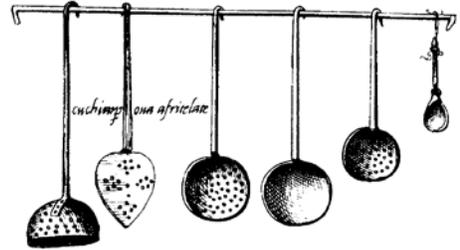


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The Ephemera Society of America's Annual Conference and Fair Hyatt Regency, Hotel - Greenwich, CT March 20-22, 2015

Below please find a short list of some of the items we will be bringing to Ephemera 35. Many are newly catalogued. In addition to these items, we will be bringing lots of other culinary ephemera, including menus, product cookbooks, labels, recipe manuscripts and more. For more information on the fair, please visit www.ephemerasociety.org. We hope to see you there. As we will be at the show, we ask that inquiries and orders be placed via email and not phone.

a fair copy manuscript

1. Dufour, Philippe Sylvestre, (pseud.) [Spon, Jacob; Colmonero de Ledesma, Antonio; Marradon, Bartolomeo]. *Tractatus Novi de Potu Caphé, et de Chinesium The*. Parisiis: Apud Petrum Muguet, 1685. Duodecimo, 169. [4] pages. Index. A fair copy manuscript of the first two sections of Dufour's *Tractatus*. The third section, on chocolate, is a translation of a separate work, Antonio Colmenero de Ledesma's *Curioso Tratado de la Naturaleza y Calidad del Chocolate, etc.*, and is omitted here. This third part is also not included in the title, which in every other way is a facsimile of the Latin edition of 1685. The Latin edition was simultaneously issued by Muguet of Paris with the French edition from which it was translated. This manuscript includes holograph facsimiles of the frontispiece engraving and the two engraved plates, depicting stylized Arab and Chinese men of the time, as well as images of the plants and apparatus. "Dufour upon coffee, tea and chocolate is a classic. It is the standard reference for the early history and methods of preparation." (Bitting). At the foot of the title page is a gift inscription reading, "Donatus e P. Andre Sieklucki ab eodem Magnifico dnd [abbreviation for "gave us gifts"] du in Novembri 1700 abiret Canna" [Given to Andrei Sieklucki for the magnificent gifts he has given, second day of November 1700, go sing." Just above that is what appears to be a later ownership signature, "Ex libris Michaelis Koserger [?] Notarii Terrestris Palatinatus Vilmensis". Tidemark to lower right hand corner of first one-third of pages, tiny bit of insect damage to first few pages, not affecting text, otherwise generally clean and neat internally. In limp paper-covered orange boards, with a decorative twining vine pattern. \$2500.00
2. [Colonial American Spirits Legislation]; [Royal Arms]. "An Act for granting unto His Majesty an Excise upon Wines and Spirits distilled, sold by Retail, and upon Lemmons and Limes" from *Acts and Laws, Passed by the Great and General Court or Assembly of His Majesty's Province of the Massachusetts Bay in New England, Begun and Held at Boston upon Wednesday the Twenty-fifth Day of May 1737*.

