

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

BULLETIN 391

MARCH 11, 1940

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MARCH 11, 1940

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 and #374 continue in force, subject to the changes listed below. It is, therefore, essential that Bulletins #350, #360 and #374 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 March 15, 1940, at 10:00 A.M.

Brand	Size	Minimum Consumer Price
1. THE AMERICAN DISTILLING COMPANY, 135 East 42nd Street, New York City		
SANDY MacDONALD Blended Scotch Whiskies	Fifths	\$2.95
Discount of 10% permitted on case lot purchases.		
2. AMERICAN SPIRITS, INC. Rockefeller Center, New York City		
CARIOCA RUM Heavy Bodied (151 Proof)	Fifths	3.20
CARIOCA ROCK AND RUM (70 Proof)	Quarts	1.95
	Pints	1.00
	1/2 Pints	.54
Discount of 10% permitted on case lot purchases.		

Brand	Size	Minimum Consumer Price
3. AUSTIN, NICHOLS & CO., INC. 82 Poinier Street, Newark, N.J.		
GILT SHILLIN' SCOTCH	Fifths	WITHDRAWN
RUFFINO VERMOUTH	30 oz.	WITHDRAWN

4. BELMONT DISTRIBUTING CO. 620 Market Street, Newark, N.J.		
RIONDO RUM (Gold and White)	Fifths	\$1.90
	1/2 Fifths	.98

5. BROWNE VINTNERS CO., INC. 60 Branford Place, Newark, N.J.		
UNION LEADER WHISKEY A Blend	1/2 Gallons	3.75
	Quarts	1.95
	Pints	.99
EL BART GIN	Quarts	1.59
	Fifths	1.29
	Pints	.84
Discount of 10% permitted on case lot purchases.		

6. BEN-BURK, INC. 1010 Massachusetts Avenue, Boston, Mass.		
OLD "MR. BOSTON" London Dry Gin	Quarts	1.92
Discount of 10% permitted on case lot purchases.		

7. CARSTAIRS BROS. DISTILLING CO., INC. Chrysler Building, New York City		
CARSTAIRS WHITE SEAL Blended Whiskey	Quarts	2.25
	Fifths	1.35
	Pints	1.15
CARSTAIRS HARMONY) Blended Whiskey) (86 Proof)))))	Quarts	1.95
	Fifths	1.60
	Pints	1.00
CARSTAIRS HARMONY) Blended Whiskey))	Fifths	WITHDRAWN
	Pints	WITHDRAWN
Discount of 10% permitted on case lot purchases.		

Brand	Size	Minimum Consumer Price
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8. CONTINENTAL DISTILLING CORPORATION,
1800 W. Lehigh Avenue, Philadelphia, Pa.

COBBS CREEK PREFERRED

Blended Whiskey	Quarts	WITHDRAWN
(Youngest whiskey 4 years old)	Pints	WITHDRAWN

9. DEALERS LIQUOR COMPANY,
Ninth and Atlantic Avenues, Camden, N.J.

Y. P. M. BLUE LABEL

Blended Whiskey	Quarts	\$1.95
	Pints	1.00

10. DELVINO GRAPE PRODUCTS CO., INC.
211 Duane Street, New York City

IMPERIAL SEAL BRAND

(Vintage 1937)	Gallons	1.89
Port, Dry Sherry, Golden	1/2 Gallons	.98
Sherry and Muscatel	Quarts	.59

VINELAND BRAND

(Vintage 1934)	Gallons	2.29
Port, Sherry and Muscatel	1/2 Gallons	1.29
	Quarts	.75

Discount of 10% permitted on case lot purchases.

11. DUGGAN'S LIMITED,
150 Bay Street, Jersey City, N.J.

DUGGAN'S PRIVATE STOCK

A Blend	Quarts	1.90
	Pints	1.00

Discount of 10% permitted on case lot purchases.

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

CEDARHURST GIN

Quarts	1.39
Fifths	1.15
Pints	.75

Discount of 10% permitted on case lot purchases.

