

STATE OF NEW JERSEY  
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL  
1060 Broad Street, Newark, N. J.

BULLETIN 788

DECEMBER 23, 1947

JANUARY, 1948

SUPPLEMENTAL LIST

**MINIMUM RESALE PRICES**

— Effective January 2, 1948 —

**IMPORTANT!**

**AMENDED SPECIAL RULING**

Licenses may not price-advertise alcoholic beverages, **Including Malt Beverages**, not listed in Fair Trade Publications.

Effective October 22, 1945, the Department ruled that any alcoholic beverages (except malt beverages) not listed in Minimum Resale Price pamphlets, issued pursuant to State Fair Trade Regulations No. 30, may not be price advertised (including direct or indirect reference to price) in any periodical, publication, circular, hand-bill or direct mailing piece in this State by a manufacturer, wholesaler or retailer. Private brands owned or controlled by a retailer or exclusive brands confined to or distributed by one retailer are excepted in the ruling.

The ruling was amended, effective Tuesday, September 2, 1947 to **include malt beverages**.

As a note of caution, retailers are placed on notice that the amended ruling, effective September 2, 1947, prescribes the flat prohibition of the price advertising of **all alcoholic beverages, including malt beverages**, not listed in Fair Trade, except Private and Exclusive brands confined to or distributed by one retailer.

Any violation of the amended ruling shall subject the license to suspension or revocation.

ERWIN B. HOCK,  
Commissioner.

