

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

BULLETIN 340

AUGUST 4, 1939

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 #320 continue in force, subject to the changes listed below. It is, therefore, essential that Bulletin #320 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 August 8, 1939, at 10:00 A.M. (Daylight Saving Time).

Brand	Size	Minimum Consumer Price
1. THE AMERICAN DISTILLING COMPANY, 135 East 42nd Street, New York City		
OLD AMERICAN BRAND Straight Rye or Bourbon	Gallons	\$7.00
	Quarts	1.75
	Pints	.90
THE AMERICAN DISTILLING COMPANY'S STILLBROOK Straight Rye	Quarts	1.85
	Pints	.95
MEADWOOD Straight Bourbon	Quarts	1.85
	Pints	.95
THE AMERICAN DISTILLING COMPANY'S SUPREME Straight Rye or Bourbon	Quarts	2.15
	Pints	1.10
	Fifths	WITHDRAWN
GOOD OLD GUCKENHEIMER Bottled in Bond Straight Bourbon Whiskey	Quarts	2.50
	Pints	1.30
OLD AMERICAN BRAND SPECIAL BLENDED WHISKEY A Blend	Quarts	1.85
	Pints	.95
THE AMERICAN DISTILLING COMPANY'S MONOGRAM A Blend	Quarts	2.15
	Pints	1.10
KING JAMES Blended Scotch Type Whiskey	Fifths	1.95
	1/2 Fifths	1.00

Brand	Size	Minimum Consumer Price
1. THE AMERICAN DISTILLING COMPANY -(Cont'd)		
GRAND OLD PARR BRAND		
Blended Straight Scotch Whiskies	Fifths	\$4.25
SANDY MacDONALD	Fifths	2.99
Blended Scotch Whiskies	1/2 Fifths	1.65
OLD COLONY GIN	Quarts	1.50
Grain Gin	Fifths	1.25
	Pints	.80
KUMMEL	Fifths	1.65
	Pints	1.00
	1/2 Pints	.55
PEPPERMINT SCHNAPPS	Fifths	1.65
	Pints	1.00
	1/2 Pints	.55
PIPING ROCK	Quarts	1.95
Orange Gin and Mint Gin	Fifths	1.65
	Pints	1.00
PIPING ROCK	Quarts	1.85
Sloe Gin	Fifths	1.55
	Pints	.95
PIPING ROCK	Quarts	1.95
Rock & Rye	Pints	1.00
	1/2 Pints	.55
PIPING ROCK		
Cordials	Fifths	1.45
Apricot, Blackberry, Peach,	Pints	.80
Cherry, and Creme de Menthe	1/2 Pints	.45
(Green and White)		
MEADWOOD		
Bottled in Bond	Quarts	WITHDRAWN
Straight Bourbon Whiskey	Pints	WITHDRAWN
THE AMERICAN DISTILLING		
COMPANY'S BONDED STOCK	Quarts	WITHDRAWN
Straight Rye or Bourbon	Pints	WITHDRAWN
AMERICAN GIN	Quarts	WITHDRAWN
Grain Gin	Fifths	WITHDRAWN
	Pints	WITHDRAWN

Brand	Size	Minimum Consumer Price
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2. THE BLACK PRINCE COMPANY, INC.
311 Kingsland Road, Nutley, N.J.

BLACK PRINCE

Distilled Dry Gin (Grain)	Quarts	\$1.39
	Fifths	1.14
	Pints	.75

(Cane)	Quarts	1.19
	Fifths	.98
	Pints	.65

LIQUEURS:

Creme de Cacao, Anisette, Coffee, Cherry, Apricot, Creme de Menthe, Peach and Blackberry	Fifths	1.49
	Pints	.98
	1/2 Pints	.49

Curacao and Triple Sec	Fifths	1.59
	Pints	.98
	1/2 Pints	.49

Kummel	Fifths	1.59
	Pints	.98
	1/2 Pints	.49

3. 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)	3.25
	1/2 Fifths (Flask)	1.70

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

4. BEN BURK, INC.
1010 Massachusetts Avenue, Boston, Mass.

OLD "MR. BOSTON"

ROCKING CHAIR Blended Whiskey (86.8 Proof)	Quarts	1.69
	Pints	.89

Discount of 15% permitted on case lot purchases of this product only.