Brand	Size	Minimum Consumer Price
13. F-C-G IMPORTERS, INC.		
601 West 26th Street, New York City		
COURVOISIER-COGNAC		
Three Star	Fifths	\$3.68
Three Star-Flasks	Tenths	1.91
Three Star-Flasks Alum.	1/2 Pints	WITHDRAWN
V.S.Liqueur	Gallons	18.30
	Fifths	3.88
V.S.Liqueur-Flasks	Tenths	2.01
V.S.Liqueur-Flasks Alum.	1/2 Pints	WITHDRAWN
V.V.S.Liqueur	Fifths	4.68
Fine Champagne de Luxe	Fifths	9.68
Grande Fine Champagne "The Brandy of Napoleon"	Fifths	15.58
MACDONALD & MUIR-BLENDED SCOTCH WHISKY		
H.Q.HIGHLAND QUEEN) Fifths	3.55
) Tenths	1.85
)	
HIGHLAND QUEEN GRAND 10 (10 years old)) Fifths	WITHDRAWN
) Tenths	WITHDRAWN

Discount of 15% permitted on case lot purchases.

14. FEDERAL WINE & LIQUOR COMPANY,
315 Clendenny Avenue, Jersey City, N.J.

B. P. R.		
Maryland Straight Rye	Quarts	2.50
Whiskey - Bottled in	Fifths	2.10
Bond	Pints	1.30
CHATEAU NORMAN BRAND WINES		
Sweet Wines	Gallons	1.59
	1/2 Gallons	.85
	Quarts	.49
	24 oz.	.39
	Pints	.25
Dry Red Wines	Gallons	1.05
	1/2 Gallons	.59
	24 oz.	.35
Dry White Wines	Gallons	1.15
	1/2 Gallons	.65
	Quarts	.45
	24 oz.	.39

Brand	Size	Minimum Consumer Price
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14. FEDERAL WINE & LIQUOR COMPANY - Cont'd

SANDY GORDON		
Scotch Whisky	Fifths	WITHDRAWN
GRIERSON'S VAT 1		
Blended Scotch Whisky	Fifths	WITHDRAWN
(8 years old)	Tenths	WITHDRAWN
CLOS STE. ODILE		
French Moselle-Alsatian	23 oz.	WITHDRAWN
Wine (1937)	11½ oz.	WITHDRAWN

Discount of 10% permitted on case lot purchases.

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

MATTINGLY & MOORE		
Blended Whiskey	Quarts	\$2.00
	Fifths	1.60
	Pints	1.00

Discount of 10% permitted on case lot purchases.

16. GOODERHAM & WORTS DIVISION OF HIRAM WALKER INCORPORATED
1060 Broad Street, Newark, N.J.

G&W PRIVATE STOCK BLENDED		
WHISKEY	Quarts	WITHDRAWN
	Pints	WITHDRAWN
G&W BONDED STOCK		
Straight Rye Whiskey	Quarts	WITHDRAWN
Bottled in Bond (4 years old)	Fifths	WITHDRAWN
	Pints	WITHDRAWN
G&W BAR "90" LONDON GIN	Quarts	WITHDRAWN

17. GREENSPAN BROS. CO.
369 Herbert Street, Perth Amboy, N.J.

B. & L. SCOTCH		
Blended Scotch Whiskey	Fifths	WITHDRAWN
OLD RARITY		
Blended Scotch Whiskey	Fifths	WITHDRAWN
JOLLY ROGER		
Gin	Fifths	WITHDRAWN
	Pints	WITHDRAWN
CRYSTAL CLUB		
Blended Whiskey	Quarts	WITHDRAWN
	Pints	WITHDRAWN

Brand	Size	Minimum Consumer Price
17. GREENSPAN BROS. CO. - Cont'd		
ROCKY HILL	Quarts	WITHDRAWN
Straight Bourbon Whiskey	Pints	WITHDRAWN
CRUSADER	Quarts	WITHDRAWN
Straight Rye Whiskey	Pints	WITHDRAWN

18. J. & J. DISTRIBUTING CO.		
312 Frelinghuysen Avenue, Newark, N.J.		
BARD'S TOWN "FIDDLE BOTTLE"		
(4 years old-86.8 Proof)	Fifths	\$2.00
	Pints	1.20
Bottled in Bond	Fifths	2.50
(4 years old-100 Proof)	Pints	1.50
LOCH LOMOND		
Blended Scotch Whisky	Fifths	WITHDRAWN
CLAN MacLEOD		
Blended Scotch Whisky	Fifths	WITHDRAWN
Discount of 10% permitted on case lot purchases.		