*Filed by the following manufacturers  
and wholesalers:*

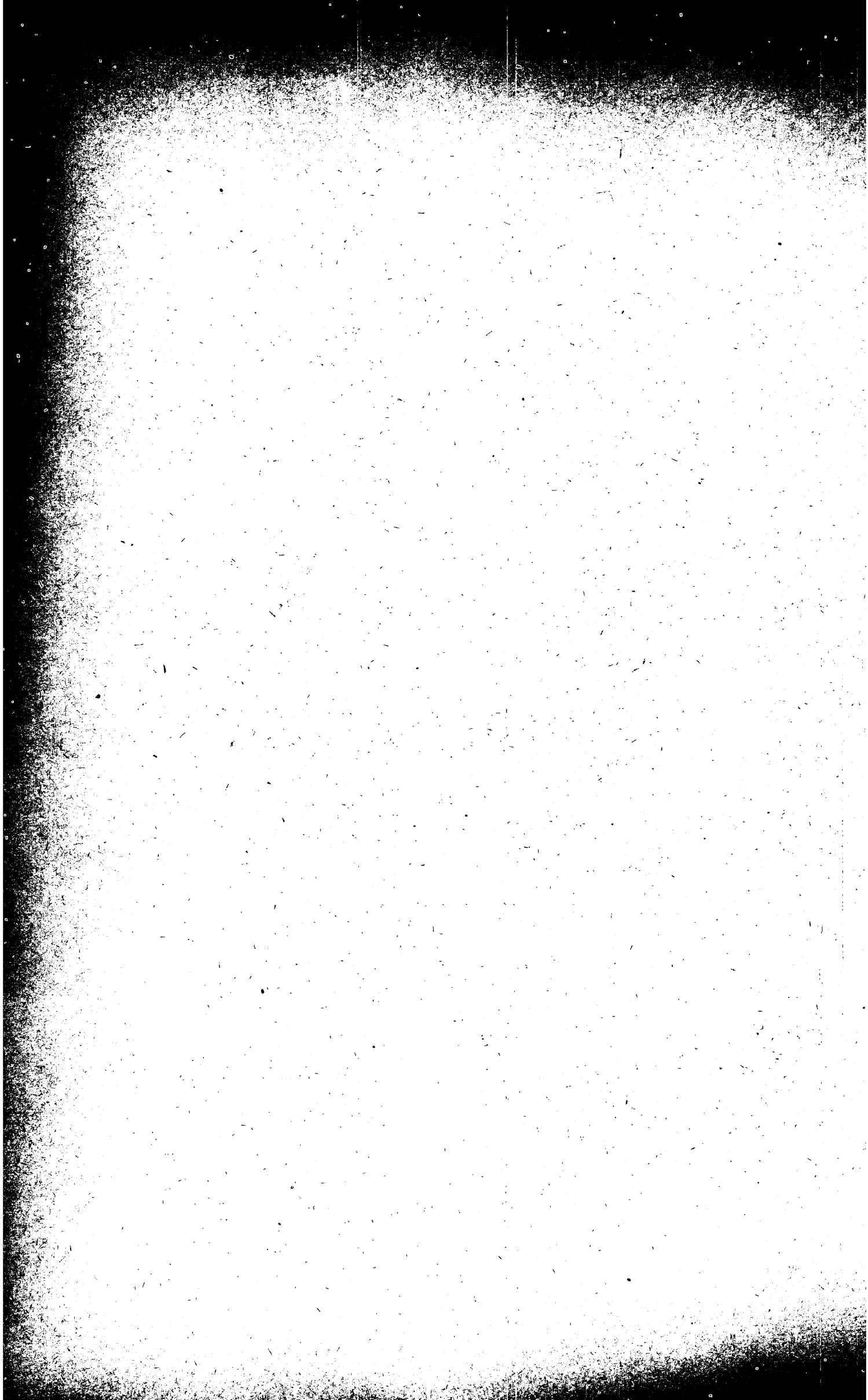
AUSTIN, NICHOLS & CO., INC.  
BACARDI IMPORTS, INC.  
JAS. BARCLAY & CO. LIMITED  
BELLOWS & COMPANY, INC.  
BROWNE-VINTNERS CO., INC.  
CANADA DRY GINGER ALE, INCORPORATED  
R. U. DELAPENHA & CO., INC.  
THE FLEISCHMANN DISTILLING CORP.  
DUNCAN GILMOUR & CO., LTD.  
PARK & TILFORD IMPORT CORPORATION  
RENFIELD IMPORTERS, LTD.  
SACCONE & SPEED (U.S.A.), INC.  
SCHENLEY DISTRIBUTORS, INC.  
SCHENLEY DISTRIBUTORS, INC. (Import Division)  
SCHIEFFELIN & CO.  
SEAGRAM-DISTILLERS CORPORATION  
SHAW CO., INC., MUNSON G.  
H. STONE & CO., LTD.  
W. A. TAYLOR & CO.  
UNITED DISTILLERS OF AMERICA, INC.  
JULIUS WILE SONS & CO., INC.

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New Jersey State Library



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1060 Broad Street, Newark, N. J.

**BULLETIN 788**

**DECEMBER 23, 1947**

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 Bulletin No. 785 continue in force, subject to the additions and changes listed below. It is therefore essential that Bulletin No. 785 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 Friday, January 2, 1948 at 10:00 A.M.

BRAND	SIZE	MINIMUM CONSUMER PRICE
<b>Canadian Whisky</b>		
* MacNAUGHTON'S Canadian Whisky	½ Quarts Pints	5.37 3.37
* SEAGRAM'S "83" Blended Canadian Whisky	Fifths Pints	5.10 3.23
* SEAGRAM'S PEDIGREE Rye or Bourbon (Bottled in Bond in Canada)	Quarts Pints	7.07 3.61
* SEAGRAM'S V. O. Canadian Whisky A Blend	Fifths Pints	5.10 3.23

**Irish Whiskey**

* WHITE'S CLUB IRISH WHISKEY	½ Quarts	5.62
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**Scotch Whisky**