- [Boston;]: Printed by J. Draper, Printer to His Excellency the Governour and Council, 1737. 29.3 x 18.5, 593-598 loose pages (3 leaves). Bears the coat of arms of King George II, printed in black ink on the first page. An act of colonial legislation ruling that retailers of alcohol must keep full sales accounts and levy taxes; specifically “an excise upon all brandy, rum and other spirits distilled, and upon all wines whatsoever sold by retail’ and upon lemmon and limes taken in and used in making of punch or other liquors mixed for sale, or otherwise consumed in taverns or other licensed houses within this province to be raised, levied, collected and paid by and upon every taverner, innholder common victualler and retailer, within each respective county”. The rate of excise is twelve pence for every gallon of wine and spirit, eight shillings and four pence for every hundred lemons, and three shillings for every hundred limes (no duty due for leakage or waste). The law gives details with regard to penalties, licensure, inspections and more. Beginning June 29, 1737 the act was to be enforced for the length of three years. Prior to 1750s, the level of taxation in the colonies was low, approaching less than fifty percent of that prevailing in England and it was not until the Seven Years War that colonial taxes increased as much as two hundred-fifty percent (Edwin J. Perkins, *The Economy of Colonial America*, New York: Columbia University Press, 1988). Three disbound leaves, two of which are still connected, with some chipping and light soiling and minor foxing, otherwise good. \$350.00
3. [Early 19th century American Manuscript Cookery Book]; Adams, Emily. N.p.: ca. 1790-1810. 13 x 10.5 cm, unpaginated [22 pages]. A charming collection of manuscript recipes, all in one hand, owned and compiled by an unidentified Emily Adams. Twenty-eight recipes for cakes, gingerbreads, cookies, and biscuits, including a Federal Cake, two Election Cakes, and Composition Cake (recipes that first appear in America in the late 18th and early 19th centuries). Twenty recipes simply list ingredients with no instructions, while the other eight are written in a narrative format. Of the eight just a few contain instructions beyond a baking time. The recipe proportions vary widely, from cookies with five cups of flour and one egg to a plumb cake that calls for forty-seven pounds of flour and thirty eggs. Many of the recipes call for pearl ash, a leavener that was in popular use between 1780 and 1840. In blue floral wallpaper wrappers, with the original cord mostly perished. Some chipping and edge wear, soiling, and minor foxing throughout, otherwise very good. \$1200.00
4. [Wine] Thomas, Douglas H. A wine collector’s extensive archive, the meticulous records of Douglas H. Thomas (1847-1919; President of Merchants’ National Bank, Baltimore, Maryland), including wine catalogues and invoices, Thomas’s correspondence with wine importers, restaurant menus, and other material gathered by Thomas, 1897-1906. Baltimore and other places: 1897-1906. A prominent member of Baltimore society in the late 19th and early 20th century, and a connoisseur of fine wines, Thomas traveled widely, retaining menus from restaurants he visited in London, Paris, Nice, Lucerne, Moscow, etc.; this collection includes more than 150 items, including 35 wine catalogues and lists issued by importers, major vintners, private clubs and hotels, 16 hotel and restaurant wine lists, three auction and sale lists, eight menus, several manuscript inventories of Thomas’s wine collection, and more than 85 pieces of correspondence and invoices from Taylor’s importers and agents. Four of the menus are from the Café de Paris, with color cover illustrations by the artist Jane Atche; a fifth menu is illustrated by Gregoire Calvet. Thomas’s correspondents included Bailey & Co., Hedges & Butler, and Robinson & Payne in London; Sazerac de Forge & Fils, Moët & Chandon, F. Woltner, Brossault & Co., Dignimont Frères, and P. Louis in Paris; and Ad. Chr. Engelbrecht in Mainz. Thomas inherited both his interest in wine and a portion of his large collection from his father John Hanson Thomas, a Baltimore

physician, writing in a 1906 letter that “I have quite a large cellar of champagnes, clarets, and Rhine wines, all of which are vintage wines of my own importation. My father was a great connoisseur of Madeira and at his death he bequeathed me a large amount of vintages of 1800 to 1845. This stock I have increased somewhat by purchases when I had the opportunity of procuring the very highest grades of wine, which is very rare, but I have now a stock of perhaps seven to eight hundred bottles which is probably one of the largest stocks of old Madeira in the country.” Taylor considered Madeira to be “a gentleman’s wine and the king of wines, and the love of it is an inherited one, hence I desire to transmit the means of its enjoyment to my children.” *Among his purchases of Madeira were a dozen bottles from Thomas K. Carey, originally imported in 1840 by a Charleston, South Carolina, resident and carefully hidden by the owner, sealed under the pavement in a cellar during the Civil War; one of the finest wines in his collection was one he inherited, called the Marshall wine ‘1805,’ which once belonged to his father’s great uncle Chief Justice John Marshall.* A four-page inventory of the collection is available upon request. A very good lot in all respects. \$7500.00

