

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

BULLETIN 270

SEPTEMBER 26, 1938

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

Fair trade contracts fixing resale prices by retailers, as set forth below, have been filed at the offices of the Department of Alcoholic Beverage Control pursuant to Regulations No. 30. 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.

NATIONAL DISTILLERS PRODUCTS CORPORATION,
120 Broadway, New York City

Brand	Type	Size	Minimum Consumer Price---effective September 27, 1938
OLD TAYLOR	Bourbon	Quarts	\$3.56
		Fifths	2.89
		Pints	1.82
OLD GRAND DAD	Bourbon	Quarts	3.56
		Fifths	2.89
		Pints	1.82
MOUNT VERNON	Rye	Quarts	3.20
		Fifths	2.59
		Pints	1.64
OLD OVERHOLT	Rye	Quarts	3.20
		Fifths	2.59
		Pints	1.64
OLD FARM	Rye	Quarts	2.05
		Pints	1.07
REWCO	Rye	Gallons	7.85
		Half-Gallons	3.95
		Quarts	2.05
		Pints	1.07
TOWN TAVERN	Rye	Gallons	6.85
		Quarts	1.80
		Pints	.95
CRAB ORCHARD	Bourbon	Gallons	7.35
		Half-Gallons	3.75
		Quarts	1.95
		Pints	1.00

NATIONAL DISTILLERS PRODUCTS CORPORATION - cont'd

Brand	Type	Size	Minimum Consumer Price---effective September 27, 1938
WINDSOR	Bourbon	Gallons	\$6.85
		Quarts	1.80
		Pints	.95
A.M.S.CORN	Corn	Quarts	1.59
		Pints	.84
P.M.DE LUXE	Blend	Quarts	2.33
		Pints	1.21
NATIONAL'S EAGLE	Blend	Quarts	1.93
		Pints	1.00
P.M.REGAL	Blend	Quarts	2.00
		Pints	1.04
BRIGADIER	Blend	Quarts	1.70
		Fifths	1.39
		Pints	.90
GILBEY'S GIN	Distilled London Dry	Quarts	1.85
		Fifths	1.49
		Pints	.95
GILBEY'S SLOE GIN	Sloe Gin	Fifths	1.60
		Pints	.99

Discount of 10% permitted on case lot purchases.

GORDON-O'NEILL CO., INC.
120 Sherman Avenue, Jersey City, N.J.

Brand	Size	Minimum Consumer Price Now In Effect
BALTIMORE CLUB STRAIGHT RYE	Pints	\$.98
	Quarts	1.89
LOUISVILLE CLUB	Pints	.98
	Quarts	1.89
BALTIMORE CLUB SPECIAL RESERVE	Pints	.98
	Quarts	1.89
BALTIMORE CLUB PRIVATE VAT	Pints	1.14
	Quarts	2.22
MARLBORO CLUB	Pints	.98
	Quarts	1.89
RED TOP BLEND	Pints	1.02
	Quarts	1.99

GORDON-O'NEILL CO., INC. - cont'd

Brand	Size	Minimum Consumer Price Now In Effect
SUSSEX HOUSE GIN	Quarts	\$1.65
	Fifths	1.35
	Pints	.89
GORDON-O'NEILL GIN	Quarts	1.49
	Fifths	1.29
	Pints	.85
BALTIMORE CLUB GIN	Quarts	1.49
	Fifths	1.29
	Pints	.85
COUNTY APPLEJACK	Quarts	1.89
	Pints	.98
LAFAYETTE BRANDY	Fifths	1.49
	Pints	.95