AINSLIE'S ROYAL EDINBURGH SCOTCH	Fifths	5.53
* AULD GLEN ROSSIE SCOTCH	½ Quarts	5.59
* BELLOWS CHOICEST LIQUEUR	Fifths	11.65
* BELLOWS CLUB SPECIAL	Fifths	5.70
* BELLOWS DECANTER	Fifths	12.15
* BELLOWS PARTNERS CHOICE LIQUEUR	Fifths	6.82
BLACK & WHITE	Fifths Tenths	5.60 2.99
BLACK & WHITE DE LUXE	Fifths	6.60
BULLOCH LADE Gold Label	Fifths Tenths	5.45 2.86
Old Rarity	Fifths	6.75
* CATTO'S EXTRA SPECIAL LIQUEUR	Fifths	6.82
* DEWAR'S VICTORIA VAT	½ Quarts ½ Pints	6.96 3.57
* DEWAR'S WHITE LABEL	½ Quarts ½ Pints	5.69 2.99

**Scotch Whisky (Cont.)**

BRAND	SIZE	MINIMUM CONSUMER PRICE
* DUNFIFE	Fifths	5.66
* GAELIC OLD SMUGGLER	Fifths	5.69
* GLEN ROSSIE SCOTCH Special Reserve 8 Years Old	½ Quarts ½ Quarts	5.59 5.96
* GLENLIVET SCOTCH	Fifths	9.65
* GRAND MacNISH	Fifths	5.89
* GRANT'S (8 Years Old)	Fifths Tenths	5.85 3.00
* GRANT'S BEST PROCURABLE (12 Years Old)	Fifths	7.40
* HAIG & HAIG Pinch Bottle	Fifths Tenths	7.03 3.61
Five Star	Fifths Tenths	5.69 2.94
* HANKEY BANNISTER	Fifths	5.80
* HEDGES & BUTLER "250"	Fifths	7.12
* JOHNNIE WALKER BLACK LABEL Blended Scotch Whisky	Fifths Tenths	6.89 3.53
* JOHNNIE WALKER RED LABEL Blended Scotch Whisky	Fifths Tenths	5.68 2.93
* KING WILLIAM IV	Fifths Tenths	5.37 2.79
* KINTORE	½ Quarts	5.38
LAUDER'S ROYAL NORTHERN CREAM	Fifths	5.56
* MACKIES ANCIENT	Fifths	6.83
* PETER DAWSON SCOTCH Special	Fifths Tenths	5.60 2.95
Old Curio	Fifths	6.88
Rare Liqueur	Fifths	9.47
* ROBBIE BURNS	½ Quarts	5.38
TEACHER'S HIGHLAND CREAM	Fifths Tenths	5.71 3.12
* VAT 69 (Sanderson's) Blended Scotch Whisky	Fifths ½ Pints	5.62 2.93
* WALDORF ASTORIA	Fifths	5.80
* WATSON No. 10	Fifths	5.36
* WHITE HORSE CELLAR SCOTCH	Fifths Tenths	5.65 2.94

\* Discount of 5% Permitted On Case Lot Purchases.  
\*\* Discount of 10% Permitted On Case Lot Purchases.