Paupers living so much better than other Paupers

5. [Manuscript Report of Greater Boston Area Almshouse Menus]. Roxbury, MA: 1849. 24.5 x 20 cm, half-fold manuscript report. A handwritten report by a committee member of the Roxbury almshouse to assess the complaint that there are “Paupers living so much better than other Paupers”. The report examines the quality of alms houses in the Boston area, looking specifically at menus. A weekly menu for the Charlston, Cambridge, and Roxbury almshouses are outlined specifically, with the conclusion that “New Bedford is the best, South Boston next, and Salem next, Charlston, Cambridge and Roxbury so nearly a like, we make no difference.” Boston’s first almshouse was in operation by the mid-1660s. In 1744, Massachusetts provincial law ordered towns to establish poorhouses and by the late eighteenth century many towns experimented with building poorhouses as a cost-saving measure. Boston maintained a twelve-member board of overseers of the poor that was responsible for consigning the city’s most indigent residents to the almshouse. This report was submitted by a member (name is illegible) “for the Committee”, presumably the board of overseers of the poor for the city of Roxbury. Fold creases and some staining, otherwise very good. \$350.00
6. [Billhead – Cheesemonger]. Ellis, F. & J. Bo.s of *F & J. Ellis Cheesemongers to the Queen*. Brighton: F & J Ellis, 1850. Billhead, 10.5 x 11.5 cm, framed in mat, 39 x 36.5 cm (mat). Brothers Frederick and Josiah Ellis promote themselves as “cheesemongers to the Queen” on this billhead for services rendered to Lady Musgrave in 1850. Minor crease marks to billhead and some minor edgewear to mat, otherwise fine. \$300.00
7. [Manuscript Letter including Recipes and Report of Suicide and other sufferings]. [New England]: Circa 1850. 19 x 14.5 cm, manuscript. In one hand. Recto includes recipes for Italian Cream, Charlotte Russe, and Lemon Pudding written in narrative format and portioned for household use. The recipes are accompanied by a note, “Dear Margaret I could send you many more recipes but I expect yours are better than what I have. These I send you I don’t believe can be improved.” The verso contains a report outlining various nefarious goings on. The author relays that the editor of a local newspaper (the title of which is illegible) has committed suicide, “shooting himself in the head, he went to the grounds of the asylum to commit the act, he left a wife and 6 children.” The author goes on to recount (presumably to Margaret) the demise of Mrs. Dr. Breckinridge, with whom she visits regularly, due to heart disease. Not signed by the author. Creases and some slight foxing, otherwise very good. \$250.00

an early shot in the alum wars

8. [New York City]; Rudmani, G[iuseppi], Compiler. Professor of New York Cooking School. *The Royal Baker & Pastry Cook*. New York: Royal Baking Powder Co., 1878, ©1877. Stapled, octavo-sized pamphlet, 32 pages. Illustrated. First edition. Front wrapper verso with product reviews dated 1878. Includes a wood engraving showing twenty figures of diverse pans used in baking. "The recipes in this book are new, and formulated by one of the most experienced Professors in the art of scientific and practical cookery, especially adapted for the use of "Royal" Baking Powder and "Royal" flavoring Extracts. These preparations are incomparable in strength and purity. Substituting other articles will only end in disappointment." [front wrapper blurb]. Included are three hundred seventy seven recipes, ranging from Bread & Rolls to Pies to Puddings to Fritters & Pancakes to Meat Pies to Icings. "The Royal Baking Powder Company was one of the largest producers of baking powder in the US. It was started by both Joseph Christoffel Hoagland & William Ziegler in 1866." [Wiki]. General wear & soiling to wrappers, some foxing throughout. Near very good in printed grey-green printed wrappers. Scarce. [OCLC locates four copies; Axford, page 352; Bitting, page 410 (both for the 1882 [and later] editions); not in Cagle]. \$200.00

9. [Menus]. *The Club of Cunning Cooks*. [with:] *The Lenten Council of Ten*. Philadelphia: 1876-1877. Two printed menus, for two different social dinners, the so-called "Council of Ten" in Philadelphia. The cataloguer has turned up little information on the organization, though it appears to have been made up of a small group of wealthy men active in politics and municipal affairs. Both menus print excerpts of dialogue from the plays of William Shakespeare to describe various items on the bill. For instance, under Boned Chicken is the caption "Alas, poor hurt fowl" from the second act of Much Ado About Nothing. For Potato Salad there's a quote from All's Well that Ends Well: "Mine eyes smell onions." The name "Club of Cunning Cooks" is likely taken from the line in Shakespeare's Romeo and Juliet, "Go hire me twenty cunning cooks..." Besides the two menus, there is also a printed dance card with holograph notations from Philadelphia's Natatorium Hall dated 1876-77 and a partly printed, partly holograph announcement of a meeting of "The C.C.C." (presumably, the Club of Cunning Cooks) at a Locust Street address on March 3, 1877. One menu and the dance card and announcement glued to a backing sheet, the other menu loose. All show minor offsetting from either tape or glue. \$250.00

