



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Warshaw Collection of Business Americana Subject Categories: Whiskey, Liquor, and Spirits

NMAH.AC.0060.S01.01.Whiskey

Nicole Blechynden

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Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
Business Number: Phone: 202-633-3270
Fax Number: Fax: 202-786-2453
archivescenter@si.edu
<https://americanhistory.si.edu/archives>

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Whiskey, Liquor, and Spirits
Date:	1743-1963 (bulk 1846-1962)
Identifier:	NMAH.AC.0060.S01.01.Whiskey
Creator:	Warshaw, Isadore, 1900-1969
Extent:	7.38 Cubic feet (consisting of 12 boxes, 2 folders, 11 oversize folders, 1 map case folder, 3 boxes (1 full, 2 partial), plus digital images of some collection material.)
Language:	English .
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Accounting and Bookkeeping</i> forms part of the Warshaw Collection of Business Americana, Subseries 1.1: Subject Categories. The Subject Categories subseries is divided into 470 subject categories based on those created by Mr. Warshaw. These subject categories include topical subjects, types or forms of material, people, organizations, historical events, and other categories. An overview to the entire Warshaw collection is available here: Warshaw Collection of Business Americana
Digital Content:	Image(s): Whiskey, Liquor, and Spirits: 1743-1963

Administrative Information

Acquisition Information

Whiskey, Liquor, and Spirits is a portion of the Business Ephemera Series of the Warshaw Collection of Business Americana, Accession AC0060 purchased from Isadore Warshaw in 1967. Warshaw continued to accumulate similar material until his death, which was donated in 1971 by his widow, Augusta. For a period after acquisition, related materials from other sources (of mixed provenance) were added to the collection so there may be content produced or published after Warshaw's death in 1969. This practice has since ceased.

Forms Part Of

Forms part of the [Warshaw Collection of Business Americana](#) .

- [Series 1: Business Ephemera](#)
- [Series 2: Other Collection Divisions](#)
- [Series 3: Isadore Warshaw Personal Papers](#)
- [Series 4: Photographic Reference Material](#)

Processing Information

In 2016, with funding provided by the Smithsonian Institution's Collections Care and Preservation Fund, the Archives Center at the National Museum of American History implemented the use of minimal level processing standards to increase information about and facilitate access to more of our collections.

For this subject, minimal processing included arrangement to the folder level, based on prior processing and preservation action, with retention of the pre-existing arrangement when possible, if applicable. Otherwise, an order was imposed by the Processing Archivist. Some materials were consolidated to eliminate excess bulk but items within folders were not arranged further. The guide may or may not include a more refined list of folder contents. Nonarchival housing was replaced for long-term stability, but staples and other fasteners have not all been removed.

The name of this subject category was modified from "Whiskey" to "Whiskey, Liquor, and Spirits" to better reflect the content.

Minimal level processing and machine-readable finding aid completed by Nicole Blechynden, September 2016.

Preferred Citation

Warshaw Collection of Business Americana Subject Categories: Whiskey, Liquor, and Spirits, Archives Center, National Museum of American History, Smithsonian Institution

Restrictions

Collection is open for research. Some items may be restricted due to fragile condition.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Scope and Contents

In 1953, Warshaw launched a year-long collecting campaign, soliciting material on whiskey and wine. He expanded this effort to also include items related to the drinking habit of notable persons. This category was originally labeled "whiskey" but has been retitled as the content covers a wide variety of distilled beverages, spirits, liquors, liqueurs, and hard alcohol.

The bulk of the content is print material in the form of advertising, circulars, price lists, marketing and promotional items with also a sampling of business records consisting of transactional documents such as receipts, invoices, correspondence, and import/export paperwork. Some bottle labels and a couple of packaging examples are present, as are drink recipe booklets and entertainment/pairing guides. Only a small portion of this series covers regulatory aspects such as licensing and taxation, including a *Prohibitionists' Text-Book* from 1880. The rich volume of advertising provides much in the way of visuals regarding the culture of drinking and entertainment through several 19th and 20th Century eras.

The Warshaw Survey Campaign Records series provides insight to his collection building strategy. Samples of his outbound solicitations exist and to a greater extent, the inbound replies help demonstrate his process and some of the relationships he had with institutions, businesses, and individuals. Of particular note are some of the anecdotal responses, plus several essays and memoir pieces related to the effects of alcohol consumption; not always positive, not always negative.

See also *Warshaw Collection of Business Americana, Series 2: Other Collection Divisions, Liquor & Wine Labels and Advertisements*, 1893-1905, which contains two additional boxes of scrapbooks filled with printed advertisements, dealers' receipts, labels and drink recipe books.

Arrangement

Whiskey, Liquor, and Spirits is arranged in five subseries.

- Business Records and Marketing Material
 - Genre
 - Subject
 - Warshaw's Whiskey and Wine Survey and Collecting Campaign Records
 - Oversize Material
-

Brand Name Index

The following is a list of brand names for various alcoholic beverages and related names that appear on this list is a compilation of those found on materials in the vertical document boxes. It is not a complete list of all the brand names for whiskey.