19. WILLIAM JAMESON & COMPANY, INC.		
120 Broadway, New York City		
SHERWOOD RYE		
Maryland Straight Rye	Fifths	1.95
Whiskey (4 years old-90 Proof)	Pints	1.25
OLD LEWIS HUNTER		
Kentucky Straight	Fifths	1.95
Bourbon Whiskey	Pints	1.25
(Bottled in Bond)		
OLD LEWIS HUNTER)	
Kentucky Straight)	1.85
Bourbon Whiskey)	1.15
(4 years old-90 Proof))	
OLD LEWIS HUNTER)	
Kentucky Straight)	WITHDRAWN
Bourbon Whiskey)	WITHDRAWN
Discount of 10% permitted on case lot purchases.		

Brand	Size	Minimum Consumer Price
20. McKESSON LIQUOR CO. 759 Summer Avenue, Newark, N.J.		
MARTIN'S GOLD BAR		
Scotch Whisky	Fifths	\$3.25
(Extra Quality-88 Proof)	Tenths	1.70
Discount of 10% permitted on case lot purchases.		

21. MONARCH WINE COMPANY, INCORPORATED 4500 Second Avenue, Brooklyn, N. Y.		
MONARCH'S ACE-HI BRAND	Quarts	.39
	Pints	.20

22. NATIONAL DISTILLERS PRODUCTS CORPORATION 120 Broadway, New York City		
120 BAR SPECIAL		
Straight Rye or Bourbon	Quarts	1.55
Whiskey		
GILBEY'S DISTILLED LONDON		
DRY GIN	Quarts	1.90
	Fifths	1.55
	Pints	.99
DE KUYPER PRODUCTS:		
ROCK & RYE		
(Without Crystals)	Quarts	2.40
	Pints	1.25
	1/2 Pints	.65
(With Crystals)	Quarts	2.40
	Pints	1.25
Discount of 10% permitted on case lot purchases.		

23. OLDETYME DISTILLERS, INC. 725 Broadway, Newark, N. J.		
GREEN RIVER		
Straight Rye Whiskey	Quarts	2.25
Bottled in Bond	Fifths	1.85
(4 years old)	Pints	1.15
Discount of 10% permitted on case lot purchases.		

Brand	Size	Minimum Consumer Price
24. F. PIRRONE & SONS		
92-94 Monroe Street, Garfield, N. J.		
INVITATION BRAND		
Dry Red Wines	1/2 Gallons	\$2.00
	Fifths	.89
Dry White Wines	1/2 Gallons	2.00
	Fifths	.89
Sweet Wines	1/2 Gallons	2.10
	Fifths	.98
PIRRONE BRAND		
Dry Red Wines	Gallons	1.25
	1/2 Gallons	.70
	Quarts	.49
	Fifths	.39
Dry White Wines	Gallons	1.35
	1/2 Gallons	.75
	Quarts	.59
	Fifths	.49
Sweet Wines	Gallons	1.95
	1/2 Gallons	1.15
	Quarts	.69
	Fifths	.59
ALLEGRO BRAND		
Dry Red Wines	Gallons	1.10
	1/2 Gallons	.60
	Quarts	.35
	24 oz. Bottles	.30
Dry White Wines	Gallons	1.15
	1/2 Gallons	.65
	Quarts	.39
	24 oz. Bottles	.35
Sweet Wines	Gallons	1.59
	1/2 Gallons	.85
	Quarts	.49
	24 oz. Bottles	.39
	Pints	.25
Discount of 10% permitted on case lot purchases of above products.		
GLADSTONE BRAND		
Dry Red Wines	Gallons	.98
	1/2 Gallons	.55
	Quarts	.29
	24 oz. Bottles	.25
Dry White Wines	Gallons	1.05
	1/2 Gallons	.60
	Quarts	.35
	24 oz. Bottles	.29

Brand	Size	Minimum Consumer Price
24. F. PIRRONE & SONS - Cont'd		
GLADSTONE BRAND - Cont'd		
Sweet Wines	Gallons	\$1.35
	1/2 Gallons	.69
	Quarts	.39
	24 oz. Bottles	.29
	Pints	.20
VERMOUTH	Gallons	1.95
	1/2 Gallons	1.05
	30 oz. Bottles	.79

25. JOSEPH H. REINFELD, INC.		
461 Frelinghuysen Avenue, Newark, N. J.		
BUCKS COUNTY		
Blended Whiskey	Quarts	1.59
AULD GLEN ROSSI		
Blended Scotch Whisky	Fifths	WITHDRAWN
DAVIESS COUNTY		
Bourbon	Quarts	WITHDRAWN
	Pints	WITHDRAWN
Discount of 10% permitted on case lot purchases.		