10. [Grand Tour]. *London and Fashionable Resorts. A Complete Guide to the Places of Amusement, Objects of Interest, Parks, Clubs, Markets, Docks, Leading Hotels and also a Directory, in a concise form, of First-class Reliable Houses in the Various Branches of Trade*. London: J. P. Segg & Co., 1890. Quarto, 240 pages. First edition. Elaborately designed and printed golden age travel guidebook. The text, printed in lavender, within decorative neo-classical golden borders, with many illustrations of many destinations of London and fashionable resorts. Attractively printed trade card for Bollinger's Champagne pasted-down to the front endpaper. All edges gilt. In soiled and worn blue and gilt-stamped red, beveled cloth. Front hinge repaired. Rear hinge starting. With an interesting two-color signature of a former owner to preliminary blank. Still attractive overall, good or better. \$900.00

11. [Dixie Baking Powder; Gulf Manufacturing Co.]. *Dixie Pastry Cook Book. Dixie Baking Powder. Presented with Compliments of Gulf Manufacturing Co.* New Orleans, La: Gulf Manufacturing Co., circa 1893. Oblong, 8, [2] pages. First edition. Illustrated

- with five attractive chromolithographed scenes of important buildings from the nation's capitol. Fifty-nine southern pastry recipes for diverse items, including Jenny Lind Pudding, New Orleans Chess Club Pie, Spanish almond custard, Southern rice bread, graham griddle cakes, all using a Dixie Brand product as an ingredient. Fine in white card stock printed in red, black, and gold, sewn on a gray silk cord. Scarce. [OCLC locates four copies; Brown 1149]. \$350.00
12. [Advertising Broadsheet – Butcher]; S. Oppenheimer & Company. *Illustrated Price List of the Leading Butchers' and Packers' Machinery and Tools*, by S. Oppenheimer & Co. Union Stock Yards, Chicago, Ill., Importers, Manufacturers and Dealers in all kinds of Sausage Casings. German Potato Flour, Boss Spice, Preservaline, Ham Bags, etc., etc. Chicago: Skeen & Stuart Stationery Co., circa 1890s. Advertising broadsheet, 57.5 x 42.5 cm. Printed in red and black. Text in English and German. Illustrated with engravings of products. A double-sided catalog of butchers' and packers' machinery offered by S. Oppenheimer & Company. Includes description and prices for various meat choppers, steam engines, rockers, a lard cooler, a ham pump, a pork fat cutter, sausage stuffers, scales, a cooling room, and more. Various other items, including casings, preservaline, spices, small tools, and money drawers are not illustrated, but listed along the side edges in red and indicate further breadth to the company's available products. S. Oppenheimer & Company lists locations in New York, Hamburg, and London. At the head and foot are offers in German fraktur for correspondence in that language, "if required." In 1868 Sigmund Oppenheimer founded the S. Oppenheimer & Company in Chicago, this was the same year he emigrated from Germany. Later joined by his brothers, the family ran a company dedicated to selling animal casings to sausage manufacturers that quickly expanded. In 1869 they opened a location in New York, in 1871 a location in Wellington, New Zealand was added, by the 1890s a location was founded in Hamburg, Germany. Other locations included London and Peking, China. The company was in business until the 1960s. Creases and some very slight chipping and foxing to edges, otherwise fine. \$350.00
13. [Broadside and Photograph Collection – Bakery]; A.W. Kleys Bakery/The Kley Baking Company. *For Every Article in the Bakery and Confectionery Line Go To A.W. Kleys, Mammoth Bakery* [...]. Phoenixville, PA: circa 1890. Broadside, 35.5 x 28 cm; set of six photographs, approximately 13 x 11 cm each; and business card, 4.5 x 9 cm. Broadside with pasted down photograph by A.W. Rothengatter & Company of Philadelphia. Offers fresh baked items daily, seasonal treats, and event catering. Four photographs are pasted down to individual rough-edged board, remainder with descriptions to verso. Photos illustrate various exterior and interior shots of Kleys' Bridge Street locations (numbers 216 and 220, respectively), with an annotation that above the bakery is "grandparents home". Business card appears later than broadside and photographs. Some discoloration and slight foxing throughout. The broadside's corners are slightly bruised with pinhole to bottom edge and verso includes inscription of negative number and blue staining. Otherwise very good. \$1200.00
- "What was garbage in 1860 was fertilizer in 1870, cattle feed in 1880,
and table food and many things else in 1890."*
14. [Archive of Barrel Stencils and Other Labels for Various Culinary Oils]. New York: The American Cotton Oil Company, circa 1900. Large screw-bound square folio, 45 x 45 cm, 115 pages. Printed rectos only. Includes eighty full-page painted barrel logos printed from the original stencils, as well as thirty-five additional commercially-printed labels (six others loosely laid in on smaller leaves). An extensive archive of