Brand Name Index:

Brand Name: Manufacturer

Adam Schneider's Dutch: Seagram Distillery

Alleghany: Phoenix Mills Dist.Co.

Ambassador: Taylor & Ferguson

Ancestor: John Dewar & Sons

Anderson Co. Club: Phoenix Mills Dist. Co.

Angostura Bitters: Philip Goldberg

Antiquary: Jas. Hardie

Apry: Schieffelin & Co.

Arkansas Traveler: Seagram Distillers

B & B: Wright & Taylor

Bailey' s: Huey & Christ

Banquet: Ginter Co.

Barton: Revere Distilling Co.

Bay State: Revere Distilling Co.

Beechwood: Applegate & Sons

Beefeater: Kobrand Corp.

Big Cat: General Distillers Corp.

Black & White: Fleischmann Dist.

Black Warrior, The: Seagram Distillers

Blue Blood Club: Kentucky Liquor Co.

Blue Ribbon: Altschul Distilling Co.

Bombay: A. M. Penrose

Bond & Lillard: W.H. McBrayer

Bonnie Brae: Cobb Hersey Co.
Bos: Pease Son & Co.
Bottoms Up: Brown-Forman Distillery Co.
Briar Mint: Cincinnati Distillers
Briar Mint: General Distillers Corp.
Brunswick Club: H.& H.W. Catherwood
Buckingham: Venable & Heyman
Burks Spring: Thos. L. Smith & Sons
Cabinet: Woodrow & George
Canadian Club: Hiram Walker & Son
Cap'n Jack: Cincinnati Distillers
Carioca : Schenley Co.
Carstairs : Stewart Distilling Co.
Cedar Brook: Wm.H. McBrayer
Cedar Valley: Weideman, Holmes & Co.
Cee Bee Sloe Gin : Cook & Bernheimer Co.
Celery: Cook & Bernheimer Co.
Chartreuse: Shieffin & Co.
Cherry Heering : Schenley Import Co.
Chivas Regal: General Wine & Spirits Co.
Churchill 88 : Fleischmann Distilling Corp.
Clover Club : Boyle & McGlenn
Club, The : G.F. Heublein & Bros.
Club House: M. Shaughnessy & Co.
Cold Spring Jockey Club: John Kissel & Son
Commodore : J. Brown & Co.
Commonwealth Club : Cobb Hersey Co.
Corby's: Jas. Barclay & Co.
Cordon Bleu : Martell
Coates Plymouth : Schiefflin & Co.
County Chairman : General Distillers Corp.
Courvoisier : W.A. Taylor & Co.
Crcaker Jack : General Distillers Corp.
Creme Yvette : Sheffield Co.
Cuckoo: Rex Distilling Co.
Cutty Shark : Berry Bros . & Rudd Ltd.
Dekuyper: National Distillers Products
Dewey's Victory : A.B. Sheaffer
Dews of Erin : Cobb Hersey Co.
D.J.A.: David & John Anderson Ltd.
D.O.M. Benedictine: Julius Wile Sons
Drambuie : W.A.Taylor & Co.

Drip Rock : Cold Spring Distilling
Duff Gordon : Munson G. Shaw Co.
Eagle Liqueur : Rheinstrom Bros .
Early Times: Brown-Forman Distillery
Gold Dust: A.R. Champney Co.
El Bart : Camberwell Distillery
Embassy Club : Continental Distilling
Empire Club: G.F. Coshland & Co.
Everett Spring : Cobb Hersey Co.
Fairfax County : Austin, Nichols & Co.
Fairview : Schmidt & Ziegler, Ltd.
Fellsglen : John E. Fells
Fenbrook: Charles S. Gove Co.
Fig Rye : F. Madlener
Four Roses : Frankfort Distilleries
Fulton : Myers & Co.
Fundador : Canada Dry Import Co.
Gair Loch : Stromness Dist. Co.
Galliano: McKesson & Robbins
Gaston Fontaine's : Cobb Hersey Co.
Geneva: United Dist. Co.
George Mills : Woodrow & George
Geyser: Peoples Distilling Co.
Gilbey's Gin: National Distillers Products
Gold Fax: Clune & Torpy
Golden Seal: W. Scott Gillespie
Golden Truth: Despres Distilling Co.
Grand Marnier: Carillon Importers Ltd.
Grant 63: Revere Distilling Co.
Grandpa's Delight: Pembroke Distilling Co.
Grant's Stand Fast: Austin, Nichols & Co.
Green River: McCulloch
Greensboro: Cobb Hersey Co.
Grouse: Seggerman Slocum
Harrisville: Cobb Hersey Co.
Harvest Home: Seagram Distillers
Hazel Dell: Rheinstrom Bros.
Heather Blossom: B.H.R. Distilling Co.
Hennessy: Schieffelin & Co.
Hillside: Steinhardt Bros. & Co.
Hine Cognac: 21 Brands Inc.
Hoffman House: P.H. Hamburger

