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Short List No. 1 1st District of California

Beer, Wine & Spirits

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FREE LUNCH
WITH 5¢ BEER





This list collects 18 uncommon items related to the consumption of alcoholic beverages. Of course, it is best enjoyed with a beer, a glass of wine or a spirited drink of your own. Thank you for taking the time to look.

Terms: Items in this list are individually priced and subject to prior sale. Items may be reserved by email or telephone; we will accept the first firm order for each item. All items guaranteed as described, and may be returned for any reason (though we do request prior notification). Domestic U.S. shipping will be five dollars for any number of items from this list; shipping for overseas orders will be at approximate cost and will be quoted at time of order. Institutions may be billed to suit their budgetary requirements. The usual courtesies will be extended to the trade. We accept VISA and Mastercard, PayPal, money orders, and checks for U.S. dollars drawn on U.S. banks.

Image sizes have been enlarged to show detail or shrunk to fit the page. We are happy to answer further questions you may have about the items offered or to provide additional images.

Cheers!

1) Anon. Nineteenth century drawing of a drunk. "**Too much water - too little wh...ky**". [1872?].

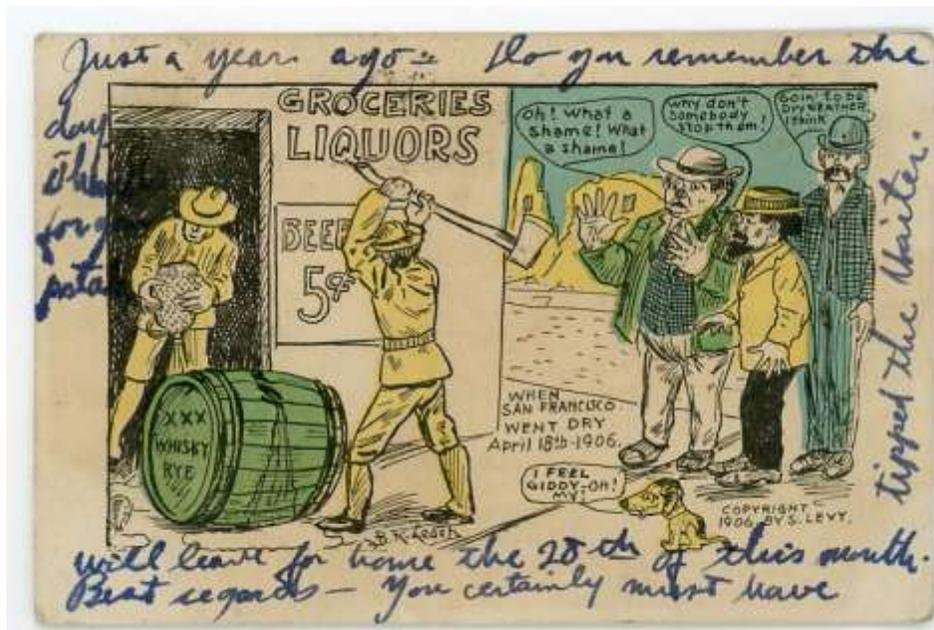
Here is a caricature in pencil of a man at the beach with wobbly legs and arms. The drawing is captioned at the bottom: Too much water - too little wh...ky. It is not signed but has a cipher at the lower left that might help identify the otherwise anonymous artist. It is also captioned (faintly) on the rear with three lines that appear to read: Clatsop / Aug 14th '72 / go to my album. [The year is the hardest thing to read clearly]. 5-1/2" x 6"; Removed from an album with some paper residue along bottom edge and some toning seen on the rear. Very Good. (#5647). \$75.00



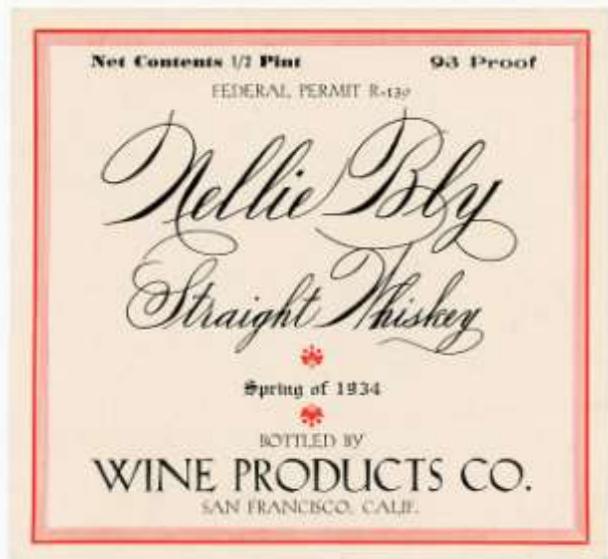
No information is given for the purpose behind the drawing but it does seem that the character resembles Mark Twain.

