



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

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Warshaw Collection of Business Americana Subject Categories: Whiskey, Liquor, and Spirits
<b>Identifier:</b>	NMAH.AC.0060.S01.01.Whiskey
<b>Date:</b>	1743-1963 (bulk 1846-1962)
<b>Extent:</b>	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.)
<b>Creator:</b>	Warshaw, Isadore, 1900-1969
<b>Language:</b>	English .
<b>Summary:</b>	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: <a href="#">Warshaw Collection of Business Americana</a>
<b>Digital Content:</b>	<a href="#">Image(s): Whiskey, Liquor, and Spirits: 1743-1963</a>

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## 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.

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## 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.

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## 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

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## 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 & McGlinn

**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 Prod.ucts

**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

**Lamplighter**  
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 Coblentz & 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**  
Roskam, 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

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## 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)

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.

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 Represented by T.W. Stemmer and Company.
Box 1, Folder 5	C, circa 1859-1915
Map-case 2, Drawer 11, Folder 4	Clarke, H. and Sons 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-case 2, Drawer 11, Graves and Sons, circa 1895  
Folder 4 Circular price list.
- Map-case 2, Drawer 11, Grommes and Ullrich's Rye, undated  
Folder 4 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-case 2, Drawer 11, Kenton, Simon and Company, undated  
Folder 4 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  
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-case 2, Drawer 11, Hermitage Distillery, undated  
Folder 4 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  
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                Seagram Promotional Art Prints and Stamps, undated  
2                                        Contains five color wildlife prints marked S.510.07-12 and one sheet of *A Salute to the 48 States...."America's Finest"* color, novelty stamps (undated).
- Map-case 2, Drawer 11,            Silver Leaf Whiskey, 1907  
Folder 4                                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-case 2, Drawer 11,            United Distillers, 1916-1953  
Folder 4                                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-case 2, Drawer 11,            Pocket Atlas, 1942  
Folder 4
- Map-case 2, Drawer 11,            Standing Display Advertisement, 1939  
Folder 4
- Box 4, Folder 2                    X-Z, 1904-1907  
  
Sales, Pocket Notebook, 1890  
Contains handwritten transactional entries plus affixed drug store and pharmacist labels.
- Box 4, Folder 3                    Miscellaneous, Business Records, circa 1837-1906

Company and/or name is omitted or not readily legible.

- Box SUPP 35, Folder 1      Miscellaneous Business Records and Marketing Material, 1818, undated  
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  
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 *Whiskey, Liquor, and Spirits* and *Wine*. 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  
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  
See also Oversized series.

### Alcohols and Mixers, circa 1743-1966 (bulk 1890-1962)

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  
Brands: Pernod.
- Box 6, Folder 5      Bitters, circa 1875-1959

Brands: Angostura; Campari; Underberg.

- Box 6, Folder 6                      Brandy, Cognac, circa 1900-1962, 1864 November , 1743 June  
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  
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  
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  
Same as above.
- Box 7, Folder 2                      Non-Alcoholic Mixers, circa 1942-1960  
Brands: 1-2-3 Mixer; Holland House Gimlet Mix; Rose's; Schweppes.
- Box 7, Folder 3                      Premixed Cocktails, circa 1893-1915  
Brands: Pimm's; Gold Lion Cocktails. Includes a significant number of  
magazine ads for Club Cocktails.
- Box 7, Folder 4                      Rum, circa 1958-1962  
Brands: Bacardi; Medford; Myers; Ronrico.
- Box 7, Folder 5                      Rye, circa 1890-1915  
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  
Brands: Arandas; Jose Cuervo.
- Box 7, Folder 7                      Vodka, circa 1962  
Brands: Fleischmann's; Gilbey's; Samovar; Smirnoff; Wolfschmidt.
- Whiskey and Whisky  
Includes bourbon. See also *Rye*.