Holland Process: Rosenberger Bros.
Home Comfort: Max Stiner & Co.
House of Lords: Wm. Whitely & Co.
House of Lords: W.A. Taylor & Co.
Hunter: Wm. Lanaham & Sons
Imperial: Hiram Walker & Sons
Inverness Club : J.W. Cheesman Co.
Irish Mist: Munson G. Shaw Co.
Jackson Club : O'Bryan Bros.
Jefferson: Seagram Distillers
Jessie Moore : General Distillers Corp
Joel Hill: Woodrow & George
Jockey Club: Excelsior Distilling Co.
J. & F. Martell's Brandy: G.S. Nicholas & Co.
Kenton Belle: Simon Kenton Co.
Kentucky Favorite: United Dist. Co.
Kentucky Gentleman: Barton Distilling Co.
Kentucky Nectar: General Distillers Corp
Kentucky Tavern: Glenmore Distillers
Keuka Club: O'Dea Home Supply Co.
Keystone: Wm. H. Graham & Co.
Kilty: R. Thorne & Sons, Ltd.
King: Brown-Forman Distillery
King's Ransom: Edradour Distillery
King's Ransom: Wm. Whitely & Co.
Kuban: General Distillers Corp
Laganda Club: Altschul Distilling Co
Lampighter: J. & W. Nicholson Co.
Latonia Club: Sheldon Co.
La Rojena (Jose Cuervo): Young's Market
Lechmere : Doyle, F.M. & Co.
Lemon Hart : Julios Wile Sons
Lick Run : General Distillers Co.
Lindenwood : Spiess & Bachenheimer
London Dry : Sir Robert Burnett & Co
London Gin: Wm. Reed
Lorraine Club : Felix Coblenz & Co.
MacNaughton : Schenley Co.
Maker's Mark: Star Hill Distilling Co
Mammoth Cave Springs : Seagram Distillers
Manhattan Club : Mac Stiner & Co.
Maryland Club : John Belt & Co.

Mentor: Ginter Co.
Monitor : J.C. Childs & Co.
Mosaic: People's Distilling Co.
Mount Vernon : Cook & Bernheimer
Mount Vernon : Mannis Distilling
Mouquin: Austin, Nichols & Co.
Myers: General Wine & Spirits Co. Thos. Smith Co.
M & Z: Thos. Smith Co.
Nectar: Woodrow & George
Nelson County : Wm.S.Turner Dist.Co.
Novena : Rheinstrom Bros.
Number 30 : General Distillers Corp.
O.F.C.: Geo. T. Stagg Co.
O.F.C. : Schenley Co.
Old Amor Rye : H.W .Huguley Co.
Old Angus : Train & Mcintrye, Ltd.
Old Anvil : General Distilleries Corp.
Old Benton : Excelsior Distilling C
Old Boone: Wm.S.Turner Dist.Co.
Old Charter : Wright & Taylor
Old Chuck: General Distilleries Corp.
Old Crow: Hermitage Distillery
Old Crow: H.B.Kirk & Co.
Old Elk: Stoll, Vanatta & Co.
Old Fitzgerald : Stitzel-Wellwe Distillery
Old Forester: Brown-Forman Distillery Co.
Old Goodenough : United Distributing Co.
Old Grain Belt: Pure Food Dist. Co.
Old Grist Mill: John F.Gillespie
Old Hickory Hollow: Wm. S.Turner Dist.Co.
Old Homestead : Seagram Distillers
Old Home Still : Sheldon co. Cocktail
Old Hundred: Wm.S.Turner Dist.Co.
Old Judge : Altschul Distilling Co.
Old Lanark : York Distilling
Old Maid : Irene Parker Co.
Old Maysville : Manufacturer Unknown
Old Minden : Revere Distilling
Old Pilgrim: Revere Distilling Co.
Old Prentice: J.T.S.Brown & Sons
Old Pugh : R.S.Strader & Son
Old Rampart: General Distillers Corp.

Old Richmond : Thos. L. Smith Co
Old Rip : J.C. Childs & Co
Old Saratoga: Rosskam, Gerstley & Co.
Old '67 Rye: Wm.S.Turner Dist. Co
Old Star : A & G J.Caldwell
Old Talent: Cobb Hersey Co
Old Time: John N.Thomas & Co.
Old Tom: Wm.Reed
Old Tom Gin: DuVivier & Co.
Old Underroof: Chas.Dennehy & Co
Old Valley: Woodrow & George
Owl Club : Wm.S.Turner
Oxford : Simon Kenton Co.
Paddy: Cork Distributer
Paddy: York Distilleries
Paddy: Austin, Nichols & Co
Paul Jones: Frankfort Distilleries
Perfection: D.& J. Mc Callum's
Pernod: Julius Wile Sons
Pilgrimage : W.H.McBrayer
Pioneer, The : Seagram Distillers
Pimm's Cup: Julius Wile Sons
Pointer : Gottschalk Co.
Pot Still Gin : Milshire
Prince Hurbert Polignac : Dennis & Hippert
Private Stock : Cincinnati Distillers
Queen Louise: Rose City Importing Co
Ramshead : Hannah & Hogg
Red Top Rye: Ferdinand Westheimer & Sons
Remy Martin: Renfield Importers Ltd
Richwood: W.H. McBrayer
Robin Olg: Geo. Beer & Son
Rock Hill : Wm.S.Turner
Rock Spring : Dudley P.Ely
Rock & Rye: Sheldon co.
Rogers: United Distributing Co
Ronrico: General Wine & Spirits Co
Rose Annoo: Henry Hollander
Rosebud : Applegate & Sons
Rose Wood : General Distillers Corp.
Royal Club: John N.Thomas & Co.
Secrestat Bitters: G.S.Nicholas & Co.