original barrel stencils and other labels from the American Cotton Oil Company of New York. The collection very likely served as an official internal company record and contains labels and stencils for a variety of oils (primarily cottonseed, but also salad, yellow, white, and olive oils) created for the export market. Labels are in a variety of languages and locations cited include South Africa, Italy, and Spain. A predecessor of Bestfoods (now part of Unilever), the American Cotton Oil Company formed in 1884 as the American Cotton Oil Trust and was part of the twelve original Dow Average companies. Production of cottonseed began experimentally in the United States in the late 18th century and was not commercialized until after the Civil War. An issue of *Popular Science* (1894) summarizes the evolution of cottonseed oil, "What was garbage in 1860 was fertilizer in 1870, cattle feed in 1880, and table food and many things else in 1890." Cottonseed oil has traditionally been used in foods such as potato chips and is a primary ingredient in Crisco; however since it is significantly less expensive than olive oil or canola oil, cottonseed is also used in a much wider range of processed foods, including cereals, breads and snack foods. The earliest known use of cottonseed oil as an adulterant or extender for lard was in about 1875, when the stearine from winterized cottonseed oil was used like oleostearine to stiffen and lower the price of lard. The use of cottonseed oil to adulterate high-end oils was one of the foundations for the Pure Food and Drug Act of 1906, the first of a series of significant consumer protection laws that led to the creation of the Food and Drug Administration. Lacking top board and binding screws (posts still present, however). Page numbering unsequential. Damping to edges, some chipping. Rear board worn and warped. Fair to good, but with logos and labels all clear and unmarred. Despite faults, impressive. \$6000.00

photography in the service of demonstrating sanitation

15. Reid, Murdoch & Co. *Answers by the Camera: A Collection of Snap Shots Taken at Chicago, Ill.; Bremen, Columbia City and Pierceton, Ind.; and New Buffalo and Galien, Mich.* Chicago: Reid, Murdoch & Co., 1904. Oblong octavo, 16.5 x 23, unpaginated (24 leaves). First edition. A photo essay exploring the plants and factories of Reid Murdoch Company, the producers of Monarch brand foods. In forty-five black and white photographs and drawings, the company pictures the likes of "Salting Tanks at the Bremen Branch", "Olives in the Chicago Storage Warehouse", and "The Processing Tanks in New Buffalo" offering their consumers a behind-the-scenes look at their expansive facilities in the hopes that a picture can speak a thousand words. As a relatively early example of photography in the service of the food industry, here used to demonstrate the hygienic conditions at the Reid, Murdoch processing facility. The images include reproductions of black and white photographs but also photorealistic drawings and it is only upon very close examination of the images (each 7 x 9 cm) that the medium can be determined. Depicted are large-scale machinery, notable workforces, and sprawling factory buildings, all involved in the production and marketing of preserves, pickles, olives, catsup, maraschino cherries, chili sauce and more. The text discusses sanitation, methodology, and quality of products, and other facts about the business. The Reid Murdoch Company was founded in Dubuque, Iowa in 1853 to provision wagon trains heading west and was later consolidated into Monarch Finer Foods Division, now a US Foods brand. Though not built until 1914 (and thus not pictured in this booklet), a later Reid Murdoch Building in Chicago has been listed on the National Register of Historic Places and is a designated Chicago landmark. In red- and black-illustrated heather blue wrappers bound with red ribbon, with only very minor wear to the spine. Pages, printed in olive green, butter yellow, gray, and black are only slightly rubbed with very mild edge wear. Library of Congress copyright stamp to

