly on hand". All in all, the Franklin Hotel sounds like it must have been quite a place. Card. About 4.5"x2.25". Minor soil, removed from a scrapbook with glue points/paper residue on the back corners. [47797] \$15



7. [Anisette] 1920s French Marie Brizard et Rogers Anisette Liqueur Catalog. A trade catalog published in Paris; no date, but early 1920s. It is said that Marie Brizard used an old family recipe for a medicinal aniseed liqueur with such great success in the 18th century that she soon had to partner with her niece's husband, Jean-Baptiste Roger, and the firm of Marie Brizard et Roger was born. This attractive catalog, with a text in French, English, Spanish, & Portuguese, features color illustrations and descriptions of 13 of the firm's liqueurs (they had branched out into Curacao triple-sec, mandarine, kummel, creme de menthe, and other sweet cordials). One page features a corrected illustration pasted in and the name changed with a rubber stamp. There are also 3 pages of recipes for crepes, mousse, & glace. String-bound softcover. 4.25"x6", 41 pages, color and black & white illustrations. Minor soil, light wear. [47412] \$125



8. [Arrack] Vintage Spirits Label for Arrack de Goa, Arrack from India. An interesting and dramatic label, bearing the Royal Coat of Arms of the Netherlands, and a printer's imprint for R. Barnick of Berlin. Probably c.1900. Label. 4.25"x4.25". Minor wear, light soil. [45647] \$25



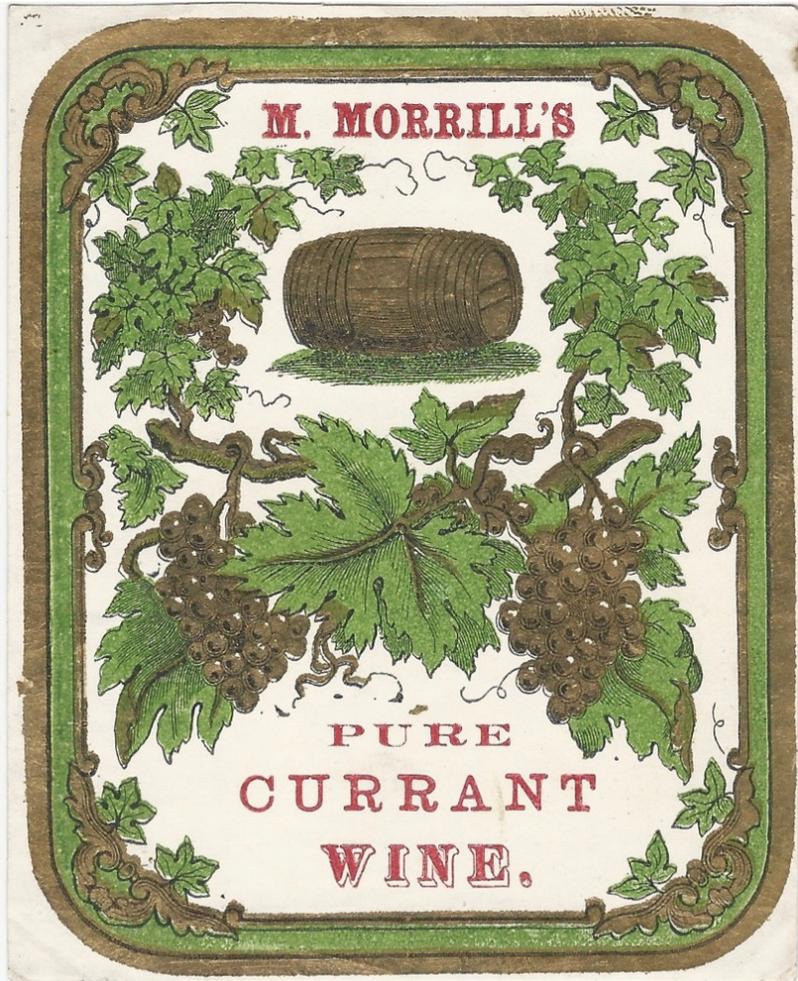
9. [Champagne] C.1919 'La Gloire des Allies' Maison Cliquot Champagne Advertising Card. A very attractive and colorful advertising card for Eugene Cliquot's "La Gloire des Allies" champagne, featuring all seven allied nation's flags. Though it's possible this vintage was released prior to the end of the war, 1919 or so would be my guess. Card. 5.75"x4.5". Minor soil, tipped to backing card. [46945] \$35

10. [Champagne] **1853 Champagne Importer Business Card, Letter & Envelope.** Three interesting champagne-related items: A handwritten letter- "New York, Oct. 1st 1853 - Mr. M.E. Jose, Sir, I forward to you by todays Express (Kinsey's) 3 Baskets Champagne which I spoke to you about when last in your city. The Importer would not sell less than 3 Baskets so I took it on my own (illegible). He being a particular friend of mine, Below please find bill of same. Truly yours, C.P. Barnard - bot of Ch.P. Barnard 3 Baskets Billecart S.H. Champagne 13.50 \$40.50"; the envelope the letter came in, addressed to Mr. M.E. Jose, Elm House, Portland"; a business card- "Billecart Salmon's Verzenay Champaigne, Mareuil Sur Ay. Sole Importer J. Meyer, Jr. New York". On the rear of the card there is a price list (\$14 a basket for either white or pink), showing that selling three baskets was indeed a favor- the minimum