Sheridan Club: Despres Distilling Co
Silver Lake: Seagram Distillers
Silver Thistle: Hannah & Hogg
Stag: A.M. Bininger & Co
Stand Fast : Grant's
Standard: Steinhardt Bros. & Co.
Sterling: Steinhardt Bros, & Co.
Storm King : J.C. Childs & Co.
Strega: Canada Dry Imprt Co.
Summerfield: Cobb Hersey Co.
Sunbeam: Cobb Hersey Co
Sunny Valley: Revere Distilling Co.
Susquehanna: W.H. McBrayer
Swan Gin : Ferd.Ruttman & Son
Sweet Home : Altschul Distilling Co
Tea Kettle: W.H.McBrayer
Tia Maria: W.A.Taylor & Co.
Trimble: White, Hentz & Co.
Tullamore Dew : Munson G.Shaw Co.
Upper Ten : H.& H.W Catherwood
Usher's Whiskey: G.S.Nicholas & Co.
Virginia Gentleman: Austin, Nichols & co.
Waterfill & Frazier: W.H. McBrayer
Whipple Creek: General Distillers Corp
White Dove: Revere Distilling Co.
White Label : John Krissel & Son
White Label : John Dewar & Sons
White Lily: Cobb Hersey Co.
White Horse : Mackie & Coy
White Seal : Carstairs
Wild Cat: Seagram Distillers
Wolf Creek: Frankfort Distilleries
Woodland : Crigler and Crigler
w.w.w : Angela Myers

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Alcohol
Alcoholism

Bars (Drinking establishments)
Beverages
Beverages -- 20th century
Beverages -- advertising -- 1940-1990
Consumer goods -- Catalogs
Dining
Distilleries
Drinking behavior
Drinking of alcoholic beverages -- Law and legislation
Food
Labels -- Alcoholic beverages
Labels -- Design
Medicine
Restaurants
Restaurants -- United States
Retail trade
Taverns (Inns)
Trade associations
advertising -- Alcoholic beverages
advertising -- Beverages

Types of Materials:

Advertisements
Advertising
Advertising cards
Advertising fliers
Advertising mail
Beverage labels
Business cards
Business ephemera
Business letters
Business records
Caricatures
Catalogues
Commercial catalogs
Commercial correspondence
Correspondence
Ephemera
Illustrations
Instructional materials
Invoices
Labels
Legal documents
Legislation (legal concepts)
Letterheads
Mail order catalogs
Manuals
Manufacturers' catalogs
Menus
Menus -- 1940-1950
Menus -- 20th century
Menus -- 21st century

Periodicals
Print advertising
Printed ephemera
Publications
Publications -- Business
Receipts
Recipes
Sales catalogs
Sales letters
Sales records
Signs (declaratory or advertising artifacts)
Trade cards
Trade catalogs
Trade literature

Container Listing

Business Records and Marketing Material, circa 1774-1964 (bulk 1850-1920)

Scope and Contents: No comprehensive business records exist within these files but folders may contain a random sampling of financial and transactional documents, legal papers, correspondence, or promotional and advertising material related to the alcohol industry. Merchants, vendors, wholesalers, distributors, as well as producers are represented in these records.

Arrangement: Records and materials are foldered alphabetically by company, proprietor, or last name of a principal person identified, which may be either the recipient or the sender in the case of correspondence or generic receipts. Items containing no readily identifiable names, by omission or illegible, are in the *Miscellaneous* file.

Note: Multiple companies and names may appear on some materials, including but not limited to: business, proprietor, agents, distributors, dealers, customers, importer/exporter, etcetera. In general, the most visibly prominent name was selected for filing purposes, else, the first legible name was used. Researchers are advised to look under the appropriate folders for any potential party that might be named on a document. See also other portions of this category for relevant material, for example: the *Business Records and Marketing Material* series for a particular distillery and also the *Genre, Advertisements, Alcohols and Mixers* series for the brand(s) they produced.

Box 1, Folder 1 A, circa 1870-1948

Box 1, Folder 2 B, circa 1842-1957

Box 1, Folder 3-4 Brizard, Marie and Roger, circa 1880-1898
Notes: Represented by T.W. Stemmer and Company.

Box 1, Folder 5 C, circa 1859-1915

Map-folder 4, Drawer
11, Folder 4 Clarke, H. and Sons
Notes: Promotional posters.