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

Brand	Size	Minimum Consumer Price Now In Effect
ANCIENT SPECIAL RESERVE Straight Rye Whiskey	Quarts	\$6.85
	Pints	3.45
BONDED BELMONT Kentucky Straight Bourbon Whiskey	Quarts	3.08
	Fifths	2.49
	Pints	1.59
OLD SCHENLEY Straight Rye Whiskey	Quarts	3.08
	Fifths	2.49
	Pints	1.59
ANCIENT AGE Straight Rye Whiskey Distilled in Canada (10 Years old)	Quarts	3.59
	Fifths	2.90
	Pints	1.85
ANCIENT AGE Straight Whiskey in Rye or Bourbon Distilled in Canada (6 Years old)	Quarts	3.45
	Fifths	2.80
	Pints	1.75

SCHENLEY DISTRIBUTORS, INC. - cont'd

Brand	Size	Minimum Consumer Price Now In Effect
ANCIENT AGE Straight Whiskey in Rye or Bourbon (4 years old)	Quarts	\$2.68
	Pints	1.39
CREAM OF KENTUCKY Straight Bourbon Whiskey	Quarts	1.99
	Pints	1.00
MAYFLOWER Straight Rye Whiskey	Quarts	1.96
	Pints	1.00
OLD QUAKER BRAND Straight Whiskey in Bourbon or Rye	Quarts	1.96
	Pints	1.00
	1/2 gallons	3.89
GOLDEN WEDDING A Blend of Straight Whiskies	Quarts	2.75
	Pints	1.59
	1/2 gallons	5.19
SCHENLEY'S BLACK LABEL Blended Whiskey	Quarts	2.75
	Pints	1.39
	1/2 gallons	5.19
SCHENLEY'S RED LABEL Blended Whiskey	Quarts	2.19
	Pints	1.14
	1/2 gallons	4.10
THE WILKEN FAMILY Blended Whiskey	Quarts	1.90
	Pints	.99
	1/2 gallons	3.75
SILVER WEDDING DISTILLED LONDON DRY GIN	Quarts	1.75
	Fifths	1.45
	Pints	.90
OLD QUAKER DISTILLED LONDON DRY GIN	Quarts	1.57
	Fifths	1.28
	1/2 gallons	3.09
	Gallons	6.10
	Pints	.82
OLD QUAKER DISTILLED DRY GIN	Quarts	1.50
	Fifths	1.25
	Pints	.79
	1/2 gallons	2.98
	Gallons	5.85
JEAN ROBERT CALIFORNIA GRAPE BRANDY	Fifths	2.15
	Pints	1.35

Discount of 10% permitted on case lot purchases of above described brands.

SCHENLEY DISTRIBUTORS, INC. - cont'd

Brand	Size	Minimum Consumer Price Now In Effect
NOILLY PRAT VERMOUTH	30 oz.	\$1.19
	15 oz.	.69
DUBONNET WINE	31 oz.	1.84
	12.8 oz.	.85
BACARDI SILVER LABEL RUM	Fifths	2.23
	Tenths	1.19
BACARDI WHITE LABEL RUM	Fifths	3.34
	Tenths	1.75
BACARDI GOLD LABEL RUM	Fifths	3.64
	Tenths	1.92

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

Brand	Size	Minimum Consumer Price Now In Effect
PHILADELPHIA Straight Rye Whiskey, Bottled in Bond (4 years old)	Quarts	\$3.10
	Pints	1.59
PARK SPRING Straight Rye or Straight Bourbon Whiskey, Bottled in Bond (4 years old)	Quarts	3.10
	Pints	1.59
COBBS CREEK RESERVE Blended Whiskey	Quarts	1.95
	Pints	1.00
OLD HICKORY Straight Rye or Straight Bourbon Whiskey (3 years old)	Quarts	1.99
	Pints	1.05
RITTENHOUSE SQUARE Straight Rye Whiskey, (3 years old)	Quarts	2.27
	Pints	1.18
PLANTERS CLUB Straight Rye or Straight Bourbon Whiskey (2 years old)	Quarts	1.89
	Pints	.99
OLD TREASURE Blended Whiskey	Quarts	2.29
	Pints	1.19
OLD CLASSIC Blended Whiskey	Quarts	2.98
	Pints	1.53