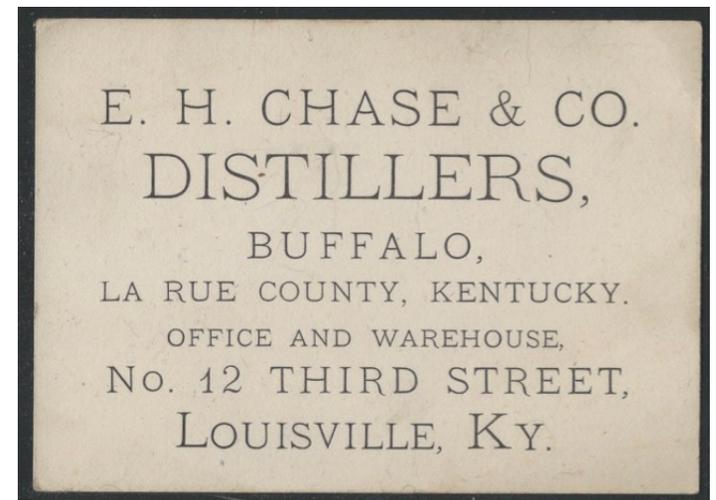
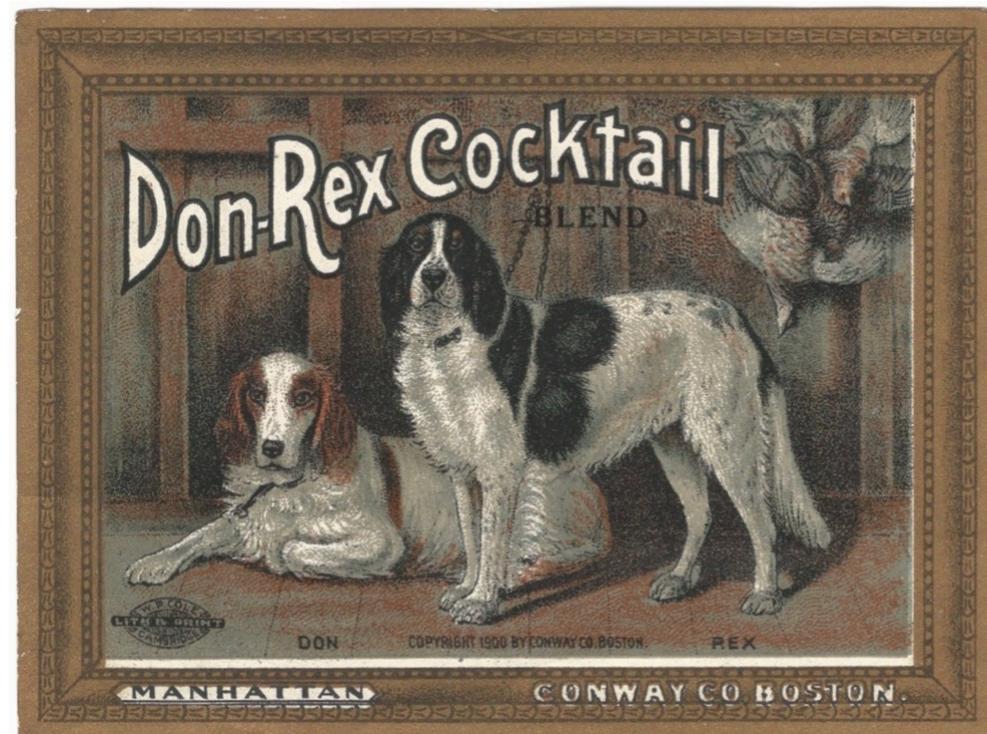
order was 5 baskets, and the quantity needed for a discount started at 25 baskets. Billecart-Salmon was founded in 1818 with the marriage of Nicolas François Billecart and Elisabeth Salmon, and remains family-owned to this day. A 1959 bottling took first place, and their 1961 took second place, in the Champagne of the Millennium 1999 tasting in which it competed with the likes of Dom Perignon, Krug, Taittinger, Pol Roger and Louis Roederer. 3 items. Envelope with wear, card with light wear and soil and the street address corrected in period ink. [43394] \$125



11. [Currant Wine] 19th Century Gold & Green M.
Morrill 'Pure Currant Wine' Bottle Label. A handsome
 label, undoubtedly American. Label. 3.5"x4.5". Minor soil, light
 wear. [46110] \$25



13. [Don-Rex] 1900 Don-Rex Cocktail Mix by Conway Co.
Boston Label. Meet Don, meet Rex- unlikely makers of the finest
 Manhattan cocktail mix. Also collectors of dead pheasants. Not clear
 what that has to do with anything. Label. 3.75"x3". Minor soil.
 [46473] \$25



12. [Distiller] 1873-79 E.H. Chase Louisville
Kentucky Distillers Card. A card for E.H. Chase &
 Co., Distillers of Louisville Kentucky. The No.12 Third
 Street address was used between 1873 and 1879. Card.
 4.25"x3". Minor soil, light wear. [43140] \$25

14. [French Wine] 1901/1902 French Wine Merchant Price Brochure & Letter to US Navy Ship Captain. An interesting pair- a 4-page (folio-folded sheet) price list of wines available through Alfred Le Vasseur of Bordeaux, dated November, 1901, and a partially-printed form letter dated January 1, 1902, addressed to "Monsieur le Commandant, USS. Urdaneta", desiring the honor of selling him wines for his ships' store. The list includes red and white wines, champagnes, ports, madeiras, cognacs, and aperitifs such as curaçao, flavored brandy, and absinthe. The USS Urdaneta was a 70-foot, 42-ton, iron-hulled gunboat launched by the Spanish navy in 1883. Captured in the Philippines by the Americans in 1898, she served at Subic Bay and other points in the Philippines until being decommissioned on December 12, 1902. She was reinstated a few years later as a tug and served through at least 1916, at which point she disappears from Naval records. Single sheet 8.5"x11" letter, and 4-page 8.5"x11" price list, both printed on thin, onion-skin paper. Minor soil, light wear, folds. [43493] \$100

TARIF SPÉCIAL A LA MARINE NOVEMBRE 1901

ALFRED LE VASSEUR

27, Rue Borie BORDEAUX

VINS DE BORDEAUX

1898	1899	1900	1898	1899	1900	ANNÉES DE CRU
140	150	125	2 ^{me} côtes : Camblanes, Montferand, Bassens			
190	200	175	1 ^{re} côtes : Fronsac, Bourg, Blaye			
225	250	200	Pessac, Talence, Léognan, Grudignan			
225	250	175	Médoc			
300	275	250	Bourgeois ordinaires : Saint-Julien, Pauillac, Margaux, Saint-Estèphe, Moulis			1.50 2 2.75 3.25
325	350	300	Bourgeois supérieurs : Saint-Julien, Pauillac, Margaux, Saint-Estèphe, Cantenac			2.50 3 4 4.50
250	275	200	Côtes			1.50 2.25 3 3.50
350	400	300	Saint-Emilion et Pomerol			2 3 3.50 4 5
475	500	450	Médoc (5 ^{me} crûs) : Châteaux Pontet-Canet, Mouton-d'Armailhac, Cos Labory			2.75 3.25 4.25 5
500			(4 ^{me} crûs) : Châteaux Talbot, Saint-Pierre, Ducru, Duhart-Milon			3.50 3.75 4.50 5.25
550			(3 ^{me} crûs) : Châteaux Kirwan, Giscours, Palmer, Lagrange, Longueville			4.25 5.25 6.50
800			(2 ^{me} crûs) : Châteaux Léoville, Larose, Rauzan, Pichon-Longueville, Cos d'Estournel, Château Mouton-Rothschild			4.25 4.50 5.25 6.75 5.25 6.25 7.50
1000			(1 ^{er} crûs) : Châteaux Lafite, Margaux, Latour			5.50 6.50 9
1896	1898	1899	VINS BLANCS			ANNÉES DE CRU
275	275	150	Graves *			1.25 1.50 2.25
200	175		Graves supérieures *			1.50 2 2.75
225	200		Sainte-Croix-du-Mont, Cérons *			1.75 2.50 3.25
400	375	325	Sauternes, Barsac, Preignac, Bonmes			2.50 3 4 4.25
450	400		Bourgeois supérieurs : Haut-Sauternes			2.50 3.75 4.50 5
850	825	800	2 ^{me} crûs : Châteaux Fillion, Mirat, d'Arche			4 4.25 5 6.50
			1 ^{er} crûs : Châteaux La Tour-Blanche, Puyraugue, Climens, Contet, Rieussec, Suduiraut			4.50 5.25 6 8.50
			1 ^{er} grand crû : Château Yquem			6 7.50 10

Les signes suivants signifient : * Vin sec - † Vin demi-sec.