26. ROMA WINE COMPANY, INC.		
601 West 26th Street, New York City		
LA BOHEME BRAND and ROMA WINE COMPANY BRAND		
Sweet Wines Port, Sherry, M ₁ scatel, Tokay and Marsala	Gallons	1.75
	1/2 Gallons	.98
	Quarts	.59
	Pints	.30
	24 oz. Bottles	WITHDRAWN
Discount of 10% permitted on case lot purchases.		

27. SCHENLEY DISTRIBUTORS, INC.		
1 Newark Avenue, Jersey City, N. J.		
OLD QUAKER		
Straight Whiskey in Bourbon or Rye (3 years and 4 years old)	1/2 Gallons	3.69
	Quarts	1.95
	Pints	1.00
THE WILKEN FAMILY		
Blended Whiskey	1/2 Gallons	3.75
	Quarts	1.90
	Pints	.99
	Fifths	WITHDRAWN
Discount of 10% permitted on case lot purchases.		

Brand	Size	Minimum Consumer Price
27. SCHENLEY DISTRIBUTORS, INC. - Cont'd		
IMPORTED PRODUCTS:		
BARTON & GUESTIER BORDEAUX & BURGUNDY WINES		
Discount of 5% permitted on these imported products.		
ANCIENT SPECIAL RESERVE		
Pennsylvania Straight Rye	Quarts	WITHDRAWN
Whiskey - Bottled in Bond	Pints	WITHDRAWN
(11 years old)		
CARLISLE		
Blended Whiskey	Quarts	WITHDRAWN
PRIVATE STOCK NO. 277		
Blended Whiskey	Quarts	WITHDRAWN
MAYFLOWER		
Straight Whiskey in Bourbon	Quarts	WITHDRAWN
or Rye (Youngest Whiskey	Fifths	WITHDRAWN
3 years old)	Pints	WITHDRAWN
MAYFLOWER		
Straight Whiskey in Bourbon	Quarts	WITHDRAWN
or Rye (Youngest Whiskey	Pints	WITHDRAWN
less than 3 years old)		
DAYTON CLUB		
Straight Whiskey in Bourbon	Quarts	WITHDRAWN
or Rye	Pints	WITHDRAWN
SCHENLEY'S		
Straight Whiskey in Rye	Quarts	WITHDRAWN
or Bourbon (40 months old)		
CORONET BRANDY		
	Fifths	WITHDRAWN
	Tenths	WITHDRAWN
RON SIESTA SILVER LABEL		
Rum (Light)	Fifths	WITHDRAWN
	Tenths	WITHDRAWN
RON SIESTA GOLD LABEL		
Rum (Dark)	Fifths	WITHDRAWN
	Tenths	WITHDRAWN
RON BIMINI SILVER LABEL		
Rum (Light)	Fifths	WITHDRAWN
	Tenths	WITHDRAWN
RON BIMINI GOLD LABEL		
Rum (Dark)	Fifths	WITHDRAWN
	Tenths	WITHDRAWN
SCHENLEY'S THREE STAR RUM		
Heavy Dark	Fifths	WITHDRAWN
	Pints	WITHDRAWN
OLD QUAKER RUM		
Dark Straight Rum	Fifths	WITHDRAWN
(4 years old)	Pints	WITHDRAWN