2) Leach, B. K. (Artist). [POSTCARD] [PROHIBITION] [San Francisco EARTHQUAKE] When **San Francisco Went Dry, April 18th 1906**. [San Francisco]: [1906].

Colorful card featuring men at left emptying a jug of alcohol and destroying a barrel labeled whisky and rye while the citizenry at right look on. The citizens are unhappy; the dog at the bottom is pleased. Undivided back, noting at the bottom the artist (B. K. Leach) and Copyright 1906 by S. Levy. Posted at Placerville, April 16, 1907 for delivery to San Francisco. The inked writing around the edge reads: "Just a year ago - Do you remember the day -- Ohhh ... for a potato [blurred?]. Will leave for home the 28th of this month. Best regards - You certainly must have tipped the waiter." 5-1/4" x 3-3/8"; Minor wear at corners. Very Good. (#5643). \$150.00



Prohibition came to San Francisco well before its enactment into Federal law with the Eighteenth Amendment in 1920. The 1906 earthquake led to chaos and in the aftermath then mayor Eugene Schmitz issued a proclamation against looting. Many stories have been told of this time, but we get some color from Norman Egbert Richardson's *The Liquor Problem*. He wrote that the mayor "issued an order forbidding any person to sell, give away or drink alcoholic liquors". As a result "in all the turmoil and the confusion of the tens of thousands of homeless people, and the influx of thousands of visitors, perfect order prevailed, and the police force, according to their own statement, had nothing to do. . . ." Others might have disagreed, and the conflict is portrayed on this postcard. The prohibition against liquor was lifted July 9, 1906. This card is one of a series depicting life in San Francisco after the earthquake, all of which are scarce.



3) Anon. [Whiskey Label]. **Nellie Bly Straight Whiskey, Spring of 1934.** San Francisco, Calif.: Wine Products Co., [1934].

Label is for 1/2 Pint and notes that it was issued under Federal Permit R-139 in the Spring of 1934. Near Fine. (#5644). \$60.00

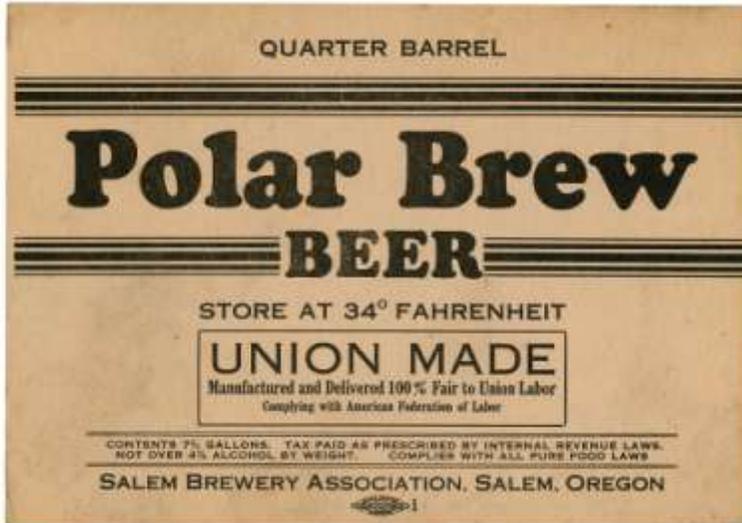
A few short months after the December 1933 end of Prohibition was all it took to get this product to market. They chose to name it after the intrepid reporter (Elizabeth Cochrane Seaman [1864 - 1922]). This label is scarce; we have not been able to locate another example.

4) Anon. [Wine Label]. **Mattevista V.V.O. Claret. California Grown.** [San Francisco]: Crown Distilleries Co., [1915?].

Color wine label with b&w inset engraving, bright gilt border. Crown Distilleries Co. was in operation from 1893 - 1919 on San Francisco's Front Street. 4-1/4" x 4-1/2"; Unused. Slight wear and spotting to edges. Very Good. (#5625). \$20.00



5) Anon. [Beer Label]. **Polar Brew Beer, Quarter Barrel.** Salem, Oregon: Salem Brewery Association.



Label for a pony keg. Polar Beer was introduced in 1938; the Association closed in 1943. Union Made: Manufactured and Delivered 100% Fair to Union Labor. Oblong, 6" x 4-1/4"; Lightly soiled and with a few minor creases. Very Good. (#5645). \$75.00

Dates from BreweryGems.com. We have not been able to locate another example of this label.