VINS DE BOURGOGNE

ALFRED LE VASSEUR

1898	1899	1900	1898	1899	1900
1.00	1.00	1.50	Mersey		
2.25	2.50	1.75	Santony, Chassagne, Beaune 3 ^{me} crû		
2.25	2.50	1.80	Nuits 3 ^{me} crû, Savigny, Monthelle		
2.50	2.75	3	Beaune 1 ^{er} crû		
2.75	3	3.25	Beaune 2 ^{me} crû		
3.50	4	4.50	Nuits 1 ^{er} crû, Corton		
3.50	4	4.50	Nuits-Saint-Georges, Volnay		
3.50	4	4.50	Chablis, Morey-Saint-Denis		
3.50	4	4.50	Maury		
3.50	4	4.50	Chablis 1 ^{er} crû		
3.50	4	4.50	Chablis 2 ^{me} crû		
3.50	4	4.50	Chablis 3 ^{me} crû		
3.50	4	4.50	Chablis 4 ^{me} crû		
3.50	4	4.50	Chablis 5 ^{me} crû		
3.50	4	4.50	Chablis 6 ^{me} crû		
3.50	4	4.50	Chablis 7 ^{me} crû		
3.50	4	4.50	Chablis 8 ^{me} crû		
3.50	4	4.50	Chablis 9 ^{me} crû		
3.50	4	4.50	Chablis 10 ^{me} crû		
3.50	4	4.50	Chablis 11 ^{me} crû		
3.50	4	4.50	Chablis 12 ^{me} crû		
3.50	4	4.50	Chablis 13 ^{me} crû		
3.50	4	4.50	Chablis 14 ^{me} crû		
3.50	4	4.50	Chablis 15 ^{me} crû		
3.50	4	4.50	Chablis 16 ^{me} crû		
3.50	4	4.50	Chablis 17 ^{me} crû		
3.50	4	4.50	Chablis 18 ^{me} crû		
3.50	4	4.50	Chablis 19 ^{me} crû		
3.50	4	4.50	Chablis 20 ^{me} crû		
3.50	4	4.50	Chablis 21 ^{me} crû		
3.50	4	4.50	Chablis 22 ^{me} crû		
3.50	4	4.50	Chablis 23 ^{me} crû		
3.50	4	4.50	Chablis 24 ^{me} crû		
3.50	4	4.50	Chablis 25 ^{me} crû		
3.50	4	4.50	Chablis 26 ^{me} crû		
3.50	4	4.50	Chablis 27 ^{me} crû		
3.50	4	4.50	Chablis 28 ^{me} crû		
3.50	4	4.50	Chablis 29 ^{me} crû		
3.50	4	4.50	Chablis 30 ^{me} crû		

VINS DE CHAMPAGNE

1898	1899	1900
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
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16	16	16
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18	18	18
19	19	19
20	20	20
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24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29	29
30	30	30

VINS SECOS

1898	1899	1900
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
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24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29	29
30	30	30

VINS FINS ÉTRANGERS

1898	1899	1900
2.50	2.50	2.50
3.00	3.00	3.00
3.50	3.50	3.50
4.00	4.00	4.00
4.50	4.50	4.50
5.00	5.00	5.00
5.50	5.50	5.50
6.00	6.00	6.00
6.50	6.50	6.50
7.00	7.00	7.00
7.50	7.50	7.50
8.00	8.00	8.00
8.50	8.50	8.50
9.00	9.00	9.00
9.50	9.50	9.50
10.00	10.00	10.00
10.50	10.50	10.50
11.00	11.00	11.00
11.50	11.50	11.50
12.00	12.00	12.00
12.50	12.50	12.50
13.00	13.00	13.00
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16.50	16.50	16.50
17.00	17.00	17.00
17.50	17.50	17.50
18.00	18.00	18.00
18.50	18.50	18.50
19.00	19.00	19.00
19.50	19.50	19.50
20.00	20.00	20.00

ALFRED LE VASSEUR
BORDEAUX

I Janvier 1902.

Monsieur le Commandant
USS. Urdaneta.

Mon Commandant,

J'ai l'honneur, désireux de nouer des relations d'affaires avec Messieurs les Officiers de la Marine Nationale des États-Unis d'Amérique, de vous remettre, inclus, mon dernier Prix-Courant général de Vins et Spiritueux Français et Étrangers, et de solliciter la préférence de vos commandes.

Celles dont il pourrait vous plaire de m'honorer, vous seraient livrées FRANCO à Quai de tout Port de l'Atlantique Nord et Sud et du Pacifique que vous m'indiqueriez, sous conditions suivantes :

A partir de 48 bouteilles.....F. 0.75
 — 96 — 0.75
 — 144 — 0.75
 — 180 — 0.05
 par bouteille, en sus.

Sans Supplément, à partir de 240 bouteilles.

Le PAIEMENT de ma facture serait à votre entière convenance.

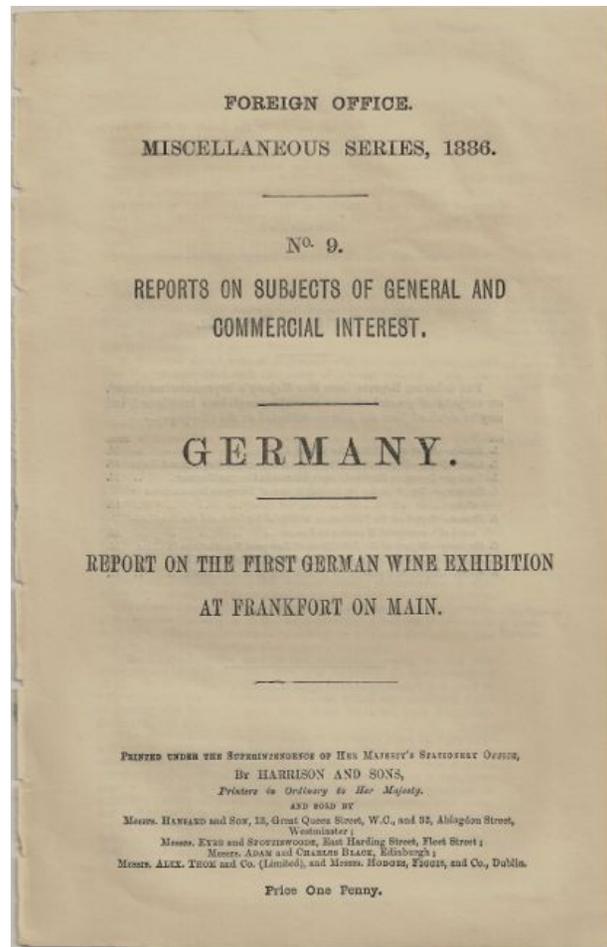
Mes bonnes et anciennes relations dans la Marine Française, ainsi que l'atteste la Liste incluse, que je vous adresse en communication, et la confiance chaque jour grandissante dont ma Maison jouit auprès de nos Officiers, vous seront, je l'espère, une garantie du soin que j'apporte dans le choix des vins qui me sont demandés.

Entièrement à vos ordres, j'ai l'honneur de vous offrir,

Mon Commandant,
 l'assurance de ma considération la plus distinguée.