5. CANADA DRY GINGER ALE, INCORPORATED
635 West Fifty-Fourth Street, New York City

Discount of 10% on case lot purchases of all products is hereby withdrawn.

Brand	Size	Minimum Consumer Price
6. CARSTAIRS BROS. DISTILLING CO., INC. Chrysler Building, New York City		
CARSTAIRS HARMONY	Fifths	\$1.60
Blended Whiskey (86.0 Proof)	Pints	1.00
GRAND SIRE		
Kentucky Straight Bourbon	Quarts	WITHDRAWN
(3 years old)	Pints	WITHDRAWN
Discount of 10% permitted on case lot purchases.		
7. CONTINENTAL DISTILLING CORPORATION, 1800 W. Lehigh Avenue, Philadelphia, Pa.		
PLANTERS CLUB		
Straight Rye or Straight Bourbon	Quarts	1.80
Whiskey (3 years old)	Pints	.95
OLD HICKORY		
Straight Rye or Straight Bourbon	Quarts	1.90
Whiskey (4 years old)	Pints	1.00
McCALLUM'S PERFECTION	Fifths	3.25
Scots Whisky	Tenths	1.75
PLANTERS CLUB		
Straight Rye or Straight Bourbon	Quarts	WITHDRAWN
Whiskey (2 years old)	Pints	WITHDRAWN
OLD HICKORY		
Straight Rye or Straight Bourbon	Quarts	WITHDRAWN
Whiskey (3 years old)	Pints	WITHDRAWN
Discount of 10% permitted on case lot purchases of above products as well as on all other Continental products listed in Bulletin #320.		
8. DELVINO GRAPE PRODUCTS CO., INC. 211 Duane Street, New York City		
DELVINO WHITE LABEL		
Port, Sherry, Muscatel, Tokay and	Gallons	WITHDRAWN
White Port	1/2 Gallons	WITHDRAWN
	Quarts	WITHDRAWN
	Fifths	WITHDRAWN
DELVINO GOLD LABEL		
Port, Sherry, Muscatel, Tokay and	Gallons	WITHDRAWN
White Port	1/2 Gallons	WITHDRAWN
	Quarts	WITHDRAWN
	24 Ounces	WITHDRAWN

Brand	Size	Minimum Consumer Price
9. EASTERN WINE CORPORATION Bronx Terminal Market, New York City		
"CHATEAU MARTIN" BRAND White and Red Label Port, Sherry, Muscatel, Tokay, White Port, Pale Dry Sherry, and Concord	Gallons 1/2 Gallons Quarts 3/4 Quarts Pints 1/2 Pints	\$1.69 .89 .49 .39 .25 .15
"SUN-RICH" BRAND Blackberry, Apple, Peach, Cherry and Apricot	Quarts 3/4 Quarts Pints 1/2 Pints	.49 .39 .25 .15
"FIVE STAR 'E'" BRAND	1/2 Pints	.15
"CHATEAU MARTIN" BRAND White and Red Label Claret, Burgundy, Barbera, Zin- fandel, Barberone and Alicante	Gallons 1/2 Gallons Quarts 3/4 Quarts	.98 .55 .45 .39
Sauterne, Reisling and Rhine	Gallons 1/2 Gallons Quarts 3/4 Quarts	1.15 .65 .49 .39
"CHATEAU MARTIN" Vintage Reserve Brand Vintage 1933 Port and Sherry	1/2 Gallons (jugs) Fifths (Bottles)	1.25 .69
"ORSINI" VERMOUTH Italian (Sweet) and French (Dry) Types	1/2 Gallons 30 oz.	1.25 .69
"JEAN GOULD" BRAND Sweet and Dry Types	Gallons 1/2 Gallons Quarts 3/4 Quarts	WITHDRAWN WITHDRAWN WITHDRAWN WITHDRAWN

Discount of 10% permitted on case lot purchases.