- copyright page. Otherwise near fine. Unrecorded. [OCLC locates no copies; not in Romaine]. \$300.00
16. [Trade Catalogue - Chewing Gum]; The Clough & Witt Machine Company. *Chewing Gum Machinery*. Cleveland: The Clough & Witt Machine Company, circa 1911. 20 x 13.5 cm, 45 pages. Halftone images throughout. Trade catalog of machinery for the production of chewing gum, including various gum mixers and accessories, roughing roll machines, rolling machines, cutting and scoring machines, a gum punch, and a chicle chopping machine. No prices included. The company offers advice for layout of chewing gum factories, citing twenty-five years of experience in the field. The Clough & Witt Machine Company of Cleveland, Ohio was established in 1886, and incorporated with capital of \$30,000 by James D. Clough, Mary L. Clough, E.W. Ellenbuyer, Charles Fruehauf, and M.S. Roberts in 1907. Besides chewing gum machines, the company also produced coopers, wood-, and iron-working machinery. In just slightly bumped brown- and blind-embossed brown wrappers. Text with the faintest hint of foxing to prelims, otherwise fine. [OCLC locates no copies; not in Romaine]. \$200.00
17. [Salesman's Samplebook]; The National Biscuit Company. *The National Biscuit Company "Uneeda Bakery" Package Catalog* [cover title] [with]; *Student Salesman's Progress Record*. N.p.: circa 1930s. 24.1 x 31.2 and 29.5 x 23 cm, unpaginated (23 and 24 leaves). A handmade catalog of sixty-two full-color labels, box panels, and other marketing materials for over forty brands of the National Biscuit Company, from Social Delights and American Beauty Ginger Snaps to Oreos, Fig Newtons, and Milkbone dog biscuits. Also pasted-in, on the final page, is a clipping with a photograph of the Portland, Maine Huston Bakery (now the University of Southern Maine's Glickman Family Library). Laid into the catalog is a pad of blank invoices for National Biscuit Company, Uneeda Bakers, Quincy, Massachusetts. Additionally, a blank student salesman's quiz is laid in and contains hundreds of quiz questions regarding the company's background, raw materials, baking, packaging and more. Founded in 1898, the National Biscuit Company was the product of a merger among the American Biscuit and Manufacturing Company, the New York Biscuit Company, and the United States Baking Company. The new conglomerate consisted of one hundred-fourteen bakeries across the United States and was headquartered in New York City. Though the name "Nabisco" was first used as the name for a cracker introduced in 1901, the corporate name did not change to such until 1971. The Uneeda Biscuit, the company's first packaged cracker, was the subject of their first million-dollar advertising campaign. The catalog is bound in a black two-bolt binder with gold-stamped titles, with some rubbing and soiling. Some interior rubbing, otherwise very good. Salesman's progress report is bound in gray three-prong folder with some soiling and edgewear, otherwise very good. \$750.00
18. [Trade Catalogue - British Enamelware]; Ernest Stevens Limited. *Enamelled and Tinned Wrought Steel "Judge" Ware*. Cradley Heath, England: Ernest Stevens Limited, October 1936. Quarto, 102 pages. Index. Illustrated throughout with full-color lithographed plates. A product catalog for Ernest Stevens' trademark "Judge" brand enameled and tinned cooking-, baking-, and hollow-ware. The catalog features over one hundred color lithographs of royal blue, scarlet, yellow, green, and silvery green products, plus a line of marbled multi-color and willow patterned ware. Ernest Stevens (1867-1957) established the trade name Judge International in the 1890s and produced his ware in Cradley Heath in the West Midlands of England, an area prolific in metallurgical industries dating to the early 19th century. Stevens was also renowned