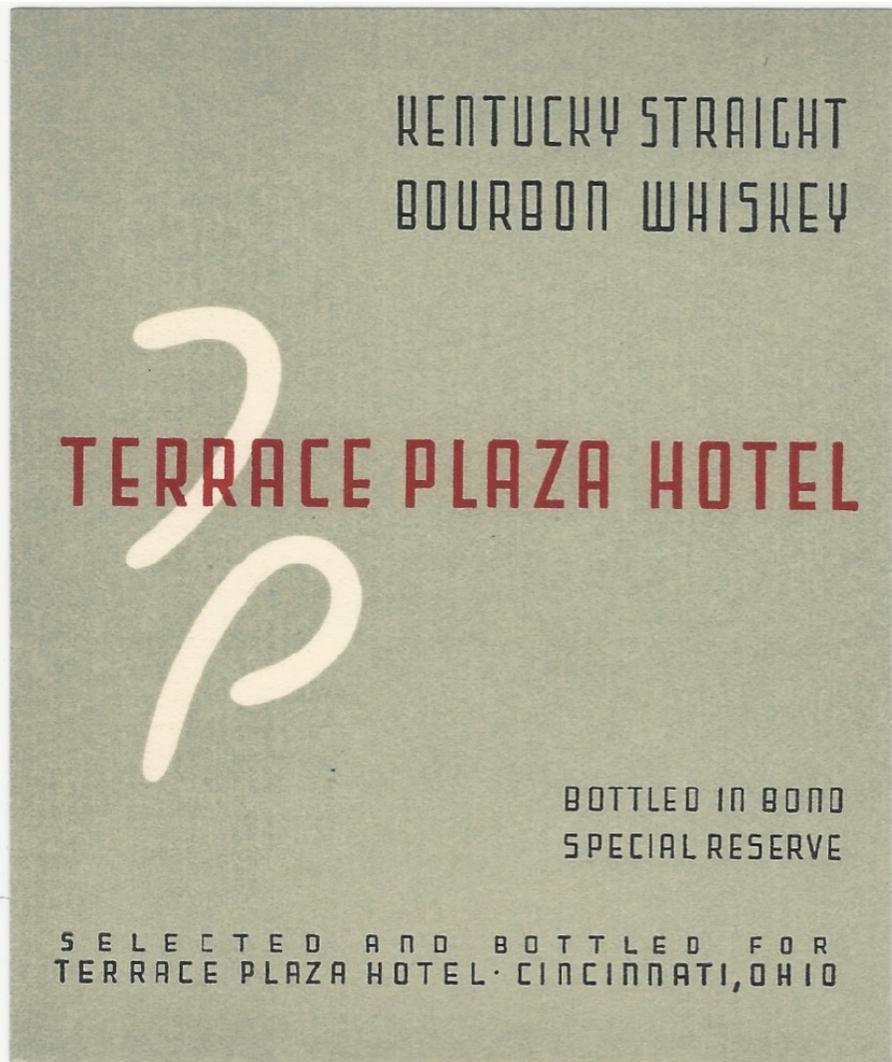
Alfred Le Vasseur

15. [German Wine] Oppenheimer, Charles. **Report on the First German Wine Exhibition at Frankfort on Main.** Foreign Office, Miscellaneous Series, 1886. No.9, Reports on Subjects of General and Commercial Interest. Germany. A British Foreign Office report on what was apparently the first German Wine Exhibition, held from August 18th to September 12th, 1886. COUNSUL-GENERAL Oppenheimer reports that the exhibition, meant to further the public interest in Germany in their domestic wines was only partially successful, due to the fact that many leading producers did not participate, "dissatisfied at the management being left in the hands of hotel proprietors and innkeepers". Disbound. cover and 1 sheet (2 pages) of text. [39433] \$15

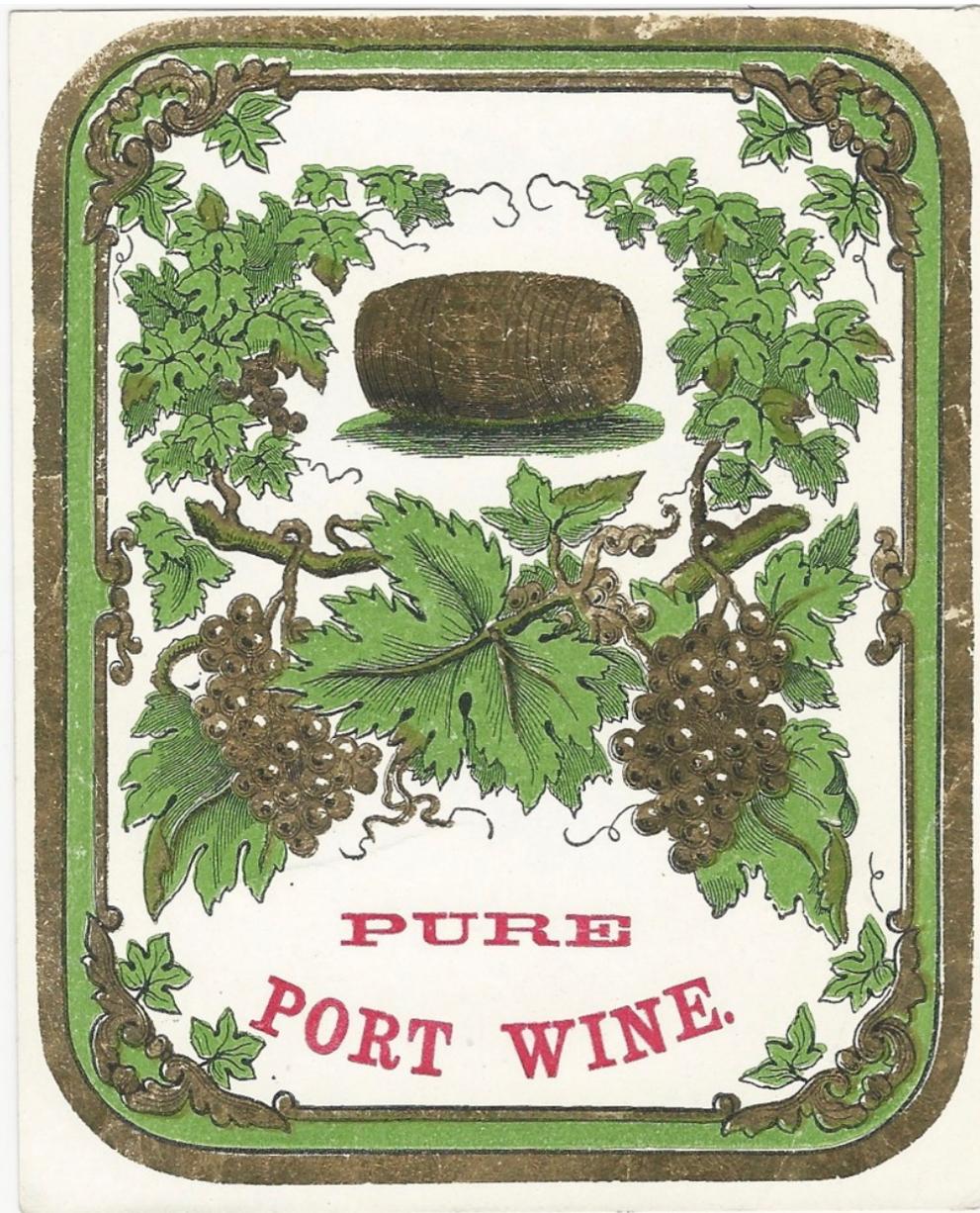


16. [German Wine] **Vintage German Wine Label with Bacchus and Grapes.** An attractive wine label, with the imprint of lithographer Paul Berthold Jaekel of Bromberg (Prussia). Probably c.1900. Label. 3.25"x4.25". Minor soil, light wear. [45646] \$20