10. FEDERAL WINE & LIQUOR COMPANY,
315 Clendenny Avenue, Jersey City, N.J.
(Agent for "21" Brands Inc. Products)

B. P. R.

Maryland Straight Rye Whiskey	Quarts	2.75
Bottled in Bond	Fifths	2.30
	Pints	1.45

B. P. R. PRIVATE STOCK

Maryland Straight Rye Whiskey (3 years old)	Quarts	1.95
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GRIERSON'S VAT 1

Blended Scotch Whisky	Fifths	2.80
(8 years old)	Tenths	1.45

Discount of 10% permitted on case lot purchases.

Brand	Size	Minimum Consumer Price
11. THE FLEISCHMANN DISTILLING CORPORATION 595 Madison Avenue, New York City		
Discount of 10% on case lot purchases of WHITE TAVERN DRY GIN, BLACK & WHITE SCOTCH WHISKY (8 years old), and BLACK & WHITE TWELVE, Scotch Whisky (12 years old), is hereby withdrawn.		
12. GOODERHAM & WORTS DIVISION OF HIRAM WALKER INCORPORATED, 1060 Broad Street, Newark, N. J.		
G&W PRIVATE STOCK	Quarts	\$2.25
Blended Whiskey	Pints	1.15
G&W JOHN COLLINS GIN	Quarts	1.65
(90 Proof)	Fifths	1.35
	Pints	.85
MAC NAIRS SCOTCH	Fifths	3.25
(Imported-Glasgow)	Tenths	1.70
GAELIC OLD SMUGGLER SCOTCH		
(DE LUXE) (Imported-Glasgow)	Fifths	3.75
13. GORDON-O'NEILL CO., INC. 120 Sherman Avenue, Jersey City, N.J.		
SUSSEX HOUSE GIN	Quarts	1.59
	Fifths	1.35
	Pints	.81
GORDON-O'NEILL GIN	Quarts	1.49
	Fifths	1.29
	Pints	.79
BALTIMORE CLUB GIN	Quarts	1.49
	Fifths	1.29
	Pints	.79
LAFAYETTE BRANDY	Fifths	1.49
	Pints	.89
GOLD CUP		
Bourbon Whiskey	Quarts	1.75
(2 years old)	Pints	.89
O'NEILL'S ROCK & FRUIT	Quarts	2.00
(Crystallized)	Pints	1.09
	1/2 Pints	.54
SMITH BROTHERS ROCK & RYE	Quarts	1.89
	Pints	.98
	1/2 Pints	.50
MARLBORO CLUB	Quarts	WITHDRAWN
	Pints	WITHDRAWN

Brand	Size	Minimum Consumer Price
14. GREENSPAN BROS. CO.		
369 Herbert Street, Perth Amboy, N.J.		
B. & L. SCOTCH		
Blended Scotch Whiskey	Fifths	\$2.75
OLD RARITY		
Blended Scotch Whiskey	Fifths	3.85
15. G. F. HEUBLEIN & BRO.		
99 Hudson Street, New York City		
MILSHIRE DISTILLED DRY GIN	Quarts (bar bottle)	1.79
	Quarts (regular)	1.76
	Fifths	1.49
	Pints	.95
Discount of 10% permitted on case lot purchases.		
16. J. & J. DISTRIBUTING COMPANY,		
312 Frelinghuysen Avenue, Newark, N.J.		
HARVEY'S	Fifths	2.85
Blended Scotch Whisky	1/2 Fifths	1.50
Discount of 10% permitted on case lot purchases.		
17. LAIRD & COMPANY,		
Scobeyville, Monmouth County, N.J.		
LAIRD'S BOTTLED IN BOND	Quarts	3.10
Apple Brandy	Pints	1.60
LAIRD'S THREE STAR	Gallons	9.20
Apple Brandy	1/2 Gallons	4.75
	Quarts	2.40
	Pints	1.25
LAIRD'S SPECIAL BAR		
Apple Brandy	Quarts	3.00
BONDED VANDERVEER	Quarts	2.80
Apple Brandy	Pints	1.45
KINDERHOOK RESERVE	Quarts	2.25
Apple Brandy	Pints	1.15
KINDERHOOK SPECIAL	Quarts	1.80
Apple Brandy	Pints	.95

