

STATE OF NEW JERSEY
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
744 Broad Street Newark, N. J.

BULLETIN 402

MAY 13, 1940

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OFFICIAL NOTICE OF FAIR TRADE CONTRACTS AND PRICE LISTS
 FILED PURSUANT TO REGULATIONS NO. 30.

There are set forth herein supplemental price lists which have been filed, together with Fair Trade contracts, at the offices of the Department of Alcoholic Beverage Control, pursuant to Regulations No. 30. The minimum consumer prices which are contained in Bulletins #350, #360, #374 and #391 continue in force, subject to the changes listed below. It is, therefore, essential that Bulletins #350, #360, #374 and #391 be used in conjunction with this one. Until official notice of any change in price lists is published in a later bulletin issued by the Department, retail licensees are prohibited (unless otherwise authorized by special permit) from selling the described products except in accordance with the price lists appearing herein.

All of the minimum consumer prices set forth below become effective May 15, 1940, at 10:00 A.M. (D.S.T.)

Brand	Size	Minimum Consumer Price
1. THE AMERICAN DISTILLING COMPANY, 135 East 42nd Street, New York City		
OLD AMERICAN		
Straight Rye or Straight Bourbon--Bottled in Bond	Quarts	\$2.25
	Pints	1.15
OLD AMERICAN		
Straight Rye or Straight Bourbon--(4 years old--86 Proof)	Quarts	1.75
	Pints	.90
OLD AMERICAN		
Straight Rye or Bourbon--(3 years old 90 Proof)	Quarts	1.65
	Pints	.85
OLD AMERICAN BRAND		
Straight Rye or Bourbon	Quarts	WITHDRAWN
	Pints	WITHDRAWN
VANDERGRIFT		
Straight Rye or Straight Bourbon (10 years old--90 Proof)	Quarts	3.75
	Pints	1.90
BURTON'S		
Blended Whiskey	Quarts	2.25
	Pints	1.15
GOOD OLD GUCKENHEIMER		
Blended Whiskey	Quarts	2.00
	Pints	1.00
THE AMERICAN DISTILLING COMPANY'S STILLBROOK		
Straight Rye	Quarts	1.65
	Pints	.85

Brand	Size	Minimum Consumer Price
1. THE AMERICAN DISTILLING COMPANY - Cont'd		
MEADWOOD Straight Bourbon	Quarts	\$1.65
	Pints	.85
THE AMERICAN DISTILLING COMPANY'S SUPREME Straight Rye or Bourbon	Quarts	1.75
	Pints	.90
PIPING ROCK KUMMEL	Fifths	1.65
	Pints	1.00
PIPING ROCK SLOE GIN	Fifths	1.50
	Pints	.95
KING JAMES Blended Scotch Type Whiskey	Fifths	2.00
	1/2 Fifths	1.00

Discount of 10% permitted on case lot purchases.

2. ARROW DISTILLERIES, INC.
Detroit, Michigan

ARROW BRANDS

SLIVOWITZ (Prune Brandy)	25 oz.	WITHDRAWN
	16 oz.	WITHDRAWN

MARCRAFT BRANDS

CREME de CACAO	25 oz.	1.75
	12 $\frac{1}{2}$ oz.	.95

3. AUSTIN, NICHOLS & CO.
82 Poinier Street, Newark, N. J.

BROWN FORMAN "1870" Kentucky Straight Bourbon (3 years old--90 Proof)	Quarts	1.49
	Pints	.79

4. BROWNE VINTNERS CO., INC.
60 Branford Place, Newark, N. J.

WHITE HORSE SCOTCH WHISKEY Blend of Scotch Whiskies (8 years old) Concave Bottle	Fifths (flask)	3.09
	1/2 Fifths (flask)	1.65

Discount of only 5% permitted on case lot purchases of this product.

OLD SAGE Blended Whiskey	Quarts	1.79
	Pints	.95

Discount of 10% permitted on case lot purchases of this product.