17. [Jai Alai] 1960s Tijuana Mexico Fronton Palace
Jai Alai Postcard. A colorful promotional postcard for Tijuana's Fronton Palace, "Home of the Jai Alai Games", featuring two cold mixed drinks. Postcard. Minor wear, light soil. Unposted. [45790] \$15



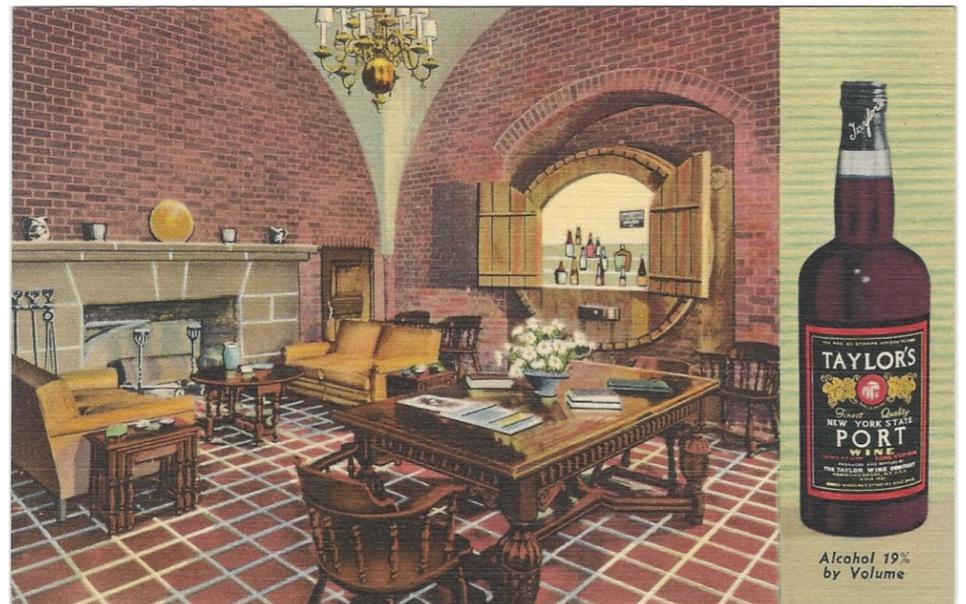
18. [Plaza Whiskey] **Vintage Terrace Plaza Hotel Kentucky Straight Bourbon Whiskey Label.** "The Terrace Plaza Hotel is an 18-story International Style mixed-use building completed in 1948 in downtown Cincinnati, Ohio. Designed by the architecture firm of Skidmore, Owings, & Merrill the Terrace Plaza Hotel was their first hotel project and one of the first high-rise projects to be constructed in the United States after World War II. The building was considered groundbreaking modernism when it opened. A 5 star French restaurant with wall to wall windows sat above the hotel. The 8th floor plaza even hosted ice skating in the winter. Inside, the decor was accented with modern art, later removed to a museum, included a stunning abstract mural by Joan Miró, mural showing Cincinnati landmarks by Saul Steinberg and work by Alexander Calder. The hotel closed in 2008 but efforts to renovate it are planned. It was listed on the National Register of Historic Places in 2017" [Wikipedia]. Label. 4"x4.5". Near fine. [48019] \$20



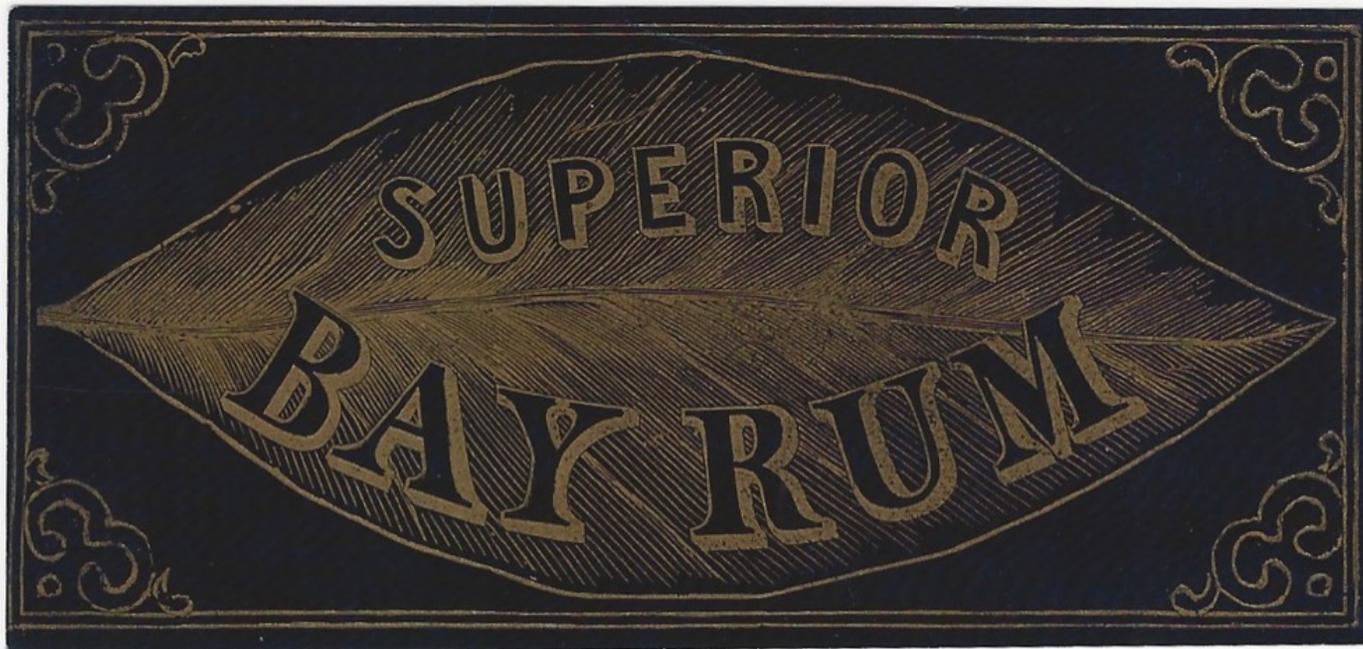
19. [Port] 19th Century Gold & Green
'Pure Port Wine' Bottle Label.