Brand	Size	Minimum Consumer Price
17. LAIRD & COMPANY - (Cont'd)		
CAPTAIN APPLE JACK	Quarts	\$2.35
Apple Brandy	Pints	1.25
OLD CATSKILL	Quarts	2.25
Apple Brandy	Pints	1.15
OLD DELAWARE APPLE	Quarts	2.15
Apple Brandy	Pints	1.10
OLD DELAWARE PEACH	Fifths	1.90
Peach Brandy	Pints	1.15
BRANDY BROOK	Quarts	1.55
Apple Brandy	Pints	.80
LAIRD'S FORTIFIED APPLE WINE	Gallons	1.60
	Fifths	.40
	Pints	.25
	1/2 Pints	.15
APPLE BROOK	Quarts	WITHDRAWN
Apple Brandy	Pints	WITHDRAWN

Discount of 10% permitted on case lot purchases of above products as well as other Laird & Company product listed in Bulletin #320.

18. McKESSON LIQUOR CO.
759 Summer Avenue, Newark, N.J.

MARTIN'S DeLUXE		
Scotch Whisky	Fifths	4.25
Gold Label (15 years old)		

Discount of 10% permitted on case lot purchases.

19. NATIONAL DISTILLERS PRODUCTS CORPORATION,
120 Broadway, New York City

TOWN TAVERN	Gallons	6.65
Straight Rye Whiskey	1/2 Gallons	3.35
(2 years old and younger)	Quarts	1.75
	Fifths	1.40
	Pints	.90
TOWN TAVERN	Gallons	6.95
Straight Rye Whiskey	1/2 Gallons	3.50
(3 years old)	Quarts	1.80
	Fifths	1.50
	Pints	.95

Brand	Size	Minimum Consumer Price
19. NATIONAL DISTILLERS PRODUCTS CORPORATION - (Cont'd)		
CRAB ORCHARD	Gallons	\$7.15
Straight Bourbon Whiskey	1/2 Gallons	3.60
(2 years old and younger)	Quarts	1.85
	Fifths	1.55
	Pints	.95
CRAB ORCHARD	Gallons	7.30
Straight Bourbon Whiskey	1/2 Gallons	3.65
(3 years old)	Quarts	1.90
	Fifths	1.55
	Pints	1.00
WINDSOR	Gallons	6.65
Straight Bourbon Whiskey	1/2 Gallons	3.35
(2 years old and younger)	Quarts	1.75
	Fifths	1.40
	Pints	.90
WINDSOR	Gallons	6.95
Straight Bourbon Whiskey	1/2 Gallons	3.50
(3 years old)	Quarts	1.80
	Fifths	1.50
	Pints	.95
OLD CROW	Quarts	2.70
Straight Rye Whiskey	Pints	1.40
OLD CROW	Quarts	3.00
Straight Bourbon Whiskey	Pints	1.60
OLD SUNNY BROOK	Quarts	2.60
Straight Rye Whiskey	Pints	1.35
DON "Q"	Fifths	WITHDRAWN
Puerto Rican Rum	Tenths	WITHDRAWN

Discount of 10% permitted on case lot purchases.

20. SCHENLEY DISTRIBUTORS, INC.

1 Newark Avenue, Jersey City, N.J.

OLD SCHENLEY	Quarts	2.69
Straight Bourbon Whiskey	Fifths	2.19
Bottled in Bond	Pints	1.39
SCHENLEY'S BAR SPECIAL	Quarts	1.95
Blended Whiskey		
WORLD'S FAIREST BRAND	Fifths	2.50
Blended Whiskey		
CORONET BRANDY	Fifths	1.35
	Tenths	.75