Brand	Size	Minimum Consumer Price
4. BROWNE VINTNERS CO., INC. - Cont'd		
BURNETT'S WHITE SATIN DE LUXE		
---LONDON DRY---SLOE GIN		
Burnett's De Luxe	Quarts	WITHDRAWN
	Fifths	WITHDRAWN
	Pints	WITHDRAWN
Burnett's London Dry	Quarts	WITHDRAWN
	Fifths	WITHDRAWN
	Pints	WITHDRAWN
Burnett's Sloe	Fifths	WITHDRAWN
	Pints	WITHDRAWN

(See Joseph H. Reinfeld, Inc. (Page 8) for listing of
Burnett's White Satin Gins)

5. CARSTAIRS BROS. DISTILLING CO., INC.
Chrysler Building, New York City

CARSTAIRS HARMONY		
Distilled Dry Gin	Fifths	\$1.25
(85 Proof)	Pints	.80
CARSTAIRS GIN		
Distilled London Dry Gin	Fifths	1.29
(90 Proof)	Pints	.85

Discount of 10% permitted on case lot purchases.

6. CONTINENTAL DISTILLING CORPORATION
1800 W. Lehigh Avenue, Philadelphia, Pa.

CHILTON		
Distilled London Dry Gin	Quarts	1.29
	Fifths	1.05
	Pints	.69
OLD HARBOR		
Blended Whiskey	Quarts	1.39
	Fifths	1.09
	Pints	.75

Discount of 10% permitted on case lot purchases.

7. F. & A. DISTRIBUTING CO.
235 West First Street, Bayonne, N. J.

USHER'S LIQUEUR		
Scotch Whisky (12 years old)	Fifths	WITHDRAWN

Brand	Size	Minimum Consumer Price
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8. F-C-G IMPORTERS, INC.
601 West 26th Street, New York City

COURVOISIER-COGNAC		
Three Star--Flasks	Tenths	\$1.90
V. S. Liqueur--Flasks	Tenths	2.00

Discount of 15% permitted on case lot purchases.

9. FEDERAL WINE AND LIQUOR COMPANY
315 Clendenny Avenue, Jersey City, N. J.

B. P. R.)	Quarts	1.95
Maryland Straight Rye Whiskey		Pints	1.00
B. P. R.)	Quarts	WITHDRAWN
Maryland Straight Rye Whiskey (3 years old)		Pints	WITHDRAWN
B. P. R. PRIVATE STOCK)	Quarts	1.95
Maryland Straight Rye Whiskey			
B. P. R. PRIVATE STOCK)	Quarts	WITHDRAWN
Maryland Straight Rye Whiskey (3 years old)			

Discount of 10% permitted on case lot purchases.

10. GAMBARELLI & DAVITTO
333 Sixth Avenue, New York City

SPEAS APPLE WINE	Gallons	1.63
	Per Gal. in	
	3-gal. Demijohn	1.45
	Per Gal. in	
	5-gal. Demijohn	1.42
	1/2 Gallons	.89
	Quarts	.49
	Fifths	.39
	Pints	.25

11. GOODERHAM & WORTS DIVISION OF
HIRAM WALKER INCORPORATED
630 Fifth Avenue, New York City

G&W BONDED STOCK	Quarts	1.89
Rye or Bourbon Whiskey	Fifths	1.59
(Bottled in Bond--4 years old)	Pints	.99
G&W PRIVATE STOCK	Quarts	1.69
Blended Whiskey	Pints	.89