Brand	Size	Minimum Consumer Price
27. SCHENLEY DISTRIBUTORS, INC. - Cont'd		
MAYFLOWER RUM	Quarts	WITHDRAWN
Bottled in Bond	Fifths	WITHDRAWN
	Pints	WITHDRAWN
SCHENLEY'S THREE STAR BRANDY	Fifths	WITHDRAWN
	Tenths	WITHDRAWN
OLD QUAKER		
Straight Whiskey in Bourbon	1/2 Gallons	WITHDRAWN
or Rye (Youngest Whiskey less	Quarts	WITHDRAWN
than 3 years old)	Pints	WITHDRAWN
ANCIENT AGE		
Straight Bourbon Whiskey	Quarts	WITHDRAWN
(5 years old-90 Proof)	Fifths	WITHDRAWN
	Pints	WITHDRAWN
IMPORTED PRODUCT:		
RHUM NEGRITA	Fifths	WITHDRAWN
	Tenths	WITHDRAWN

28. SOMERSET IMPORTERS, LTD.		
9 Rockefeller Plaza, New York City		
KING WILLIAM IV		
Scotch Whisky	4/5 Quarts	\$2.39
Discount of 5% permitted on case lot purchases.		

29. HIRAM WALKER, INCORPORATED		
630 Fifth Avenue, New York City		
CANADIAN CLUB		
Canadian Whiskey	Quarts	WITHDRAWN
(6 years old)	Fifths	3.30
	Pints	2.10
SIGNET		
Straight Rye Whiskey	Fifths	2.39
Bottled in Bond	Pints	1.49
(4 years old)		
MEADOW BROOK		
Straight Bourbon Whiskey	Fifths	2.39
Bottled in Bond	Pints	1.49
(4 years old)		
DELUXE BOURBON		
(4 years old)	Quarts	2.15

Brand	Size	Minimum Consumer Price
29. HIRAM WALKER, INCORPORATED - Cont'd		
TEN HIGH RYE or	Quarts	\$1.93
TEN HIGH BOURBON		
(3 years old)	Pints	.99
TEN HIGH RYE or	Quarts	WITHDRAWN
TEN HIGH BOURBON		
(2 years old)	Fifths	
	Pints	WITHDRAWN
TWIN SEAL RYE	Quarts	1.95
(3 years old)		
	Pints	1.00
TWIN SEAL RYE	Quarts	WITHDRAWN
(2 years old)		
	Fifths	
	Pints	WITHDRAWN
ROYAL OAK RYE or	Quarts	1.65
ROYAL OAK BOURBON		
(2 years old)	Pints	.85
ROYAL OAK RYE	Quarts	WITHDRAWN
(1 year old)		
	Fifths	
	Pints	WITHDRAWN
ROYAL OAK BOURBON	Quarts	WITHDRAWN
	Fifths	
	Pints	WITHDRAWN
"93" RYE or	Quarts	1.65
"99" BOURBON		
(2 years old)	Pints	.85
"93" RYE	Quarts	WITHDRAWN
	Pints	WITHDRAWN
"99" BOURBON	Quarts	WITHDRAWN
	Pints	WITHDRAWN
PRIVATE CELLAR WHISKEY	Quarts	2.20
A Blend		
	Pints	1.15
	Fifths	WITHDRAWN
FIVE O'CLOCK GIN	Quarts	1.49
	Fifths	1.23
	Pints	.79
OLD PLAID	Fifths	2.09
Scotch Type Whiskey		

Brand	Size	Minimum Consumer Price
29. HIRAM WALKER, INCORPORATED - Cont'd		
COCKTAILS		
Manhattan, Side Car and	Fifths	\$2.19
Old Fashioned	Pints	1.39
Dry Martini	Fifths	1.99
	Pints	1.26
FRUIT LIQUEURS		
Apricot, Blackberry, Peach	Fifths	2.29
and Cherry	4/5 Pints	1.23
	1/2 Pints	.65
SPECIALTIES		
Rock & Rye	Quarts	2.29
	Pints	1.20
	1/2 Pints	.59
Sloe Gin	Fifths	1.80
	Pints	1.13
	1/2 Pints	.55
RIDGEWOOD		
Blended Whiskey	Quarts	WITHDRAWN
	Pints	WITHDRAWN

Discount of 10% permitted on case lot purchases.

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

PETER DAWSON "SPECIAL"

Scotch Whisky	Fifths	2.95
	1/2 Fifths	1.65

Discount on case lot purchases reduced from 15% to 10%.

PROMULGATED AND PUBLISHED MARCH 11, 1940.

L. Frederick Bunnell

Commissioner.

New Jersey State Library