"Virginia", 1910

"Pure as the Lily", undated

Box 1, Folder 6 D, circa 1834-1910

Box 1, Folder 7 Decker, Chas M. and Brothers, circa 1908-1912

Box 2, Folder 1 E, circa 1857-1912

Box 2, Folder 2 F, circa 1859-1924

Box 2, Folder 3 G, circa 1774-1912

Map-folder 4, Drawer 11, Folder 4	Graves and Sons, circa 1895 Notes: Circular price list.
Map-folder 4, Drawer 11, Folder 4	Grommes and Ullrich's Rye, undated Notes: Poster.
Box 2, Folder 4	H, circa 1830-1943
Box 2, Folder 5	Hayner Distilling Company, circa 1894-1916
Box 2, Folder 6	Huguley, H.W. and Company, circa 1910
Box 2, Folder 7	I-L, circa 1750-1963
Map-folder 4, Drawer 11, Folder 4	Kenton, Simon and Company, undated Notes: Circular price list, with also advertisements for guns and watches.
Box 2, Folder 8	M, circa 1792-1915
Box 2, Folder 9	McConihe and Company, circa 1880-1885
Box 2, Folder 10	N, circa 1871-1903
Box 2, Folder 11	Nicholas, G.H. and Company, circa 1901-1912
Box 2, Folder 12	O, circa 1872-1912
Box 3, Folder 1	Old Crow, circa 1953-1960 Notes: Contains press releases with undated historical photos of persons, operations, and artwork related to the distillery and its operations. News clippings. Plate depicting a sketch of H.B. Kirk, bottler of Old Crow (undated).
Map-folder 4, Drawer 11, Folder 4	Hermitage Distillery, undated Notes: Poster of facility operated by W.A. Gaines and Company, producers of Old Crow.
Box 3, Folder 2	P, circa 1790-1964
Box 3, Folder 3	Park and Tilford, circa 1875-1915
Box 3, Folder 4	Q-R, circa 1847-1961
Box 3, Folder 5	Revere Distilling Company, undated
Box 3, Folder 6	S, circa 1798-1915 Notes: For Stemmler, Theodore W., see Brizard, Marie and Roger.

Box 3, Folder 7	Sallentine, Christian, circa 1874-1873
Box 3, Folder 8	Seagram, House of, circa 1955-1962
Oversize 207, Folder 2	Seagram Promotional Art Prints and Stamps, undated Notes: Contains five color wildlife prints marked S.510.07-12 and one sheet of <i>A Salute to the 48 States...."America's Finest"</i> color, novelty stamps (undated).
Map-folder 4, Drawer 11, Folder 4	Silver Leaf Whiskey, 1907 Notes: Poster, "A Lady of Quality".
Box 3, Folder 9	Sunny Brook Distillery, 1901-1903
Box 3, Folder 10	T, circa 1856-1937
Box 3, Folder 11	Taylor, E.H. and Sons, 1890
Box 3, Folder 12	Thomas, W.H. and Son, 1891
Box 3, Folder 13	U-V, circa 1858-1907
Map-folder 4, Drawer 11, Folder 4	United Distillers, 1916-1953 Notes: Collage affixed to green cardstock poster of pre-prohibition labels, price list, and 1953 letter sent by N. Tully Semel, President..
Box 3, Folder 14	W, circa 1867-1924
Box 4, Folder 1	Wilson Distilling Company, circa 1899-1917
Map-folder 4, Drawer 11, Folder 4	Pocket Atlas, 1942
Map-folder 4, Drawer 11, Folder 4	Standing Display Advertisement, 1939
Box 4, Folder 2	X-Z, 1904-1907 Sales, Pocket Notebook, 1890 Notes: Contains handwritten transactional entries plus affixed drug store and pharmacist labels.
Box 4, Folder 3	Miscellaneous, Business Records, circa 1837-1906 Notes: Company and/or name is omitted or not readily legible.
Box SUPP 35, Folder 1	Miscellaneous Business Records and Marketing Material, 1818, undated Notes: One letter, plus a catalogue, trade cards, fliers, and a cocktail recipe card.

Box 4, Folder 4	Miscellaneous, Freight and Shipping Related, circa 1856-1910
	Import/Export, circa 1800-1930 Notes: Due to the combined nature of Warshaw's original collecting campaign and the propensity of importers to purchase a variety of goods from abroad, these records contain the shipping and customs documents of both <i>Whiskey, Liquor, and Spirits</i> and <i>Wine</i> . Other goods may also be listed in the documentation.
Box 4, Folder 5	Early 1800s, 1803-1839
Box 4, Folder 6	1840s, 1840-1849
Box 4, Folder 7	1850s, 1850-1859
Box 4, Folder 8-9	1860s, 1860-1869
Box 5, Folder 1-2	1870s, 1870-1879
Box 5, Folder 3-4	1880s, 1880-1889
Box 6, Folder 1	Declaration to Invoice, Almeria, 1886 Notes: Andalusia, Spain. United States Consulate documentation.
Box 6, Folder 2-3	1890s, 1890-1899

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Genre, 1743-1966 (bulk 1865-1966)

Advertisements

Notes: See also Oversized series.