Brand	Size	Minimum Consumer Price
11. GOODERHAM & WORTS DIVISION OF HIRAM WALKER INCORPORATED - Cont'd		
G&W MILL FARM Bourbon (3 years old)	Quarts	\$1.49
	Pints	.79
G&W PRIMROSE Rye Whiskey (2 years old)	Quarts	1.39
	Pints	.75
G&W MOUNTAIN RIDGE Straight Bourbon Whiskey (2 years old)	Quarts	1.39
	Pints	.75
G&W BAR 90 GIN (90 Proof)	Quarts	1.29
G&W STAR SPECIAL Blended Whiskey	Quarts	1.99
JOHN COLLINS GIN (90 Proof)	Quarts	1.39
	Fifths	1.09
	Pints	.69
JOHN COLLINS GIN (85 Proof)	Quarts	1.19
	Fifths	.99
	Pints	.63
CRYSTAL PALACE GIN (85 Proof)	Quarts	1.19
	Fifths	.99
	Pints	.63
G&W ROYAL BANQUET BLENDED SCOTCH TYPE WHISKEY	Fifths	WITHDRAWN
	Pints	WITHDRAWN
MAC NAIRS SCOTCH (Imported Glasgow)	Fifths	WITHDRAWN
	Tenths	WITHDRAWN
GAELIC OLD SMUGGLER SCOTCH (De Luxe) (Imported Glasgow)	Fifths	WITHDRAWN

12. GORDON-O'NEILL CO., INC. 120 Sherman Avenue, Jersey City, N. J.		
BALTIMORE CLUB PRIVATE VAT Blended Whiskey	Quarts	2.25
	Pints	1.15
RED TOP RYE WHISKEY A Blend	Quarts	2.15
	Pints	1.10
RED TOP Straight Rye Whiskey Bottled in Bond	Quarts	2.35
	Fifths	1.95
	Pints	1.25
RED TOP GIN	Quarts	1.39
	Fifths	1.15
	Pints	.69

Brand	Size	Minimum Consumer Price
12. GORDON-O'NEILL CO., INC. - Cont'd		
SMITH BROTHERS ROCK & RYE	Quarts	\$1.85
	Pints	.95
	1/2 Pints	.50
SUSSEX HOUSE GIN	Quarts	1.59
	Fifths	1.35
	Pints	.79
BALTIMORE CLUB GIN	Quarts	1.49
	Fifths	1.25
	Pints	.75
GORDON-O'NEILL GIN	Quarts	1.49
	Fifths	1.25
	Pints	.75
LOUISVILLE CLUB Straight Bourbon Whiskey Bottled in Bond	Quarts	2.35
	Fifths	1.95
	Pints	1.25
AMBASSADOR Blended Scotch Whiskey	Fifths	2.89
GOLD CUP Bourbon Whiskey (2 years old)	Quarts	WITHDRAWN
	Pints	WITHDRAWN

Discount of 10% permitted on case lot purchases of above products as well as all other Gordon-O'Neill products listed in Bulletins #350, #360 and #374.

13. WILLIAM JAMESON & COMPANY, INC.
630 Fifth Avenue, New York City

KERRIGAN'S PRIVATE STOCK Blended Whiskey	Quarts	1.90
	Pints	.98
GALLAGHER & BURTON'S BLACK LABEL Blended Whiskey	Quarts	2.15
	Fifths	1.75
	Pints	1.10
GALLAGHER & BURTON'S WHITE LABEL Blended Whiskey	Quarts	2.60
	Fifths	2.10
	Pints	1.35
HOUSE OF LORDS Scotch Whisky	Fifths	3.09
	Tenths	1.65

Discount of 10% permitted on case lot purchases of above products, as well as all other JAMESON products listed in Bulletins #350 and #391, except "HOUSE OF LORDS, SCOTCH WHISKY", upon which a discount of only 5% is permitted on case lot purchases.

Brand	Size	Minimum Consumer Price
14. LAIRD & COMPANY Scobeyville, Monmouth County, N. J.		
TREE TOP BRAND	Quarts	\$1.74
Apple Brandy	Pints	.89
Discount of 10% permitted on case lot purchases.		