United States

- Box 7, Folder 8                      Region Unidentified, undated

- Box 7, Folder 9 Southeast, circa 1840-1962  
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  
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  
Same as above.
- Box 8, Folder 2 Northeast, circa 1865-1962  
States represented: Pennsylvania, New York, New Jersey, Rhode Island.
- Box 8, Folder 3 Midwest, circa 1870-1945  
States represented: Minnesota, Michigan, Missouri, Illinois, Ohio, Kansas.
- Box 8, Folder 4 Pacific, circa 1890  
States represented: California, Washington.
- Box 8, Folder 5 Canadian, circa 1948-1961
- Box 8, Folder 6 Irish, circa 1901-1962  
Brands: Comber; John Power and Son; John Jameson; Old Bushmills; Paddy; Tulamore.
- Box 8, Folder 7 Scotch, A-I, circa 1893-1962  
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  
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

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  
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  
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  
See also *Oversized* series.
- Map-case 2, Drawer 11, Folder 4                      "Stag Party", undated  
Illustration on board. Note: damaged, broken with also additional cracks.
- Box 9, Folder 6                      Instructional Guides, circa 1876-1892  
Covering: mead, compounding, making scotch whisky, and the Cushing Process.
- Box 9, Folder 7                      Intellectual Property, 1942 December 16, 1876-1962  
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  
See also *Oversized* series.
- Map-case 2, Drawer 11, Folder 4                      Weil, Sam N and Company, undated

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  
Includes a copy of the *1940-41 Red Book Directory* and *Beverage Media Metropolitan Edition* (1966). See also *Oversized* series.
- Box 10, Folder 1-2 Price Lists and Trade Directories, circa 1864-circa 1966
- Sign, Sachs Malt Whiskey, undated  
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  
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  
Loose sheets and booklets, one bound volume *Jack's Manual* (1916). See also *Oversized* series.
- Box 10, Folder 6 Drinking Habits, Effects of, 1890-1955
- Box 10, Folder 7 Humor and Stories, circa 1897-1960  
Trivia, humor, stories, jokes, four *Items of Merit* booklets. Two small books, illustrated by George Cruikshank titled *Gems of Art: The Gin-Shop* and *Martin's Vagaries: Being a sequel to "A Tale of a Tub"*.
- Box 10, Folder 8 Industry and Beverage History, 1911-1935
- Box 11, Folder 1 Medicinal Use, circa 1890-1904  
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  
Four small, bound volumes titled: *The Prohibitionists' Text-Book* (1880); *American Prohibition Yearbook for the Campaign of 1912* (1912); *After the Town Goes Dry* (1919); *The Sweet and Dry* (1919). See also propaganda in *Oversized* series.
- Regulation  
Covering regional, state, and federal licensing, permits, and taxation.



- Box 11, Folder 3            Dealers, Associations, Media, circa 1835-1953  
Some materials reference prohibition and temperance. 1883 Dealer's Handbook. 1884 Mida's Hand-book.
- Box 11, Folder 4            Federal, Miscellaneous, 1798 February 14, 1890 September 12 , 1798-1900  
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  
Contains correspondence, licenses, publications, stamps, forms (blank). See also Oversized series.
- Box 11, Folder 6            Municipal and State, 1800-1956  
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  
Annoucements, registration form, program, circulars, handwritten display setup instructions.
- Box 11, Folder 9            Toasts, circa 1902-circa 1910, undated  
Napkins, cards, small bound volumes. See also *Oversized* series.
- Box 12, Folder 1            Toasts, circa 1902-circa 1910, undated  
Same as above.

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

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  
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  
Response cards, empty envelopes, and letters from campaign respondents. Correspondence may have inclusions such as company histories (Hiram Walker) and essays ( *Folk Tales of Northumberland County Inn, in Olden Days* 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  
Bitters. Item is in German and English.
- Oversize 69, Folder 6      Business Records and Marketing Material, 1854-1896  
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  
Clipped ads for Old Overholt, Charles Bellows, White Rock, and W. & A. Gilbey, Ltd.
- Oversize 219      Scrapbook  
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  
Large round product labels and one sheet of bottle labels.
- Oversize 69, Folder 4      Packaging, Illustration, Propaganda , 1890, 1954, undated  
Packaging and labeling (proof dated October 30, 1954) samples including Old Forester, Early Times and various whiskies 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 *Our Country's Curse* flyer (front only).
- Oversize 207, Folder 3      Photos, Cartoon, Recipes, IRS Business Form, 1892, undated  
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 *Rectifier's Notice of Intention to Rectify, and Return of Gauger of Spirits*, revised 1892 May 6.

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|---------------------------|--|
| Oversize 207, Folder<br>2 | Promotional Poster, undated<br>Color, unstamped by merchant, not branded.  |
| Oversize 207, Folder<br>1 | Price Lists, 1900-1915<br>Includes a replica of a circa 1854 classified ads page.                                    |
| Oversize 227              | Sanborn's Surveys of Whiskey Warehouses, 1894-1907<br>With corrections and indexing updated through 1907. Annotated. |

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