	Alcohols and Mixers, circa 1743-1966 (bulk 1890-1962) Notes: Tear sheets, magazine clippings, and other advertising pieces are organized based on alcohol type. Well-known brands have been noted when present but other brands may be represented in each folder as well.
Box 6, Folder 4	Absinthe, undated circa 1960 Notes: Brands: Pernod.
Box 6, Folder 5	Bitters, circa 1875-1959 Notes: Brands: Angostura; Campari; Underberg.
Box 6, Folder 6	Brandy, Cognac, circa 1900-1962, 1864 November , 1743 June

Notes: Brands: Coronet; Courvoisier; Funador; Hennessy; Martell; Remy Martin. Clipping advertising sugar brandy dated June 1743 affixed to card. Auction catalog for brandies dated November 1864.

Box 6, Folder 7

Gin, circa 1890-1962

Notes: Brands: Beefeater; Bombay; Booths; Burnett; Coates; El Bart; Fleischmann's; Gordon's; Lamplighter; Plymouth; Swam.

Box 6, Folder 8

Liqueurs and Cordials, circa 1892-1962

Notes: Brands: Benedictine, Chartreuse, Cherry Heering, Creme Yvette, Contreau, Drambuie, Grand Marnier, Irish Mist, Liqueru Strega, Mextaxa. Also includes coffee-flavored, mint-flavored, plus cordials and flavored brandies.

Box 7, Folder 1

Liqueurs and Cordials, circa 1892-1962

Notes: Same as above.

Box 7, Folder 2

Non-Alcoholic Mixers, circa 1942-1960

Notes: Brands: 1-2-3 Mixer; Holland House Gimlet Mix; Rose's; Schweppes.

Box 7, Folder 3

Premixed Cocktails, circa 1893-1915

Notes: Brands: Pimm's; Gold Lion Cocktails. Includes a significant number of magazine ads for Club Cocktails.

Box 7, Folder 4

Rum, circa 1958-1962

Notes: Brands: Bacardi; Medford; Myers; Ronrico.

Box 7, Folder 5

Rye, circa 1890-1915

Notes: Brands: Barrett's; Hunter (see also Business Records series "L" for Lanahan, William and Son); Old Overholt; Pearl Wedding; Red Top; Rock and Rye (alt: Rye and Rock); Roxbury; W.W.W. (Where When What).

Box 7, Folder 6

Tequila, circa 1960

Notes: Brands: Arandas; Jose Cuervo.

Box 7, Folder 7

Vodka, circa 1962

Notes: Brands: Fleischmann's; Gilbey's; Samovar; Smirnoff; Wolfschmidt.

Whiskey and Whisky

Notes: Includes bourbon. See also *Rye*.

United States

Box 7, Folder 8

Region Unidentified, undated

Box 7, Folder 9	Southeast, circa 1840-1962 Notes: States represented are Kentucky (folded separately), Tennessee, Florida, North Carolina, South Carolina, Louisiana, Virginia, Maryland. Brands include but are not limited to Old Maryland Dutch Whiskies; Jack Daniels; Mountain Corn, Duffy's Malt Whiskey. Items of note: Southern Advocate news clipping from December 3, 1840 advertising 50 barrels of Tennessee Rectified Whiskey. Duffy's Malt Whiskey, a brand widely acknowledged for false advertising claims, especially in regard to its medicinal benefits.
Box 7, Folder 10	Kentucky, circa 1870-circa 1962 Notes: Includes a card mounted B&W photograph of 110th Street, NYC with Jas E. Pepper advertisement visible on wall.
Box 8, Folder 1	Kentucky, circa 1870-circa 1962 Notes: Same as above.
Box 8, Folder 2	Northeast, circa 1865-1962 Notes: States represented: Pennsylvania, New York, New Jersey, Rhode Island.
Box 8, Folder 3	Midwest, circa 1870-1945 Notes: States represented: Minnesota, Michigan, Missouri, Illinois, Ohio, Kansas.
Box 8, Folder 4	Pacific, circa 1890 Notes: States represented: California, Washington.
Box 8, Folder 5	Canadian, circa 1948-1961
Box 8, Folder 6	Irish, circa 1901-1962 Notes: Brands: Comber; John Power and Son; John Jameson; Old Bushmills; Paddy; Tulamore.
Box 8, Folder 7	Scotch, A-I, circa 1893-1962 Notes: Brands include but are not limited to: Ambassador, Antiquary; Ballantine's; Bell's 12; Black & White; Chivas Regal; Cutty Sark; Dawson's; Dewar's; Famous Grouse; Grant's; Haig; House of Lords; Hudson's Bay.
Box 8, Folder 8	Scotch, J-Z, circa 1893-1962 Notes: Brands include but are not limited to: J & B (Justerini and Brooks); Johnnie Walker; King's Ransom; Martin's; Old Maid (Parker's, a booklet); Old Smuggler; Spey Royal; Teacher's; Usher's; VAT 69; White Horse.