15. MAJESTIC WINE & SPIRITS, INC. 1423 Ferry Avenue, Camden, N. J.		
WOODHAVEN		
Blended Whiskey	Quarts	1.59

16. NATIONAL DISTILLERS PRODUCTS CORPORATION 120 Broadway, New York City		
BLACK GOLD		
Kentucky Straight Bourbon	Fifths	1.49
Whiskey (4 years old--90 Proof)	Pints	.95
CEDAR BROOK		
Kentucky Straight Bourbon	Quarts	1.89
Whiskey (4 years old--90 Proof)	Pints	.95
BOURBON DE LUXE		
Kentucky Straight Bourbon	Quarts	1.89
Whiskey (4 years old--90 Proof)	Pints	.95
IMPORTED PRODUCT:		
OLD ANGUS		
Blended Scotch Whiskey	Fifths	3.09
(8 years old)	Tenths	1.59
Discount of 10% permitted on case lot purchases.		

17. JOSEPH H. REINFELD, INC. 461 Frelinghuysen Avenue, Newark, N. J.		
I. W. HARPER	Quarts	2.95
Bourbon--Bottled in Bond	Pints	1.50
OLD MEDLEY	Quarts	1.79
Bourbon--Bottled in Bond	Fifths	1.49
	Pints	.95
DAVISS COUNTY	Quarts	1.69
Bourbon (4 years old)	Pints	.85

Brand	Size	Minimum Consumer Price
17. JOSEPH H. REINFELD, INC. - Cont'd		
BUCKS COUNTY Blended Whiskey	Quarts	\$1.59
	Pints	.80
BURNETT'S WHITE SATIN GINS London Dry and De Luxe	Quarts	1.69
	Fifths	1.59
	Pints	.85
Discount of 10% permitted on case lot purchases.		

18. ROMA WINE COMPANY, INC. 601 West 26th Street, New York City		
<u>LA BOHEME BRAND and ROMA WINE COMPANY BRAND</u>		
SWEET WINES Port, Sherry, Muscatel, Tokay and Marsala	Gallons	1.75
	1/2 Gallons	.98
	Quarts	.50
	Pints	.30
DRY WHITE WINES Rhine, Sauterne and Muscato Secco	Gallons	1.35
	1/2 Gallons	.78
	Quarts	.50
	24 oz. Bottles	.44
DRY RED WINES Barbera, Burgundy, Zinfandel, etc.	Gallons	1.25
	1/2 Gallons	.73
	Quarts	.50
	24 oz. Bottles	.44
LA BOHEME VERMOUTH (Sweet and Dry Types)	Gallons	1.97
	1/2 Gallons	1.05
	Quarts	.59
	30 oz.	WITHDRAWN
ROMA CALIFORNIA VERMOUTH (Sweet and Dry Types)	Gallons	2.40
	1/2 Gallons	1.29
	Quarts	.75
	30 oz.	WITHDRAWN
<u>CELLA VINTAGE SOLARIZED TAMPERPROOF WINES</u>		
SWEET WINES Port, Sherry, Muscatel, Marsala, Tokay and Dry Sherry	1/2 Gallons	1.65
	Quarts	.98
SWEET WINES Port, Sherry, Muscatel, Marsala, Tokay and Dry Sherry (1934 Vintage)	1/2 Gallons	WITHDRAWN
	Quarts	WITHDRAWN

Brand	Size	Minimum Consumer Price
18. ROMA WINE COMPANY, INC. - Cont'd		
CELLA VINTAGE SOLARIZED TAMPERPROOF WINES - Cont'd		
DRY RED WINES)	1/2 Gallons	\$1.25
Burgundy and Claret)	24 oz. Bottles	.79
DRY RED WINES)	1/2 Gallons	WITHDRAWN
Burgundy and Claret)	24 oz. Bottles	WITHDRAWN
(1935 Vintage))		
DRY WHITE WINES)	1/2 Gallons	1.25
Rhine and Sauterne)	24 oz. Bottles	.79
DRY WHITE WINES)	1/2 Gallons	WITHDRAWN
Rhine (1932 Vintage))	24 oz. Bottles	WITHDRAWN
Sauterne (1930 Vintage))		
EIGHT-FORTY CALIFORNIA BRANDY	Fifths	WITHDRAWN
Vintage--25 months	Pints	WITHDRAWN
CELLA'S PRIDE OF THE VINEYARD		
Red and White	Gallons	WITHDRAWN

Discount of 10% permitted on case lot purchases.