6) [Simpkins, John]. **Guide to Napa Valley Wineries.** Napa, CA: Napa Chamber of Commerce, [1980].

Presumed second edition, preceded by a 1977 edition. Folded 6-panel tourist brochure with 17" x 12" hand drawn color map of Napa Valley by John Simpkins to verso, dated 1980. Includes a three-panel list of wine tours, as well as a brief overview of the region, small road map and front-panel illustration of a vineyard, also by Simpkins. Simpkins, who grew up in Napa, has since become known for his folk art paintings, which have been exhibited internationally. 4" x 8-1/2" (folded); Small stain to margin of front panel. Very Good+. Second Edition. (#5624). \$35.00

7) Wilkie, Weld. **Beautiful Napa County** / Pictorial Map of NAPA COUNTY California with 4 suggested tours (cover title). Napa, California: Napa County Tourist and Recreational Council, (1963).

Travel brochure describing four tours with an illustrated color map to verso. One side with text describing tours of Lake Berryessa, Wine Country, A Scenic and Historical Tour of Napa County and Landscaped for Living, a look at Napa, St. Helena and Calistoga. Illustrated color map uses graphics to show features of interest to tourists. A folding brochure, opens to reveal 12 panels, about 22" x 17". Map identifies artist in script at lower right, also includes copyright notice at bottom (1963) by Herdell and Beard -- Weld Wilkie. 3-3/4" x 8-1/2"; Map covers lightly soiled, worn at one corner resulting in small marginal losses along bottom edge, one corner fold worn with loss of a few characters of text. Very Good. (#5640). \$75.00

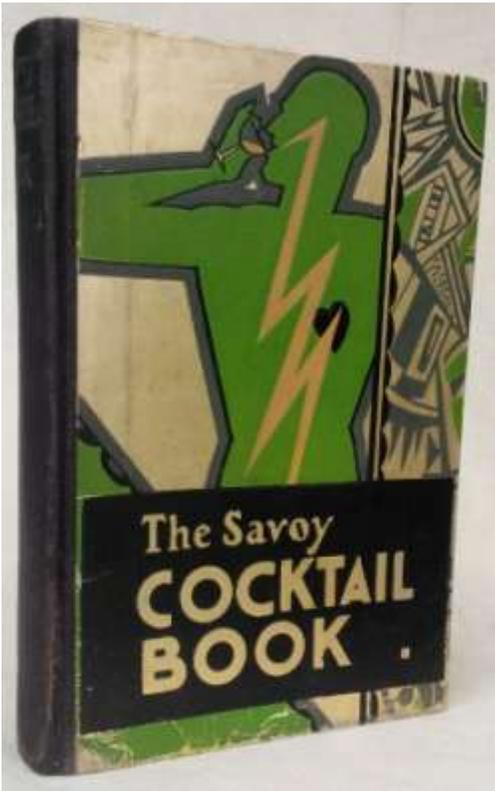


8) Mouse [, Stanley] (Poster); Jerry Garcia (Subject). [POSTER] [Bicentennial] **Keep the Haight Straight in Seventy Six.** San Francisco: Whitey at the Family Cooking Co., (1976).

Here we have a Mouse poster featuring Jerry Garcia on his '39 Harley-Davidson saluting us with beer in hand. The poster is captioned at the top United We Stand. There are two flags - a '76 U. S. Bicentennial Flag and an 1890 U. S. flag and Jerry is dressed in a festive Uncle Sam costume. Captions at the bottom note Poster by Mouse; further, his mouse can be seen faintly at the lower right. The poster bears the 1976 copyright of Dolores L. Kerby and is captioned in three parts with additional details at the bottom. Oblong, 28" x 18"; Poster was stored rolled up. A few light scratches and wear along the top and bottom edges. Very Good. (#5652). \$150.00

The 1890 flag was only in use for one week. Idaho was the 43rd stated, admitted July 3, 1890, with Wyoming becoming the 44th state on July 10th.





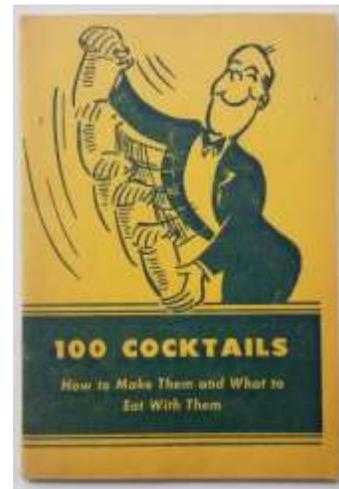
9) Craddock, Harry (Cocktail Recipes); Gilbert Rumbold (Decorations). **The Savoy Cocktail Book**. London: Constable & Company, Ltd., 1930.