Oversize 69, Folder 2	Oversized Whiskey and Whisky, circa 1900-1953 Notes: Brands: The Pioneer; Seagram's Seven; Grant's; Kessler's; Johnnie Walker; Teacher's; Timble; Dewar's; Old Crow; Hunter; John Jameson; White Horse.
Box 9, Folder 1	Multiple Products and Brands Appearing, circa 1865-1962 Notes: Tearsheets from magazines containing ads for more than one alcohol type or brand. Also includes Mr. Boston and 21 Brands, Inc.
Oversize 69, Folder 3	Multiple Products and Brands Appearing, circa 1899-1906 , undated Notes: Brands: Walden and Co.; French Cherry-Drip; Bailey's Pure Rye; St. Thomas Virgin Island Double Distilled Bay Rum; Booth's; Fine Old Tom; Girl; B&S; Peerless D.D. Rye Gin.
Oversize 206, Folder 1-2	Multiple Products and Brands Appearing, circa 1880-1966
Other Advertisements	
Box 9, Folder 2	Dining and Drinking Establishments, circa 1833-1959
Box 9, Folder 3	Industry Trade Cards, A-L, undated
Box 9, Folder 4	Industry Trade Cards, M-Z, undated
Box 9, Folder 5	Images, circa 1880-1915 , undated Notes: See also <i>Oversized</i> series.
Map-folder 4, Drawer 11, Folder 4	"Stag Party", undated Notes: Illustration on board. Note: damaged, broken with also additional cracks.
Box 9, Folder 6	Instructional Guides, circa 1876-1892 Notes: Covering: mead, compounding, making scotch whisky, and the Cushing Process.
Box 9, Folder 7	Intellectual Property, 1942 December 16, 1876-1962 Notes: Materials related to patents, trademarks, etc. Includes a typed note to James Madison, NY from G. Fred Orphal, NY seeking a copy of the Police Gazette circa 1895/6 to substantiate the claim his brother had submitted the recipe and received \$10; Seagram v. Seagar trademark suit, 1959-1962. Savalle's System. Old St. Croix. L. Furlanud and Company. Holtz and Feystedt. Van Den Bergh and Company. Hinds. Park and Tilford. Green River. Old Charter. Wright and Taylor. Sam Thompson.
Box 9, Folder 8	Labeling and Packaging, circa 1880-1905

	Notes: See also <i>Oversized</i> series.
Map-folder 4, Drawer 11, Folder 4	Weil, Sam N and Company, undated Notes: Round barrel label for Sterling rye.
Box 9, Folder 9	Party Hosting Guides, circa 1940-1960
Box 9, Folder 10	Price Lists and Trade Directories, circa 1864-circa 1966 Notes: Includes a copy of the <i>1940-41 Red Book Directory and Beverage Media Metropolitan Edition</i> (1966). See also <i>Oversized</i> series.
Box 10, Folder 1-2	Price Lists and Trade Directories, circa 1864-circa 1966
	Sign, Sachs Malt Whiskey, undated Notes: Metallic. Green, black, and gold. In enclosure with tab INV 80 80572 Z91.

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Subject, circa 1798-1962 (bulk 1890-1962)

Box 10, Folder 3	Addiction Remedies, 1895, undated Notes: Note: two pamphlets which have been removed for display in the After Hours Program (as of November 10, 2015).
Box 10, Folder 4-5	Drink Recipes, circa 1916-1963 Notes: Loose sheets and booklets, one bound volume <i>Jack's Manual</i> (1916). See also <i>Oversized</i> series.
Box 10, Folder 6	Drinking Habits, Effects of, 1890-1955
Box 10, Folder 7	Humor and Stories, circa 1897-1960 Notes: Trivia, humor, stories, jokes, four <i>Items of Merit</i> booklets. Two small books, illustrated by George Cruikshank titled <i>Gems of Art: The Gin-Shop</i> and <i>Martin's Vagaries: Being a sequel to "A Tale of a Tub"</i> .
Box 10, Folder 8	Industry and Beverage History, 1911-1935
Box 11, Folder 1	Medicinal Use, circa 1890-1904 Notes: Ads, circulars, lists of dealers, labels, chemical analysis results, booklet in French on therapeutic applications of fermented raisins (1904). Some material includes Duffy's Malt Whiskey health benefit claims.
Box 11, Folder 2	Prohibition, 1880-1919 Notes: Four small, bound volumes titled: <i>The Prohibitionists' Text-Book</i> (1880); <i>American Prohibition Yearbook for the Campaign of 1912</i>

(1912); *After the Town Goes Dry* (1919); *The Sweet and Dry* (1919).
See also propoganda in Oversized series.