CONTINENTAL DISTILLING CORPORATION - cont'd

Brand	Size	Minimum Consumer Price Now In Effect
DIXIE BELLE Distilled London Dry Gin	Quarts	\$1.83
	Fifths	1.48
	Pints	.95
DIXIE BELLE SLOE GIN	Quarts	1.83
	Fifths	1.48
	Pints	.95
SEVILLA RUM (Gold or White)	Fifths	1.89
	Pints	1.20
MIDWEST Straight Corn Whiskey (2 years old)	Quarts	1.85
	Pints	.97
OLD HARBOR Blended Whiskey	Quarts	1.65
	Pints	.87
CAVALIER Distilled Dry Gin	Quarts	1.51
	Fifths	1.23
	Pints	.79
CONQUEROR Distilled Dry Gin	Quarts	1.50
	Fifths	1.23
	Pints	.78
CHILTON Distilled London Dry Gin	Quarts	1.62
	Fifths	1.31

FRANKFORT DISTILLERIES, INCORPORATED,
9 Hill Street, Newark, N. J.

Brand	Size	Minimum Consumer Price Now In Effect
ANTIQUÉ RYE Bottled in Bond (4 years old)	Fifths	\$2.84
	Pints	1.79
ANTIQUÉ BOURBON Bottled in Bond (4 years old)	Fifths	2.84
	Pints	1.79
MEADVILLE RYE Bottled in Bond (4 years old)	Fifths	2.84
	Pints	1.79
FOUR ROSES Blend of Straight Whiskies	Quarts	3.29
	Pints	1.69

FRANKFORT DISTILLERIES, INCORPORATED - cont'd

Brand	Size	Minimum Consumer Price Now In Effect
PAUL JONES **** Blend of Straight Whiskies	Fifths	\$2.39
	Pints	1.50
MATTINGLY & MOORE Blend of Straight Whiskies	Quarts	2.10
	Pints	1.09

AMERICAN SPIRITS, INC.,
Rockefeller Center, New York City

Brand	Size	Minimum Consumer Price Now In Effect
CARIOCA RUM Gold & White Label	Quarts	\$2.29
	Fifths	1.99
	Pints	1.25
	Half Fifths	1.05
Heavy Bodied	Quarts	2.65
	Fifths	2.29
	Pints	1.39
	Half Fifths	1.19
GRAY'S ROCK & RYE	Quarts	1.95
	Pints	1.00
	Half Pints	.54

Discount of 10% permitted on case lot purchases.

THE STEINHARDT CO. INC.,
534 W. 58th Street, New York City

Brand	Size	Minimum Consumer Price Now In Effect
OLD METHUSALEM Blend of Straight Whiskies	Quarts	\$3.08
	Pints	1.57
LITTLEMORE BLACK LABEL BLENDED WHISKEY	Quarts	2.15
	Pints	1.11
STEINHARDT'S ROYAL RESERVE BLENDED WHISKEY	Quarts	2.15
	Pints	1.11
BLACKSTONE STRAIGHT RYE WHISKEY	Quarts	1.82
	Pints	.94

HIRAM WALKER INCORPORATED,
629 Grove Street, Jersey City, N.J.