19. SCHENLEY DISTRIBUTORS, INC.
1 Newark Avenue, Jersey City, N. J.

ANCIENT AGE	Quarts	5.00
Blend of Straight Whiskies	Fifths	4.00
Distilled in Canada (8 years old)	Pints	2.50
JAMES E. PEPPER	Quarts	WITHDRAWN
Straight Bourbon Whiskey	Fifths	2.90
Bottled in Bond (100 Proof)	Pints	1.85
SCHENLEY'S BLACK LABEL	1/2 Gallons	5.50
Blended Whiskey	Quarts	2.80
	Fifths	2.25
	Pints	1.45
THE WILKEN FAMILY	1/2 Gallons	3.75
Blended Whiskey	Quarts	1.90
	Fifths	1.39
	Pints	.99
OLD SCHENLEY)	Quarts	2.45
Straight Rye Whiskey)	Fifths	1.95
Bottled-in-Bond)	Pints	1.25
OLD SCHENLEY)	Quarts	WITHDRAWN
Pennsylvania Straight Rye)	Fifths	WITHDRAWN
Whiskey (Bottled in Bond))	Pints	WITHDRAWN

Discount of 10% permitted on case lot purchases.

Brand	Size	Minimum Consumer Price
20. SEAGRAM-DISTILLERS CORPORATION 30 Rockefeller Plaza, New York City		
SEAGRAM'S FIVE CROWN	Gallons (Barrel)	\$9.95
Blended Whiskey	Quarts	2.25
	4/5 Quarts	1.85
	Pints	1.15
KESSLER'S PRIVATE BLEND	Quarts	1.95
Blended Whiskey	Fifths	1.57
	Pints	.99
Discount of 10% permitted on case lot purchases.		

21. SEGGEMAN NIXON CORPORATION 82 Poinier Street, Newark, N. J.		
MARTINI & ROSSI ITALIAN	30 oz.	1.39
VERMOUTH	15 oz.	.75
MARTINI & ROSSI DRY VERMOUTH	30 oz.	1.19
	15 oz.	.69
Discount of 5% permitted on case lot purchases.		

22. MUNSON G. SHAW CO., INC. 400 Madison Avenue, New York City		
DUFF GORDON SHERRIES:		
Nina	Bottle	1.49
Vega	Bottle	1.74
VINTNERS AMERICAN WINES:		
Champagne and Sparkling	Fifths	WITHDRAWN
Burgundy	Tenths	WITHDRAWN
Discount of 10% permitted on case lot purchases.		

23. HIRAM WALKER INCORPORATED 630 Fifth Avenue, New York City		
CANADIAN CLUB	Quarts	4.10
Canadian Whiskey	Fifths	3.30
(6 years old)	Pints	2.10
TEN HIGH RYE or TEN HIGH BOURBON	Quarts	1.50
(2 years old)	Pints	.75
TWIN SEAL RYE	Quarts	1.50
(2 years old)	Pints	.75

Brand	Size	Minimum Consumer Price
23. HIRAM WALKER INCORPORATED - Cont'd		
ROYAL OAK RYE (1 year old)	Quarts	\$1.40
	Pints	.70
ROYAL OAK BOURBON (No age)	Quarts	1.40
	Pints	.70
"93" RYE (1 year old)	Quarts	1.40
	Pints	.70
"99" BOURBON (No age)	Quarts	1.40
	Pints	.70
LONDON DRY GIN	Quarts	1.43
	Fifths	1.19
	Pints	.74
FIVE O'CLOCK GIN	Quarts	1.35
	Fifths	1.09
	Pints	.71

Discount of 10% permitted on case lot purchases.

PROMULGATED AND PUBLISHED MAY 13, 1940.

E. W. Barrett

ACTING COMMISSIONER.