Brand	Size	Minimum Consumer Price
20. SCHENLEY DISTRIBUTORS, INC. - (Cont'd)		
UTOPIA BRANDY (3 years old)	Fifths	\$1.85
	Pints	1.15
	Tenths	.95
SCHENLEY'S THREE STAR BRANDY	Fifths	2.50
	Tenths	1.29
RON SIESTA SILVER LABEL Rum	Fifths	1.45
	Tenths	.75
RON SIESTA GOLD LABEL Rum	Fifths	1.65
	Tenths	.85
RON BIMINI SILVER LABEL Rum	Fifths	1.45
	Tenths	.75
RON BIMINI GOLD LABEL Rum	Fifths	1.65
	Tenths	.85
SCHENLEY'S THREE STAR RUM	Fifths	2.00
	Pints	1.25
OLD QUAKER RUM Dark Straight Rum (4 years old)	Fifths	1.85
	Pints	1.15
MAYFLOWER RUM Bottled in Bond (4 years old)	Quarts	2.45
	Fifths	2.00
	Pints	1.25
IMPORTED PRODUCTS:		
BACARDI SILVER LABEL RUM	Fifths	2.10
	Tenths	1.15
BACARDI AMBER LABEL RUM	Fifths	2.10
	Tenths	1.15
BACARDI WHITE LABEL RUM	Fifths	3.40
	Tenths	1.80
BACARDI GOLD LABEL RUM	Fifths	3.70
	Tenths	1.95
DUBONNET WINE	31 oz.	1.85
	12.8 oz.	.85
NOILLY PRAT VERMOUTH	Fifths	1.19
	Tenths	.69
OTARD THREE STAR COGNAC	Fifths	3.20
	Tenths	1.70

Brand	Size	Minimum Consumer Price
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20. SCHENLEY DISTRIBUTORS, INC. - (Cont'd)

IMPORTED PRODUCTS: - (Cont'd)

OTARD VSOP-COGNAC	Fifths	\$5.75
	Tenths	2.00

RHUM NEGRITA	Fifths	5.10
	Tenths	1.65

Discount of 10% permitted on case lot purchases of above products.

DEWAR'S WHITE LABEL	Fifths	5.10
Scotch Whiskey	1/2 Fifths	1.65

DEWAR'S NE PLUS ULTRA		
Scotch Whiskey	Fifths	4.10

VICTORIA VAT SCOTCH WHISKEY	Fifths	4.10
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No discount permitted on latter three products.

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

SEAGRAM'S KING ARTHUR	Quarts	1.59
Distilled London Dry Gin	4/5 Quarts	1.29
	Pints	.85

Discount of 10% permitted on case lot purchases.

22. SEGGEMAN NIXON CORPORATION,
82 Poinier Street, Newark, N.J.

TEACHER'S HIGHLAND CREAM	4/5 Quarts	3.25
SCOTCH WHISKY	4/5 Pints	1.70

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

23. SOMERSET IMPORTERS, LTD.
9 Rockefeller Plaza, New York City

KING WILLIAM IV SCOTCH WHISKY	4/5 Quarts	WITHDRAWN
	4/5 Pints	WITHDRAWN

Discount of only 5% permitted on case lot purchases of HAIG & HAIG SCOTS WHISKY, Pinched Decanter and Five Star.

Brand	Size	Minimum Consumer Price
24. SONOMA VINEYARDS WINERY, 188-194 21st Avenue, Paterson, N.J.		
TOREADOR BRAND		
Sweet Wines (Port, Sherry, Muscatel and Tokay)	Gallons	WITHDRAWN
	1/2 Gallons	WITHDRAWN
	Quarts	WITHDRAWN
	3/4 Quarts	WITHDRAWN
	Pints	WITHDRAWN
Dry White Wines (Riesling, Sauterne and Moscato)	Gallons	WITHDRAWN
	1/2 Gallons	WITHDRAWN
	4/5 Quarts	WITHDRAWN
Dry Red Wines (Barberone, Barbera, Zinfandel, Claret, Burgundy and Chianti)	Gallons	WITHDRAWN
	1/2 Gallons	WITHDRAWN
	4/5 Quarts	WITHDRAWN

25. HIRAM WALKER INCORPORATED
630 Fifth Avenue, New York City

"93" RYE	Quarts	\$1.65
	Pints	.85
"99" BOURBON	Quarts	1.65
	Pints	.85

Discount of 10% permitted on case lot purchases.

26. R. C. WILLIAMS & CO., INC.
265 - 10th Avenue, New York City

CHARLES & CO. PRIVATE STOCK Blended Rye Whiskey	Quarts	2.15
	Pints	1.12

Discount of 10% permitted on case lot purchases.

PROMULGATED AND PUBLISHED AUGUST 4, 1939.

Frederick M. ...

Commissioner.

New Jersey State Library