Brand	Size	Minimum Consumer Price---effective October 3rd, 1938
CANADIAN CLUB Canadian Whiskey	Quarts	\$4.10
	Fifths	3.33
	Pints	2.10
PRIVATE STOCK Canadian Whiskey (10 years old)	Quarts	4.78
	Fifths	3.89
	Pints	2.42
DELUXE RYE or BOURBON Distilled in Canada	Quarts	4.08
	Fifths	3.33
	Pints	2.08
QUEEN MARY Scotch Type Whiskey	Fifths	1.99
ROYAL OAK RYE (1 Year old)	Quarts	1.64
	Fifths	1.35
	Pints	.86
ROYAL OAK BOURBON	Quarts	1.64
	Fifths	1.35
	Pints	.86
TWIN SEAL RYE (1 Year old)	Quarts	1.94
	Fifths	1.60
	Pints	1.00
TEN HIGH BOURBON (2 Years old)	Quarts	1.93
	Fifths	1.60
	Pints	.99
BLACK HAWK RYE (2 Years old)	Quarts	1.93
	Pints	.99
PRIVATE CELLAR WHISKY A blend	Quarts	2.21
	Fifths	1.82
	Pints	1.15
LONDON DRY GIN	Quarts	1.76
	Fifths	1.46
	Pints	.92
FIVE O'CLOCK GIN	Quarts	1.54
	Fifths	1.26
	Pints	.81
"93" RYE	Quarts	1.66
"99" BOURBON	Quarts	1.66

HIRAM WALKER INCORPORATED - cont'd

Brand	Size	Minimum Consumer Price---effective October 3rd, 1938
BARCRAFT GIN	Quarts	\$1.59
SELECT GIN	Quarts	1.53

Discount of 10% permitted on case lot purchases.

JAMES BARCLAY DIVISION OF HIRAM WALKER INCORPORATED
630 Fifth Avenue, New York City

Brand	Size	Minimum Consumer Price---effective October 3rd, 1938
BARCLAY'S BAR SPECIAL Rye or Bourbon (1 Year old)	Quarts	\$1.63
BARCLAY'S PRIVATE STOCK Straight Rye Whiskey (2 Years old)	Quarts	1.90
	Pints	.99
BARCLAY'S LEADER Straight Rye Whiskey (4 Years old)	Quarts	2.72
	Pints	1.40
BARCLAY'S GOLD LABEL RYE (18 Months old)	Quarts	1.71
	Pints	.89
BARCLAY'S NO. 7 CUP WHISKEY A blend	Quarts	1.90
	Pints	.99
BARCLAY'S DE LUXE DRY GIN	Quarts	1.58
BARCLAY'S GOLD LABEL DRY GIN	Quarts	1.53
	Fifths	1.27
	Pints	.80

GOODERHAM & WORTS, LIMITED
629 Grove Street, Jersey City, N.J.

Brand	Size	Minimum Consumer Price---effective October 3rd, 1938
G&W TWO STAR BLENDED WHISKEY	Quarts	\$1.90
	Fifths	1.55
	Pints	.97
G&W FIVE STAR BLENDED WHISKEY	Quarts	2.25
	Fifths	1.85
	Pints	1.15

GOODERHAM & WORTS, LIMITED - cont'd

Brand	Size	Minimum Consumer Price---effective October 3rd, 1938
G&W SEVEN STAR BLENDED WHISKEY	Quarts	\$2.45
	Fifths	1.99
	Pints	1.25
G&W OLD PATRIOT STRAIGHT RYE WHISKEY (2 Years old)	Quarts	1.95
	Pints	1.00
G&W MILL FARM Straight Bourbon Whiskey (2 Years old)	Quarts	1.95
	Pints	1.00
G&W LONDON DRY GIN	Quarts	1.78
	Fifths	1.49
	Pints	.95
G&W BAR "90" LONDON DRY GIN	Quarts	1.59
G&W CRYSTAL PALACE GIN JOHN COLLINS GIN	Quarts	1.55
	Fifths	1.29
	Pints	.84
G&W SLOE GIN	Fifths	1.70
	Pints	1.05
ROYAL BANQUET BLENDED SCOTCH TYPE	Fifths	2.00
	Pints	1.25
G&W BLENDED SCOTCH TYPE WHISKEY	Fifths	2.50
	Pints	1.55
G&W BONDED STOCK Straight Bourbon Whiskey (7 Years old)	Quarts	4.10
	Fifths	3.35
	Pints	2.10
MANHATTAN COCKTAIL	Fifths	1.98
OLD FASHIONED COCKTAIL	Fifths	1.98
MARTINI COCKTAIL	Fifths	1.85