A handsome label. The design is the same as was used on a label printed for Currant Wine by M. Morrill, and undoubtedly American. Label. 3.5"x4.5". Minor soil, light wear. [46109] \$25

20. [Port] 1960s Taylor Port New York
Winery Advertising Postcard Printed by
C.T. Art Colortone of Chicago. [46998] \$10



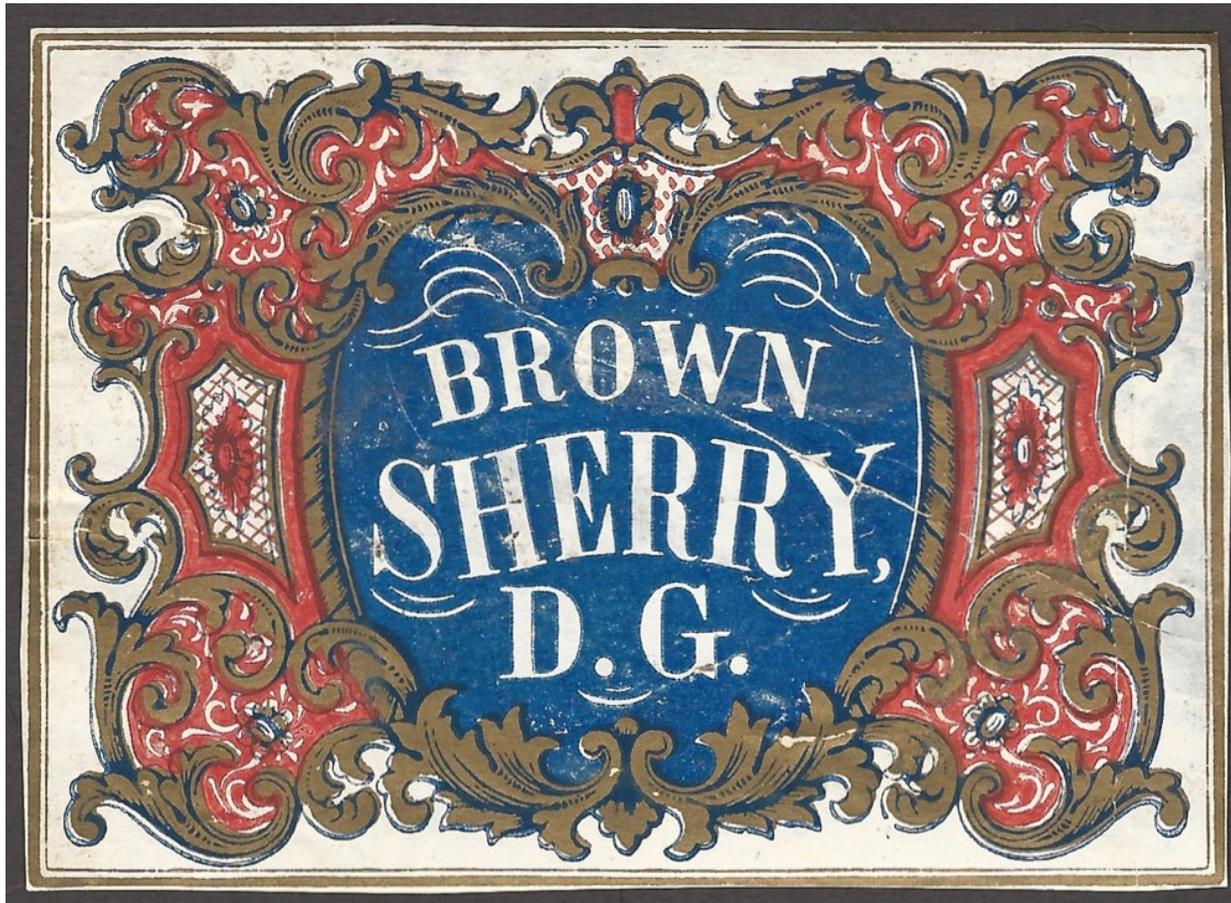
21. [Rum] **Vintage Martinique Vieux Rhum (Aged Rum) Label.** A bold vintage label for 3-year old cane rum from Martinique. Label. 4.75"x3.25". Minor soil, light wear. [47840] \$20



22. [Rum] **19th Century Superior Bay Rum Label.** A handsome and dramatic gold and black label, probably 1860s or 1870s. Label. 4.25"x2". Minor soil, light wear. [47846] \$20

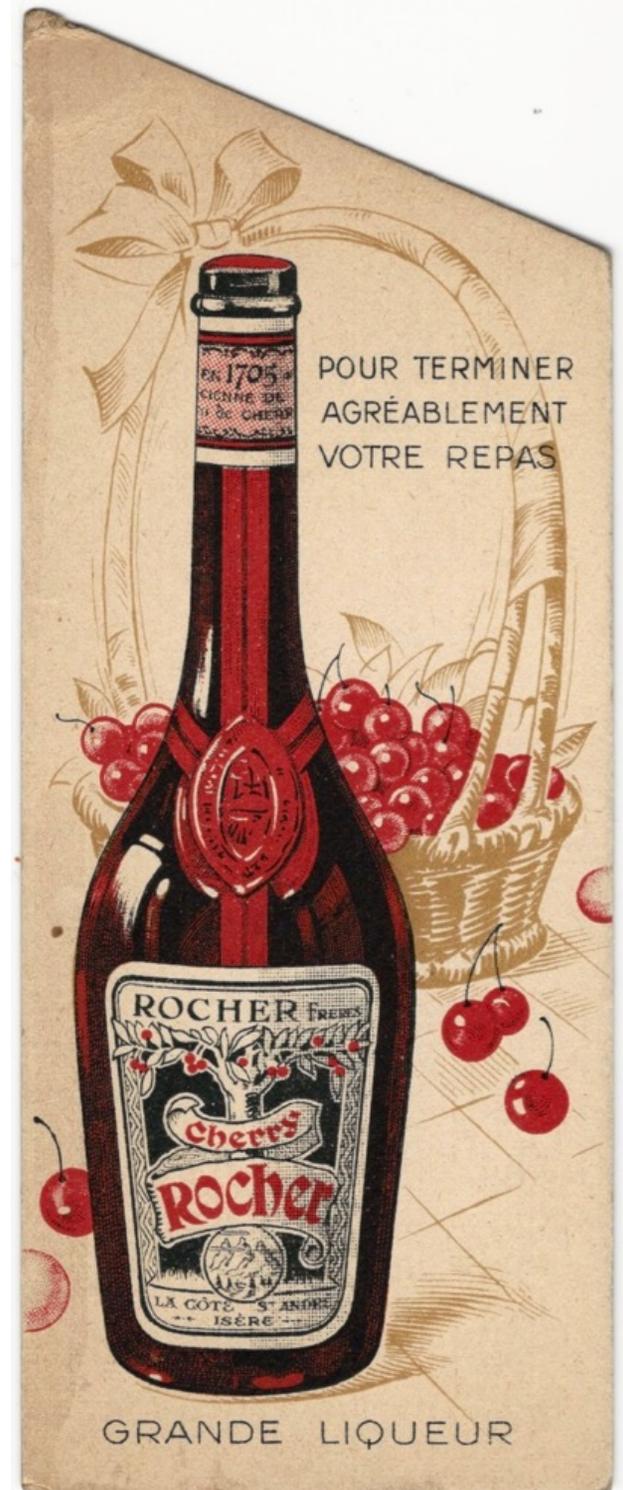
24. [Sherry] 19th Century Brown Sherry Fortified Wine Fancy Label.