- as a great benefactor in the Stourbridge area of the West Midlands, bequeathing several parks and a maternity hospital. In 1900 Stevens' brother set up a rival company, Jury Hollowware, in nearby Quarry Bank. Ernest Stevens Ltd. dissolved in the 1960s after Stevens' death. In somewhat soiled, creased, and edgeworn gilt- and blue-embossed blue wrappers with an illustrated Judge logo pasted down, bound with blue ribbon. Some very slight foxing and water stains to preliminaries, otherwise very good. [OCLC locates no copies]. \$350.00
19. [Trade Catalogues - Candy]. American Candy Box Labels. [Philadelphia]: circa 1920. 29.5 x 39.5 cm each, 134 labels and 46 labels. A pair of sample books containing candy box labels. One book contains variations of the same label—a geometric border and decorative floral motifs—printed in a variety of colors on papers that vary in color, pattern, texture, finish, and weight. The companion book contains forty unique designs for a range of brands and products, including Whitman's, Douglass', and Moirs. Most designs are included in multiples, printed in a variety of colors on diverse papers to total one hundred thirty-four printed labels. A brightly colored glimpse into the broad ranging scope of a printer's products and clients. In matching brown textured cloth with two screws securing the punch binding of each. A label pasted down to the cover of one book. There is some bumping and edgewear to the covers and slight tears and chipping to labels, but otherwise very good for both. Several label versos inscribed in pencil, the final of the second book is stamped with date and location. \$600.00
20. Schenley Wine & Spirits Import Corporation. *Schenley Brands by Royal Appointment*. New York: Schenley Distillers Corporation and printed by William Edwin Ridge, 1933-1934. Quarto, portfolio with 19 pieces: eleven quarter-fold pamphlets; one 20-page handbook; and six 6-page pamphlets. First edition. Full color lithographs throughout. An overview of Schenley's imported wine and liqueur offerings marking the end of Prohibition. A brief introductory text extols "a beautiful product of the earth and sun and the wit and toil of man." *A Handbook to Wine* is included for "the post-war generation in this country [who] has been isolated to such a degree from the roots of the old wine-cultures" and outlines wine classification, aesthetics, great wines of the world, etiquette, suggested menus, glasses, and cellar arrangement. What follows are sixteen pamphlets, individually designed and providing description and the history of specific wine and spirit brands. Included are: Dubonnet; Maraschino by Francesco Drioli; French Vermouth by Noilly Prat & Cie.; Chartreuse by the Carthusian Fathers; Henkes Gin; Les Fils de P. Bardinet; Cherry Liqueur by Peter F. Heering; Palugyay Tokay; Bacardi Rums; Morlant Champagne; Madeira by Power, Drury & Co.; Chianti by Casa Vinicola Barone Ricasoli; Cognac by Otard Dupuy & Co.; Barton & Guestier; D. Leiden; Gonzalez Byass; and Champagne by Charles Heidsieck. Each pamphlet is stamped "A Schenley Import". An advertisement in late 1933 provides further context for this publication: "In July of last year, when the strongest kind of public sentiment pointed in favor of repeal, the Schenley wheels were set in motion to secure the agency for the Old Country's choicest wines and liqueurs. Because of our faith in early repeal, we fearlessly made connections with the oldest continental establishments, securing by our prompt action what we believe to be universally acknowledged the finest list of foreign goods that will be offered to the American public" (*Princeton Alumni Weekly*, 34, n. 13. Princeton, NJ: Princeton University Press, Dec 15 1933, 318). Established in 1920 in New Jersey, the Schenley Products Company acquired approximately thirty distilleries in a decade. In 1933 Schenley Distillers Corporation was founded in Delaware and subsumed Schenley Products, becoming the umbrella for fifteen companies including the Schenley Wine & Spirit Import Corporation. The nineteen pieces are contained in a slightly soiled and rubbed brown-stamped cream-binder with

- brown oilcloth spine and brown ribbon ties. Interior pieces near fine. Very scarce. [OCLC locates just one copy; not in Noling, *Beverage Literature*]. \$500.00
21. [Trade Annual - Food Industries]. *Food Industries Catalogs: Equipment, Supplies, Materials, 1946*. New York: Food Industries/McGraw-Hill Publishing Co., Inc., 1946. Quarto, 400 pages. Eighth annual edition. Illustrations of products throughout manufacturers' catalog section. *Food Industries* magazine arranges this trade annual into four sections: the manufacturers' catalogs— single- and multi-page catalog data describing equipment, materials, and supplies; the food formulas—a collection of over two hundred food product formulas originally published in the magazine between July 1943 and December 1945; a classified directory of manufacturers; and an alphabetical and trade name list. The manufacturers' catalog section features a wide array of equipment from a spectrophotometer and a dustless sugar pulverizer to refrigerated truck bodies and packaging machinery. Also included in this section are listings for Dow Chemical, Merck & Co., and Pfizer, who offer flavor enhancers and vitamin additives. *Food Industries* was a trade journal published from 1928 to 1951. In just slightly bumped and rubbed red- and black-printed blue cloth. Some very mild discoloration to paste-downs, otherwise fine. [OCLC locates no copies]. \$120.00
22. [Salesman's Sample Book]; National Distillers Product Corporation. National Distillers Products Corporation. New York/Boston: National Distillers Products Corporation, 1949-1950. Binder with zipper closure, unpaginated [41 leaves]. 25.5 x 19 cm. Twenty-six black and white photographs and fifty-four full-color labels. A salesman's sample book featuring materials primarily representing National Distilleries' products, but with price list and invoices from two other distribution companies laid in as well. Contains photographs and labels for the following brands: Old Crow, Old Grand-Dad, Old Taylor, Old Overholt, Bourbon De Luxe, Blue Grass Brand, PM De Luxe, Mount Vernon Brand, Gilbey's Gin, Old Angus Brand, Merito Brand, Red Heart Rum, Italian Swiss Colony, Sauternes, Fior di California, Gambarelli & Davitto, DeKuyper's Brand, Lejon Champagne. Also included are typed pricelists, dated between September and November 1949, for rums, imported wines, vermouths, domestic wines, blended whiskies, bonded whiskies, scotches, brandies, cordials, gins, and malt beverages. Many of these lists are annotated in pencil. 1950 pricelists for National Distilleries and Bellows & Company's New England Divisions are laid in. National competitors in imported and domestic alcohol distribution, National Distilleries filed a lawsuit against Bellows & Company for trademark infringement in 1951. National Distillers began operating in 1887 as the Distillers and Cattle Feeders Trust, popularly known as the Whiskey Trust. During Prohibition National Distilleries acquired large market shares of whiskey and distilleries, positioning itself for big profits after repeal in 1933. Company sales and profits continued to grow through World War II, with favorable market conditions lasting until 1949 at which time the company expanded its purview to chemical production and distribution. In addition to the National Distilleries and Bellows & Company material, there are twelve laid in invoices from Cray-Burke Company, what appears to be a National Distilleries local subsidiary in Springfield, Massachusetts (offering the same brands as National). Annotations throughout sample book in one hand. In black cowhide three-ring binder with zipper closure with "National Distilleries" title and logo embossed to front, is rubbed and slightly soiled with some cracking at spine. Interior leaves are well-worn with rubbing and creases, edges chipped in places, otherwise good. \$150.00
23. [Trade Catalogue - Soviet Beer & Soft Drinks]; Russian Soviet Federated Socialist Republic Ministry of Food Industry, with various artists. *Rosglavpivo*