CALVERT DISTILLERS CORPORATION,
30 Rockefeller Plaza, New York City

Brand	Size	Minimum Consumer Price Now In Effect
CALVERT'S "RESERVE" Blended Whiskey	Quarts	\$2.80
	Fifths	2.25
	Pints	1.45
CALVERT'S "SPECIAL" Blended Whiskey	1/2 Gals.	4.40
	Quarts	2.25
	Fifths	1.85
	Pints	1.16
CALVERT'S "PRIVATE STOCK" Blended Whiskey	Quarts	2.25
	Pints	1.16
OLD DRUM Blended Whiskey	Gals.	7.40
	1/2 Gals.	3.75
	Quarts	1.95
	Pints	1.00
CALVERT'S LONDON DRY GIN	Quarts	1.70
	Fifths	1.40
	Pints	.90

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

Brand	Size	Minimum Consumer Price Now In Effect
CARSTAIRS--EST. 1788 Blended Whiskey	Quarts	\$3.15
	Fifths	2.55
	Pints	1.60
LINCOLN INN Blended Whiskey	Quarts	2.10
	Pints	1.10
HARMONY Blended Whiskey	Quarts	2.50
GRAND SIRE Kentucky Straight Bourbon (2 Years and 6 Months old)	Quarts	1.95
	Pints	1.00
SILVER DOLLAR Bourbon Whiskey (1 Year old)	Quarts	1.65
CARSTAIRS DE LUXE GIN	Quarts	2.00
	Fifths	1.60
	Pints	1.05
RITZ DISTILLED DRY GIN	Quarts	1.50
	Fifths	1.25
	Pints	.80

Discount of 10% permitted on case lot purchases.

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

Brand	Size	Minimum Consumer Price---effective September 29th, 1938
WILSON "THAT'S ALL" WHISKEY	Quarts	\$2.25
	Fifths	1.85
	Pints	1.16
BURNETT'S WHITE SATIN DE LUXE LONDON DRY GIN	Quarts	1.80
BURNETT'S WHITE SATIN DE LUXE LONDON DRY SLOE GIN	Fifths	1.49
	Pints	.97

OLDETYME DISTILLERS, INC.
725 Broadway, Newark, N.J.

Brand	Size	Minimum Consumer Price Now In Effect
THREE FEATHERS Blended Whiskey	Quarts	\$2.25
	Pints	1.15
GREEN RIVER Blended Whiskey	Quarts	1.90
	Pints	.99
THREE FEATHERS Distilled Dry Gin	Quarts	1.65
	Fifths	1.35
	Pints	.85
GREEN RIVER Distilled Dry Gin	Quarts	1.47
	Fifths	1.23
	Pints	.77
GRAND MACNISH Imported Scotch Whiskey	Fifths	3.50
	Tenths	1.89
GREEN RIVER BONDED WHISKEY Canadian (7 Years old)	Quarts	3.55
	Pints	1.85

JULIUS WILE SONS & CO. INC.,
2 Park Avenue, New York City

Brand	Size	Minimum Consumer Price Now In Effect
D.O.M. BENEDICTINE	Fifths	\$4.49
	1/2 Fifths	2.39
BENEDICTINE B AND B	Fifths	4.49
	1/2 Fifths	2.39
PETER DAWSON "SPECIAL"	Fifths	3.29
	1/2 Fifths	1.74
PETER DAWSON "OLD CURIO"	Fifths	4.25
	1/2 Fifths	2.29
WILLIAMS & HUMBERT "DRY SACK"	Fifths	2.99
WILLIAMS & HUMBERT "PANDO AMONTILLADO"	Fifths	2.50

Discount of 10% permitted on case lot purchases.