Early printing, dated 1930 but lacking the errata slip, this copy inscribed "Here's How! / Harry Craddock / August 11 / 31" on the page opposite the verso of the dedication page. Black cloth spine, foil over boards, front cover with art deco illustration, profusely illustrated throughout. Early reprint, 1930 title page date but lacking the errata slip. . 5-1/2" x 7-3/4"; 286 pp. Expertly rebaced retaining most of the original spine. Lettering to spine lacking gilt, light waterstaining to bottom edge of leaves, tidemark to fore-edge of page block. Still, a nearly Very Good copy, professionally restored to working order. Very Good-. (#5315). SOLD

Craddock was the barman at the Savoy Hotel in London. Gabler G17245 (for the American edition).

10) Fredericks, Anderson; E. Haldeman-Julius (Editor). **100 Cocktails: How to Make Them and What to Eat with Them**. (A Laboratory Manual of Cocktail Making with Appetizers to Offset Them). Girard, Kansas: Haldeman-Julius Publications, no date.

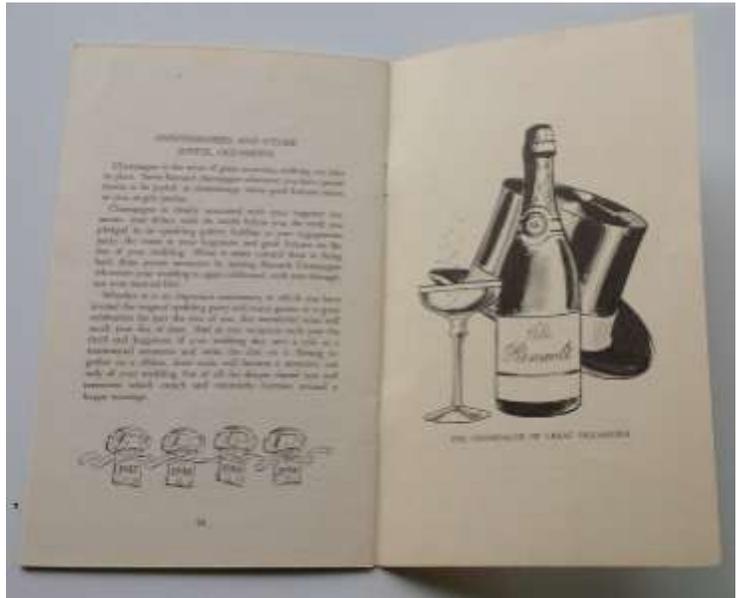
Little Blue Book No. 1688. In yellow illustrated wraps, stapled. This item is not explicitly dated however an OCLC search notes an initial Prohibition-era 1931 copyright date for this publication. 3-1/4" x 5"; 32 pp. Light even toning, prior owner name and 1949 date inked at top of title page, otherwise unmarked. Very Good. (#5642). SOLD



One of the less common of the Little Blue Books. The text was originally developed during Prohibition, and includes this admonition about alcohol: "One ingredient of a cocktail many believe to be important is the liquor. These recipes are intended to be made from non-alcoholic gin, non-alcoholic whisky, non-alcoholic bacardi, non-alcoholic brandy or non-alcoholic applejack--that is, if you prefer non-alcoholic gin, whisky, bacardi, brandy or applejack. All these liquors in non-alcoholic form are to be found on the shelves of most fancy grocery and delicatessen stores. There are those who hope they stay there". Toward the end is a section on BORDERLINE CASES that admonishes: "Take fair warning: These mixtures are dangerous to the equilibrium." The recipe below this warning is called the Coup de Grace and is "To be served with a wheel-chair".

11) Cole, Emma Aubert. **Champagne at the Wedding.** New York: W. A. Taylor & Company / Renault Champagne, (1947).

Ivory wraps, stapled, illustrated text describes how and when to use champagne in a wedding ceremony. This copy with the stamp of Jackson's Party Service of Berkeley inside the front cover. Uncommon, not currently seen in the trade (2/18) and with OCLC noting but a single holding (at UC Davis). Gabler G16470. 5" x 8"; 16 pp. Covers show light toning, unmarked within apart from the above-mentioned stamp. Very Good. (#5641). SOLD



12) Anon. **Japanese Sake.** Printed in Japan: Japan Air Lines, [1950s?].