BRAND	SIZE	MINIMUM CONSUMER PRICE
<b>Imported Brandies</b>		
<b>** BARTON &amp; GUESTIER</b> Three Star Cognac	¼ Quarts	7.46
Fine Champagne Cognac	¼ Quarts	11.29
<b>* BELLOWS BAS ARMAGNAC</b> Three Star	Fifths	6.77
Finest Reserve	Fifths	7.98
Choicest Extra	Fifths	9.04
Tresor de Famille	Fifths	9.80
<b>* BELLOWS FINE IMPORTED</b> Portuguese Brandy	Fifths	5.47
<b>* BELLOWS GRANDES BORDERIES EXTRAORDINAIRE</b> (Cognac Nature)	Fifths	17.55
<b>* BELLOWS V. E.</b> Cognac	Fifths	7.30
<b>* BELLOWS V.S.E.P.</b> Cognac	Fifths	10.39
<b>* BELLOWS V.V.S.E.P.</b> Cognac	Fifths	14.07
<b>BISQUIT COGNAC ***</b>	Gallons	40.03
(Flask)	Fifths	7.30
	Tenths	3.81
<b>BISQUIT EXTRA COGNAC</b>	Fifths	17.13
<b>* CUSENIER</b> Cognac	Fifths	7.65
<b>DUFF GORDON BRANDY</b> (10 Years Old)	Fifths	5.53
<b>HENNESSY THREE STAR</b> Cognac	Gallons	37.30
	Fifths	7.26
	Tenths	3.79
<b>HENNESSY V.S.O.P.</b> Cognac	Fifths	8.86
<b>HENNESSY X.O.</b> Cognac	Fifths	13.08
<b>HENNESSY EXTRA</b> Cognac	Fifths	25.34
<b>HENRY M. F. HATHERLY</b> V.O. Extra Portuguese Brandy	Fifths	4.27
	Pints	2.75
<b>* JOHN EXSHAW</b> Three Star Cognac	Fifths	7.00
V.S.O.P. Cognac	Fifths	8.29
<b>** JULES BOUCHARD</b> (French) Three Star	¾ Quarts	5.54
	¾ Pints	2.95
<b>* JULES ROBIN COGNAC</b> Three Star	Fifths	6.50
	Tenths	3.49
Special Fine Cognac	Fifths	8.58
<b>** LA GRANDE MARQUE</b> Three Star Cognac	Gallons	41.14
	¾ Quarts	7.14
	¾ Pints	3.73
Liqueur Cognac Superlative	¾ Quarts	11.29

BRAND	SIZE	MINIMUM CONSUMER PRICE
<b>Imported Brandies (Cont.)</b>		
<b>* J &amp; F MARTELL</b> (Cognac, France) Three Star Cognac	Fifths	7.14
	¾ Pints	3.75
Cordon Bleu	Fifths	12.09
	Tenths	6.22
Cordon Argent	Fifths	17.75
Martell Extra	Fifths	20.70
Martell V.S.O.P.	Fifths	8.81
<b>* RIVOLI SEVEN STAR</b> Imported Brandy	Fifths	3.99
	Pints	2.67
<b>WERTHEIMER'S</b> (Swiss) Marello Grappa	Fifths	8.00
Marc de Suisse	Fifths	8.00
Rathaus Kirschwasser	Fifths	10.16

### Imported Gin

<b>* BOOTH'S HOUSE OF LORDS GIN</b> Distilled Dry Gin (London, England)	Fifths	5.13
<b>COATES PLYMOUTH GIN</b>	Fifths	5.34
<b>* NICHOLSONS DRY GIN</b>	Fifths	5.09

### Imported Rum

<b>* BACARDI</b> Carta Blanca (White Label) (Cuban)	Fifths	5.41
	Tenths	2.77
Carta De Oro (Gold Label) (Cuban)	Fifths	5.53
	Tenths	2.83
<b>* BACARDI 873 BRAND</b> (Cuban)	Fifths	6.06
<b>* BACARDI ANEJO BRAND</b> (Cuban)	Fifths	6.83
<b>* BELLOWS CHOICEST LIQUEUR JAMAICA</b> Rum	Fifths	6.64
<b>* BELLOWS COCKADE BARBADOS</b> Rum	Fifths	4.72
<b>* BELLOWS FINEST BARBADOS</b> Rum	Fifths	5.28
<b>* BELLOWS FINEST JAMAICA</b> Rum	Fifths	4.96
<b>* BELLOWS RON MALECON</b> Cuban Rum (Gold Seal)	Fifths	4.63
(Silver Seal)	Fifths	4.48
<b>DAGGER PUNCH</b> Jamaica Rum	Fifths	5.41
	Tenths	2.80

\* Discount of 5% Permitted On Case Lot Purchases.  
\*\* Discount of 10% Permitted On Case Lot Purchases.