- Catalog of Beer and Soft Drinks [translation]*. Russian Federated Socialist Republic: Pishchepromizdat, 1957. Quarto, 91, (27) pages. First edition. Text in Russian. Brilliant full-color chromolithographs throughout. A trade catalog of Soviet beers and soft drinks produced by the state sponsored beer industry, Rosglavpivo. Introductory text followed by sections on Beer; Fruit Waters; Syrups; Kvass; Malt and Fruit Drinks; Meads; and Mineral Waters. Each section includes illustrations of the products, with additional halftones illustrating the factory production of beer and fruit waters. Notable brands included in the catalog, among others, are: Zhigulevskoye, from a brewery founded in Samara in 1881 by an Austrian entrepreneur—originally named Viennese Beer, a name later deemed too bourgeois; and Lvivske, a Ukrainian beer which traces its roots to a monastic beer of 1715. Published during the Krushchev Thaw (early 1950s-early 1960s), a period marked by expanded freedom of information in the media, arts, and culture due to Nikita Krushchev's policies of de-Stalinization, reversing repression and censorship. In slightly rubbed and bumped blind-stamped blue cloth with paper label logo of Rosglavpivo affixed to front cover. Multi-toned yellow end paper. Some very slight foxing, otherwise near fine. Inscription (dated September 2, 1959) on second page. [OCLC locates no copies]. \$750.00
24. [Wine List]; Surmain, André and André Soltner. *Lutèce Carte des Vins*. New York: October 1962. Folio, unpaginated [22 leaves]. Printed rectos only. Hand lettered. An early wine list from the legendary Manhattan restaurant Lutèce (1961-2004). The list opens with an introductory statement to diners from the restaurant's founder, André Surmain, who thanks the restaurant's seven suppliers, a credit that is rare on modern wine lists, and Alexis Lichine, the author of the "Wines of France". Displaying a fine selection of Bordeaux, Rouges & Blancs; Bougognes, Rouges; Roses Loire; Alsace Rhône; and Champagnes, including Lafite Rothschild dating to the 1890s, Haut Brion from the 1930s, and pre-depression era Mouton. Throughout, each selection lists producer as well location of the vineyard. The three Alsatian wines on the list have been credited as the primary genesis of the Alsatian wine market in the United States. Julia Child, Playboy Magazine, and Zagat each proclaimed Lutèce the best restaurant in the United States; the New York Times gave the restaurant four stars. Spiral bound in gilt-stamped blue wrappers. Wine sections are thumb-indexed. Fine. Signed by head chef André Soltner, "Eu Souvenir". \$500.00

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