A very fancy and handsome label for a sherry which obviously thought a lot of itself. Label. 4"x3". Minor soil, some wear. [46844] \$25



23. [Spirits] Colorful 1920s Cherry Rocher Liqueur Promotional Card.

It's like a basket of cherries in a glass! I'm not sure why one would put cherries in a glass, but after a bottle of this stuff the young lady on the back of the card seems to think it's a helluv'a great idea. Card. 2.5"x6". Minor soil, light wear. [44945] \$25



25. [Spirits] **Colorful Art Nouveau French Flavored Liqueurs Brochure C. 1910.** An attractive 3-panel folding brochure for the Bordeaux firm Chastenet Freres featuring their Apricot Liqueur ("Poem of Aroma"), Strawberry Liqueur ("Queen of all Liqueurs"), and Creme de Menthe ("Delight of the Connoisseur"), each bottle illustrated in brilliant chromolithography and bordered with Art Nouveau designs. "These three liqueurs can be had at all Clubs, Hotels and Restaurants all over the United States and are sold by the Leading Wine Merchants in every city". Tri-fold brochure. 2.66"x6" (folded), 8"x6" (unfolded). Minor soil. [43414] \$60

CHASTENET FRÈRES
BORDEAUX FRANCE

APRICOT LIQUEUR
MADE WITH OLD COGNAC

CHASTENET FRÈRES
BORDEAUX FRANCE

"REGINA"
STRAWBERRY LIQUEUR
MADE WITH OLD COGNAC

CHASTENET FRÈRES
BORDEAUX FRANCE

CRÈME DE MENTHE
WHITE, GREEN OR RUBY
MADE FROM THE PLANT ITSELF, NOT WITH EXTRACTS

" POEM OF AROMA "

QUEEN OF ALL LIQUEURS

DELIGHT OF THE CONNOISSEUR

THESE THREE LIQUEURS CAN BE HAD AT ALL CLUBS, HOTELS AND RESTAURANTS ALL OVER THE UNITED STATES AND ARE SOLD BY THE LEADING WINE MERCHANTS IN EVERY CITY

Sole AGENTS FOR THE UNITED STATES: **VINCENT DE MESSIMY C^o** SIBLEY WAREHOUSE, **CHICAGO** (Illinois)

E. BARLOE - POITIERS.

26. [Temperance] **Vive France!!** - A c.1910 French Temperance Booklet Aimed at the French Army. Paris, no date. An extremely interesting and somewhat enigmatic temperance booklet probably published just prior to the First World war, and aimed [sorry] at the large amount of wine and spirits being consumed by the French army. The anonymous author offers many statistics of consumption both in France and other countries, but they all end around 1900 and there is no mention of The War to End All Wars at all, which would be curious if the book dated post-1914. Apparently quite scarce- no OCLC listings or any other references to it on the internet that we can find. Softcover. 6.5"x8.5", 26 pages. Minor wear. [42956] \$85



27. [Wedding Whiskey] **Vintage Golden Wedding Superior Whiskey Label.** Order enough cases of this and you're not getting your deposit back on those chairs. Or the tent. Label. 5"x4". Minor soil, light wear. [46111] \$15

28. [Whiskey] **1900s Cushing Medical Supply Hard Liquor Catalog.** Issued in Boston around 1900-1908. Dr. Ira Barrows Cushing knew a good thing when he found it- a homeopathic physician, and owner of a patent medicine manufactory and an 1892 patent for a "process of and apparatus for purifying and maturing liquors or distilled spirits [by] commingling a suitable quantity of oxygen gas with the atmospheric air, whereby the air which is disseminated through the liquor is energized or rendered more active for the purpose of rapidly oxidizing the fusel-oils into their avoring-acids", he decided that all that mumbo-jumbo was best used to sell whiskey, gin, rum, and brandy as a medicinal product. "Cushing Process whiskies, wines, gins, rums and brandies are recommended by the leading Physicians of New England and used in the best Hospitals of the Country" he proclaims on the first page of this catalog, and they might well have been. And here they are, in all their, um, "medicinal" glory. Cushing himself died in 1908 and in 1912 the company had been dissolved for its debts by the Commonwealth of Massachusetts. Softcover. 3.5"x6", 12 pages, tinted illustrations. Some soil and wear. [47413] \$85

WHAT WE GUARANTEE

- 1—ABSOLUTE SATISFACTION OR MONEY BACK WITHOUT QUESTION.
- 2—PROMPT SHIPMENT, WITHIN ONE HOUR OF RECEIPT OF ORDER.
- 3—SAFE DELIVERY. SHIPMENT MUST BE RECEIVED BY YOU IN PERFECT CONDITION. ANY BREAKAGE OR SHORTAGE PROMPTLY MADE GOOD AS SOON AS YOU ADVISE US.
- 4—EVERY CUSHING CUSTOMER MUST BE A SATISFIED CUSTOMER. ANY COMPLAINT FOR ANY CAUSE WHATSOEVER IMMEDIATELY ADJUSTED TO YOUR SATISFACTION.

THIS GUARANTEE IS BACKED BY THIRTY TWO YEARS IN BUSINESS AND IS AS GOOD AS A GOVERNMENT BOND.

CUSHING MEDICAL SUPPLY COMPANY
 160-162-164-166 CANAL ST.
 580 WASHINGTON ST. 2-4-6 HAYWARD PLACE
 BOSTON, MASS.

CUSHING PROCESS



Boston Light Whiskey

One Hundred Thousand Quarts of Boston Light have been sold during the past year. Not a single complaint from any one.

4 Quarts.....	\$2.50
6 Quarts.....	3.75
8 Quarts.....	5.00
1 Gal. Glass Jug.....	2.50
2 Gal. Glass Jug.....	5.00
12 Quarts.....	7.00
20 Pints.....	6.25
50 Pints.....	15.60
100 Pints.....	30.00
40 Half Pints.....	6.85
100 Half Pints.....	17.00

Express Prepaid.
CUSHING MEDICAL SUPPLY COMPANY
 160-162-164-166 CANAL ST.
 580 WASHINGTON ST. 2-4-6 HAYWARD PLACE
 BOSTON, MASS.

3

Cushing Process Wines.