BRAND	SIZE	MINIMUM CONSUMER PRICE
<b>Imported Rum (Cont.)</b>		
* GILBEY'S "GOVERNOR-GENERAL" Jamaica Rum	Fifths	5.60
* LEMON HART Jamaica Rum Golden or Dark	Fifths	5.49
Demerara (86 Proof)	Fifths	5.10
Demerara (151 Proof)	Fifths	7.75
	Pints	4.68
* ST. JAMES MARTINIQUE RUM	Fifths	4.23
	Pints	2.49
THREE DAGGER Jamaica Rum	Fifths	5.90

### Cordials & Liqueurs - American & Imported

* B & B LIQUEUR D. O. M.	118 oz.	42.63
	68 oz.	25.79
	25 oz.	8.45
	12 oz.	4.43
* BACARDI ELIXIR CORDIAL (Cuban)	Fifths	6.25
** BARTON & GUESTIER Creme de Menthe (Green or White)	3/4 Quarts	7.32
Creme de Cacao (Chouva)	4/5 Quarts	7.36
Apricot, Cherry, Blackberry, Curacao, Triple Sec, Curacao Orange	3/4 Quarts	7.53
Kummel	3/4 Quarts	8.19
* BENEDICTINE D.O.M.	118 oz.	42.68
	68 oz.	25.79
	25 oz.	8.45
	12 oz.	4.43
CHARTREUSE LIQUEUR Green (110 Proof)	Fifths	9.16
	Tenths	4.70
Yellow (86 Proof)	Fifths	8.16
	Tenths	4.17
* DRAMBUIE Prince Charles Edwards (Scotch Liqueur)	23 oz.	8.78
* GARNIER FRENCH CORDIALS & LIQUEURS Abricotine, Anisette, Blackberry, Cherry, Creme de Cacao, Creme de Cassis, Creme de Menthe (Green or White), Curacao, Kummel, Peach and Triple Sec	24 oz.	6.95
Liqueur D'Or	23 oz.	7.67
Maraschino	21 oz.	6.97
Prunelle	24 oz.	9.10
Four Compartment Bottle	32 oz.	18.35
Two Compartment Bottle	16 oz.	7.50

BRAND	SIZE	MINIMUM CONSUMER PRICE
<b>Cordials and Liqueurs (Cont.)</b>		
* KAHLUA Mexican Liqueur	4/5 Quarts 4/5 Pints	6.49 3.35
* M. A. B. (Bordeaux, France) Apricot Liqueur	Fifths	7.32
Creme de Cacao	Fifths	7.14
Creme de Menthe	Fifths	7.14
** PICON (Levallois-Perrot, France) Amer Picon	Fifths	7.65
* STREGA LIQUEUR	Fifths	7.22
* VIELLE CURE LIQUEUR (Bordeaux, France)	Fifths	7.86

### Imported Champagnes & Sparkling Burgundies

** BARTON & GUESTIER French Sparkling Burgundy	26 oz. 13 oz.	6.79 3.63
** BOLLINGER CHAMPAGNE Non-Vintage Brut	52 oz. 26 oz. 19 oz. 6 1/2 oz.	13.59 6.79 3.55 2.24
1937 Extra Quality Brut	104 oz. 52 oz. 26 oz. 13 oz.	33.90 16.65 8.33 4.33
1934 Extra Quality Brut	104 oz. 52 oz. 26 oz. 13 oz.	35.05 17.25 8.60 4.49
* DRY MONOPOLE (Heidsieck & Co.) Vintage 1937 & 1941	52 oz. 26 oz. 13 oz.	15.36 7.50 3.90
Brut Special	26 oz. 13 oz.	6.59 3.45
** A. DUSSAILLANT Chilean Sparkling Burgundy	26 oz. 13 oz.	5.11 2.79
** MARTINI & ROSSI Sparkling Lacrima Christi Asti Spumante	26 oz. 26 oz.	5.90 5.59
<b>POMMERY CHAMPAGNES</b>		
Sec	26 oz. 13 oz.	6.84 3.58
Brut 1941 or 1942	26 oz. 13 oz.	7.87 4.09
Brut 1941	52 oz.	15.96
Brut 1937	104 oz.	36.66
Rose 1941	26 oz. 13 oz.	6.77 4.54