	Regulation Notes: Covering regional, state, and federal licensing, permits, and taxation.
Box 11, Folder 3	Dealers, Associations, Media, circa 1835-1953 Notes: Some materials reference prohibition and temprance. 1883 Dealer's Handbook. 1884 Mida's Hand-book.
Box 11, Folder 4	Federal, Miscellaneous, 1798 February 14, 1890 September 12 , 1798-1900 Notes: Correspondence on Office of the Attorney General (1900 July 9) and House of Representatives U.S. (1890 September 12) letterhead. A Bill to Alter the Manner of Making Entry of Stills (1798 February 14).
Box 11, Folder 5	Federal, United State Internal Revenue Service (IRS), circa 1862-1933 Notes: Contains correspondence, licenses, publications, stamps, forms (blank). See also Oversized series.
Box 11, Folder 6	Municipal and State, 1800-1956 Notes: Contains correspondence, excise information, tax collection, licenses, publications, stamps, forms, applications, inspection logs. States represented: Oregon, New York, Pennsylvania, Kentucky, Illinois, New Hampshire, Michigan, Massachusetts.
Box 11, Folder 7	Tax Guides, 1863 March, 1895 February
Box 11, Folder 8	Trade Associations and Industry Events, circa 1869-1956 Notes: Annoucements, registration form, program, circulars, handwritten display setup instructions.
Box 11, Folder 9	Toasts, circa 1902-circa 1910, undated Notes: Napkins, cards, small bound volumes. See also <i>Oversized</i> series.
Box 12, Folder 1	Toasts, circa 1902-circa 1910, undated Notes: Same as above.

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Warshaw's Whiskey and Wine Survey and Collecting Campaign Records, circa 1952-1962

Scope and Contents: These documents provide insight on Warshaw's collecting strategies and habits and the types of institutions, businesses, and individuals he approached. Contains survey announcement circulars and related correspondence. Some content submissions were kept with the correspondence and were not integrated into the core of the category material.

Box 12, Folder 2	Campaign Materials and Memo Replies, 1952-1953
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	Notes:	Circulars, planning notes, marketing lists, bibliographies, blank memo sheets. Many samples of memo sheet campaign asks with returned replies.
Box 12, Folder 3-4	Correspondence, 1952-1962	
	Notes:	Response cards, empty envelopes, and letters from campaign respondents. Correspondence may have inclusions such as company histories (Hiram Walker) and essays (<i>Folk Tales of Northumberland County Inn, in Olden Days</i> by Henry W. Shoemaker, 11pp, 1952). Responses mostly address whether or not the sender had related material but may also include listings of holdings and related anecdotes, especially as pertains to the drinking habits of well-known Americans before 1900.

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Oversize Material, 1854-1966

Oversize SUPP 39, Folder 4	Aromatique, circular, circa 1879 Language:	Bitters. Item is in German and English.
Oversize 69, Folder 6	Business Records and Marketing Material, 1854-1896 Notes:	General business records, including import/export documents. Names: Seagram's VO; W.H. Thomas and Son; E.H. Taylor and Sons'; Hiram Walker Imperial. Plus: a pictorial ad for Steinwender and Sellner, Whisky Merchants, St. Louis (1887); board-mounted printed illustration of the J.A. Dougherty's Sons Pure Rye Whiskey Distillery facility, Philadelphia (undated).
Business Records and Marketing Material Scrapbooks		
Oversize 219	Scrapbook, 1900-1936 Notes:	Clipped ads for Old Overholt, Charles Bellows, White Rock, and W. & A. Gilbey, Ltd.
Oversize 219	Scrapbook Notes:	Includes a variety of ads and labels for various rums (ron), cognac, brandy, liqueur, rye, and whiskey.
Oversize 69, Folder 5	Drink Recipes, Price Lists, Toasts, 1875-1966	
Oversize 206, Folder 3	Labeling and Packaging, undated Notes:	Large round product labels and one sheet of bottle labels.
Oversize 69, Folder 4	Packaging, Illustration, Propaganda, 1890, 1954, undated Notes:	Packaging and labeling (proof dated October 30, 1954) samples including Old Forester, Early Times and various whiskeys and bourbons. Price list from September 16, 1890 with a note about

		Congressional tariffs circled on verso. Illustration of a Distillateur. Enlarged replica of anti-whiskey <i>Our Country's Curse</i> flyer (front only).
Oversize 207, Folder 3	Photos, Cartoon, Recipes, IRS Business Form, 1892, undated Notes:	Two board mounted photographs of distillery operations: corking and aging tubes/filter house (undated). Replica cartoon strip depicting history of bond and stamping for whiskey from 1860 to 1903. Calvert drink recipe booklet (unfolded, undated). Blank IRS Form 122 <i>Rectifier's Notice of Intention to Rectify, and Return of Gauger of Spirits</i> , revised 1892 May 6.
Oversize 207, Folder 2	Promotional Poster, undated Notes:	Color, unstamped by merchant, not branded.
Oversize 207, Folder 1	Price Lists, 1900-1915 Notes:	Includes a replica of a circa 1854 classified ads page.
Oversize 227	Sanborn's Surveys of Whiskey Warehouses, 1894-1907 Notes:	With corrections and indexing updated through 1907. Annotated.

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