California Wines

	Per Quart	Per Gallon
Port Wine, 1 Grape	\$.25	\$1.00
Port Wine, 2 Grape	.40	1.50
Port Wine, 3 Grape	.50	2.00
Sherry Wine, 1 Grape	.25	1.00
Sherry Wine, 2 Grape	.40	1.50
Sherry Wine, 3 Grape	.50	2.00

Angelica, Muscatel and Catawba Wines at same prices as Sherry

White Tokay Wine,	\$.30	\$1.00
White Port Wine,	.50	2.00

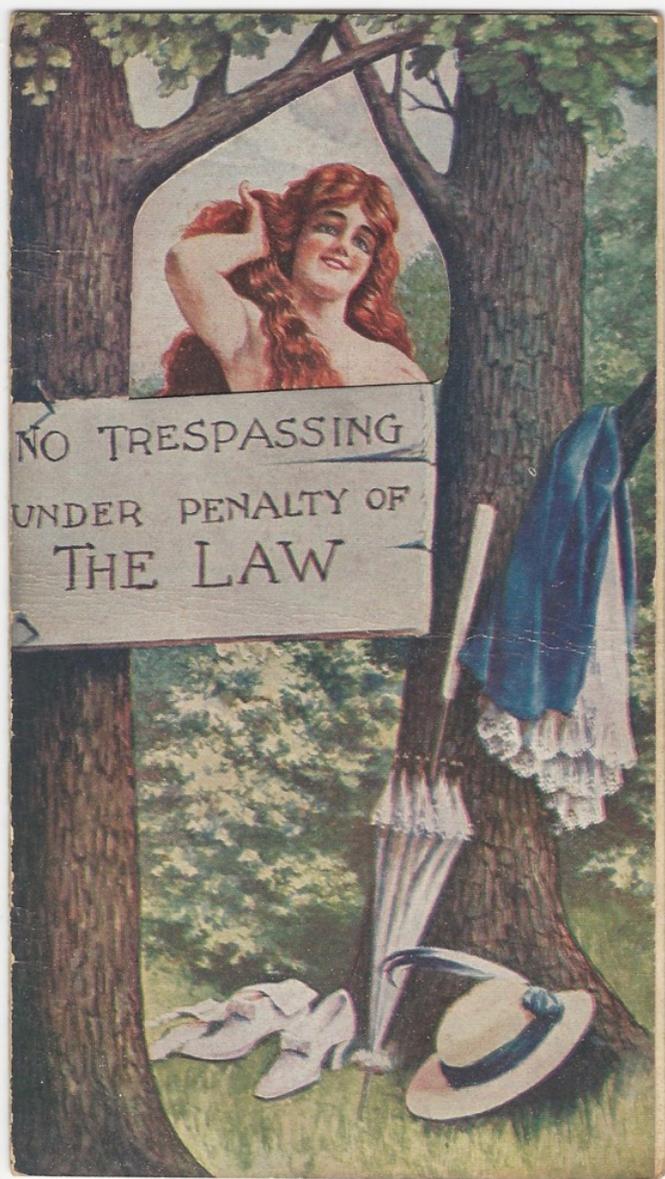
Imported Wines

	Per Quart	Per Gallon
Spanish Port,	\$.75	\$3.00
Tarragona Port	.45	1.75
Oporto Port	1.00	4.00
Spanish Sherry	.75	3.00
Spanish Sherry, Very Old	1.00	4.00
Amontillado Sherry	1.50	6.00
Madeira Wine	1.00	4.00

Express Prepaid on \$3.00 and over

CUSHING MEDICAL SUPPLY COMPANY
 160-162-164-166 CANAL ST.
 580 WASHINGTON ST. 2-4-6 HAYWARD PLACE
 BOSTON, MASS.

29. [Whiskey] **Vintage Rose Rye Whiskey Distillery Naughty Advertising Folder.**
 An amusing "naughty" advertising folder for R.M. Rose Co. Rye Whiskey which, when opened, reveals the Rose Girl in a chic swimsuit- now there's a huge surprise. Card folder. 3.5"x6.25". Minor soil, some light wear, very slight horizontal creasing. [45800] \$25



*The
 Rose
 Girl*



*With her dancing eyes and her lovely face,
 With her form divine and her youthful grace,
 With her beautiful hair and a smile to entice,
 She'd make most ANY man look at her twice!*

The Rose Brands

"Quality" is the first consideration in making the goods that bear my name. Without "Quality" they would not be where they are today—at the very peak of popularity. Absolute purity of ingredients, skill in distilling, thorough aging, cleanliness in handling the goods, and a motto that is lived up to—"I always do what I say I will do," HAVE PUT THE ROSE BRANDS HIGH IN THE ESTIMATION OF THE PUBLIC.

Randolph Rose
 PRESIDENT

R. M. Rose Co., Distillers
 Chattanooga, Tenn. Jacksonville, Fla.



30. [Whiskey] 1910s Cincinnati Whiskey Price Current Subscription Card. Card. 3.5"x6.5". Minor soil, some wear. [47853] \$15

Only \$1.00 For One Year's Subscription
 Issued Twice a month

Reasons why every Distiller, Wholesale Liquor Dealer, and their representatives, should subscribe to

The Cincinnati Whiskey Price Current
 (RED COVER)

- 1st.—It contains a "Review of the Market", and suggestions that we can offer to our readers, based upon the true conditions of the market.
- 2nd.—It publishes prevailing quotations on the various standard brands of Eastern and Western manufacture, (Rye and Bourbons).
- 3rd.—It furnishes correct tables of State, County and City Taxes as charged by the Kentucky Distilleries.
- 4th.—It shows the proper method of invoicing bonded whiskey—both Eastern and Western products.
- 5th.—It shows the cost of carrying whiskey in bond at various periods, for the full 8 years.
- 6th.—It gives the rate of insurance per \$100.00 on all bonded warehouses—East and West.
- 7th.—It tells the Distillery and District numbers of the different distilleries, and where they are located.
- 8th.—It shows the amount of evaporation allowed by the Government, as well as what it will cost to tax-pay whiskey, at different bonded prices.
- 9th.—It contains a Code for telegraphing—the most comprehensive for the whiskey business.
- 10th.—It shows the brands that are Bottled-in-Bond.
- 11th.—It is published regularly on the 10th and 25th of each month, and
- 12th.—It publishes only Standard Distillers' Brands.

It has taken time and money to secure the above information, which you can obtain from no other similar publication, and we present it all to you through the medium of **THE CINCINNATI WHISKEY PRICE CURRENT**, (red cover) for the small sum of \$1.00 per annum.

—REMIT TO—
WILLIAM C. BILES & CO., Publishers,
 313 Vine Street,
 (Burnet House Block.) Cincinnati, O.

31. [Whiskey] Vintage Airport Straight Whiskey Boston Distiller Label. One of the more famous whiskey labels. Even in those days many people needed a shot or two to get on the airplane. Label. 3.75"x3". Near fine. [48064] \$10

AIRPORT
 90 PROOF



STRAIGHT WHISKEY

ALC

BOTTLED BY
THE AMERICAN LIQUOR COMPANY,
 BOSTON, MASS.

W-1-2 R-20



32. [Wine Trade Cards] **Victorian Printer Sample Trade Card for Wine Dealer.** A handsome sample trade card for wine dealers featuring a bottle which clearly contains champagne, but is labeled “wines / liquors”. This does not inspire confidence in their clientele. Card. 4.5”x2.7”. Minor soil. [48062] \$15

33. [Wine Labels] **1891 French Wine Label Printer Chromo Trade Card.** An attractive trade card for A. Gue Fils of Poitiers, “Imprimeur - Etiquettes & Tableaux de Luxe Affiches Chromo - Tableaux Transparents - Collection Complete d'Etiquettes Passe -Partout - Envoi Franco d'Albums Echantillons sur Demande” (Printer - Labels and deluxe placards - Chromo-transparent placards — complete collection of labels - we send free sample albums on request). The illustration shows a group of neatly-dressed young artisans preparing wine labels / bottles for shipping. Card. 6”x4”. Minor soil, light wear, slight crease, minor clear glue residue and one adhesion spot loss to text on the back. [44012] \$60





That's All, Folks!