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BRAND	SIZE	MINIMUM CONSUMER PRICE	BRAND	SIZE	MINIMUM CONSUMER PRICE
<b>Imported Wines</b>			<b>Imported Wines (Cont.)</b>		
<b>** BARTON &amp; GUESTIER</b> (White Wines)			<b>** A. DUSSAILLANT L. LENTUE</b> (Chilean Wines)		
Prince Blanc (Dry)	25 oz.	2.68	Sauternes	23½ oz.	1.90
	12 oz.	1.48		11 oz.	1.07
Tourny (Dry)	25 oz.	2.91	Haut Sauternes	23½ oz.	2.13
	12 oz.	1.59		11 oz.	1.16
Graves	25 oz.	3.15	Riesling Superior	25¼ oz.	1.97
	12 oz.	1.71		11 oz.	1.11
Louis D'Or (Sweet)	25 oz.	4.08	Special Cabernet	23½ oz.	1.82
	12 oz.	2.18		11 oz.	1.03
Sauternes	25 oz.	4.63	Chablis and Burgundy	22 oz.	1.99
	12 oz.	2.45		13 oz.	1.06
Barsac	25 oz.	4.86	Vin Rose	23½ oz.	1.82
	12 oz.	2.57		11 oz.	1.03
Haut Sauternes	25 oz.	5.57			
	12 oz.	2.92	<b>** LOUIS IRION</b> (Alsatian Wines)		
Chateau La Tour Blanche 1939	25 oz.	7.44	Fendant	24 oz.	3.77
Chateau Climens 1942	25 oz.	7.44		12 oz.	2.00
Chateau Yquem 1941	25 oz.	8.54	Riesling Superieur	24 oz.	4.16
Chateau Rayne Vigneau 1939, and Chateau Guiraud 1943	25 oz.	7.44		12 oz.	2.20
			Traminer Reserve	24 oz.	4.63
				12 oz.	2.43
<b>** BARTON &amp; GUESTIER</b> (Red Wines)					
Prince Noir	25 oz.	2.68			
	12 oz.	1.47			
Medoc	25 oz.	2.75			
	12 oz.	1.52			
Leobourg	25 oz.	3.22			
	12 oz.	1.75			
St. Estephe	25 oz.	3.38			
St. Emilion	25 oz.	3.38			
Chateau Pontet Canet	25 oz.	4.94			
	12 oz.	2.61			
Chateau Leoville Barton 1942	25 oz.	5.88			
	12 oz.	3.08			
Chateau Pedesclaux 1937	25 oz.	6.19			
<b>** BARTON &amp; GUESTIER</b> <b>BURGUNDY WINES</b> (Red)					
Macon	24 oz.	3.54			
	12 oz.	1.91			
Beaujolais Village	24 oz.	3.70			
	12 oz.	1.98			
Chasagne	24 oz.	4.71			
Savigny	24 oz.	4.87			
Pommard	24 oz.	5.02			
	12 oz.	2.65			
Morey St. Denis	24 oz.	5.49			
Gevrey Chambertin	24 oz.	5.84			
	12 oz.	3.06			
Vougeot	24 oz.	6.63			
Chateauneuf Du Pape (Rhône)	24 oz.	4.63			
<b>** BARTON &amp; GUESTIER</b> <b>BURGUNDY WINES</b> (White)					
Pouilly Fuisse	24 oz.	4.63			
	12 oz.	2.45			
Chablis	24 oz.	4.95			
	12 oz.	2.61			
Meursault	24 oz.	5.25			
Puligny Montrachet	24 oz.	5.96			
	12 oz.	3.12			

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\*\* Discount of 10% Permitted On Case Lot Purchases.

Promulgated and Published December 23, 1947.

*Erwin J. Hoek*

Commissioner.