FEDERAL WINE & LIQUOR COMPANY,
220-228 Hopkins Avenue, Jersey City, N.J.
(Agent for "21" Brands Inc. Products)

Brand	Size	Minimum Consumer Price Now In Effect
BALLANTINE'S LIQUEUR BLENDED SCOTCH (10 Years old)	Fifths	\$3.79
	Tenths	1.99
BALLANTINE'S LIQUEUR BLENDED SCOTCH (17 Years old)	Fifths	5.69
	Tenths	2.99
HINE'S FIVE STAR COGNAC BRANDY	Fifths	3.99
	Tenths	2.09
HINE'S IMPERIAL COGNAC BRANDY	Fifths	7.00
HINE'S TRIOMPHE COGNAC BRANDY	Fifths	9.00
CHARLEY'S ROYAL RESERVE JAMAICA RUM	Fifths	3.59
	Tenths	1.89
LIGHTBOURN'S BARBADOS RUM	Fifths	3.29
BALLANTINE'S DISTILLED LONDON DRY GIN - Imported	Fifths	3.24

FEDERAL WINE & LIQUOR COMPANY - Cont'd

Brand	Size	Minimum Consumer Price Now In Effect
BALLANTINE'S DISTILLED LONDON DRY GIN - Domestic	Fifths	\$1.49
	Pints	.95
AYALA CHAMPAGNE (1928 Vintage)	26 oz.	4.49
	13 oz.	2.49
	6 1/2 oz.	1.39
AYALA CHAMPAGNE (Non Vintage)	26 oz.	3.49
	13 oz.	2.14
	6 1/2 oz.	1.19

Discount of 10% permitted on case lot purchases.

SEAGRAM-DISTILLERS CORPORATION,
30 Rockefeller Plaza, New York City

Brand	Size	Minimum Consumer Price Now In Effect
SEAGRAM'S ANCIENT BOTTLE RYE Straight Whiskey Bottled in Bond in Canada (5 Years old)	Quarts	\$4.00
	4/5 Quarts	3.25
	Pints	2.05
SEAGRAM'S PEDIGREE DELUXE RYE Straight Whiskey Bottled in Bond in Canada (8 Years old)	Quarts	5.00
	Pints	2.60
SEAGRAM'S PEDIGREE DELUXE BOURBON Straight Whiskey Bottled in Bond in Canada (8 Years old)	Quarts	5.00
	Pints	2.60
SEAGRAM'S BOURBON Straight Whiskey Bottled in Bond in Canada (5 Years old)	Quarts	4.00
	4/5 Quarts	3.25
	Pints	2.05
SEAGRAM'S "83" Canadian Whiskey (5 Years old)	Quarts	3.85
	4/5 Quarts	3.15
	Pints	2.00
SEAGRAM'S "V.O." Canadian Whiskey (6 Years old)	Quarts	4.00
	4/5 Quarts	3.25
	Pints	2.05
SEAGRAM'S 5 CROWN Blended Whiskey	Quarts	2.35
	4/5 Quarts	1.90
	Pints	1.20
SEAGRAM'S 7 CROWN Blended Whiskey	Quarts	2.90
	4/5 Quarts	2.35
	Pints	1.48

SEAGRAM-DISTILLERS CORPORATION - cont'd

Brand	Size	Minimum Consumer Price Now In Effect
CROWN SPECIAL Blended Whiskey	Quarts	\$2.25
BAR SPECIAL Blended Whiskey	Quarts	2.25
SEAGRAM'S KING ARTHUR Distilled London Dry Gin	Quarts	1.70
	4/5 Quarts	1.40
	Pints	.88
SEAGRAM'S SUPERIOR Distilled London Dry (Bar Gin)	Quarts	1.60
KESSLER'S PRIVATE BLEND	Quarts	1.95
	Pints	1.02
KESSLER'S DISTILLED DRY GIN	Quarts	1.55
	4/5 Quarts	1.30
	Pints	.81

Discount of 10% permitted on case lot purchases.

PROMULGATED AND PUBLISHED SEPTEMBER 26TH, 1938.

Frederick Burnett
Commissioner.

New Jersey State Library