Stapled promotional booklet printed in red, brown and black. Includes a brief history of sake and how it is made, a map of Japan showing where various types of sake are produced, and cocktail recipes taken from the Japan Mixologists' Manual. Text in English and Japanese. 5" x 7-1/4"; [12 pp] pp. Faint creasing along spine and minor extremity wear, else clean and crisp. Very Good. (#5623). \$30.00

13) Field, Sara Bard. **THE VINTAGE FESTIVAL: A Play Pageant & Festivities Celebrating the Vine in the Autumn of Each Year at St. Helena in the Napa Valley.** San Francisco: Printed by John Henry Nash for The Book Club of California, 1920.



Brown paper boards, tan spine label, elaborately decorated frontispiece and title page. Of this book there have been printed 500 copies. No. 415. Presentation inscription on front flyleaf by the author to Camille Mailhebau dated New Years 1921. 5" x 7-1/2"; 24 pp. Very little wear. Near Fine. First Edition. (#5575). SOLD

The recipient was proprietor of several noted San Francisco French restaurants, including Frank's Rotisserie and Bergez-Franks Old Poodle Dog.



14) [MacElhone, Harry]. **Harry's New York Bar, WINE LIST.** Paris: Harry's New York Bar, [1924?].

One sheet of thick black paper folded to make four pages. Three pages are printed in silver (the inside front flap is unprinted). Front panel features the bar name, I. B. F. Headquarters Trap No. 1, gives their 5, Rue Daunou, Paris address, and includes 4 images of a fly on a sugar cube with the letters I.B.F. and (Pilier de Bar). The inside list offers a few vintage wines/Champagnes, with years between 1919 and 1921. The rear panel repeats the images seen on the front cover and notes the printer as Imp. A. Voegelin et M. Blondin. 5-1/4" x 8-1/2" (14x21 cm); Slightly misfolded, light soiling to covers, beginning to split at the folds. Very Good. (#5572). \$500.00

Striking wine list from this famous bar. The New York Bar opened in 1911 and came in 1923 to be owned by Harry MacElhone who changed the name to Harry's New York Bar. The bar counts many famous customers, including Ernest Hemingway, F. Scott Fitzgerald, George Gershwin, Jack Dempsey, Marlene Dietrich, etc. A New York Times article (Jan. 3, 1988) notes that Harry and journalist O. O. McEntyre in 1924 organized a group called the International Bar

Flies. "According to a booklet outlining the history of Harry's, the group is an organization for serious drinkers with its own secret handshake and necktie featuring a fly on a lump of sugar." This wine list is an early mention of this group. While not dated, the list of vintage wines suggests it cannot be much later.

15) Kohen, Samuel S.. **Le Régime de l'Alcool en Yougoslavie.** Etude fiscale économique et sociale. Paris: Les Presses Universitaires de France, 1931.

Blue wraps, perfect bound, text in French. Discusses alcohol use in Yugoslavia and abroad. 6-1/2" x 9-3/4"; 148 pp. Wraps toned at edges, paper toned. No writing, apparently unread with pages completely unopened. Very Good. (#5639). \$45.00

While reporting on the rules for alcohol the author makes a gentle plea for temperance.

16) Eber, Christine E.. **Before God's Flowering Face: Women and Drinking in a Tzotzil-Maya Community.** Ann Arbor, Michigan: University Microfilms International, 1992.

Prose, poetry, drawings offering accounts of Community life. UMI reprint of 1991 dissertation filed at SUNY Buffalo for a Doctor of Philosophy degree. OCLC reports 8 institutional holdings. 6-1/4" x 8"; xvi, 604 pp. Little wear, prior owner name stamped to first leaf, otherwise unmarked. Very Good. (#5650). \$40.00

17) Moeller, Kim L.. **Alcohol Abuse and the Police In Rural Alaska. The North Slope Borough and City of Barrow Experience.** [Barrow]: North Slope Borough, Department of Public Safety, 1979.

A discussion of alcoholism and of the consumption of Alcohol in Barrow. Uncommon in the trade with 9 holdings noted through OCLC in 3 entries -- most in Alaska, one in Canada and one in Denmark. 8-1/2" x 11"; [v], 51 pp. Prior owner name to front cover, bumped at lower right, clean and unmarked within. Very Good. Stated Second Edition. (#5651). \$35.00



18) O'Rieley O'Toole & Smallwood Sign Co. [Handmade Trade Sign for Bar]. **FREE LUNCH WITH 5c BEER.**

Undated vintage sign on chipboard, handpainted with red letters and flourishes in white and yellow. Sign-maker named at lower left in pencil. Oblong, 15-1/4" x 6-3/4"; Sign has a weathered look, with corner wear and some creasing, losses from prior hangings, and soiling and waterstaining. Good. (#5648). SOLD

The variant spelling of O'Rieley leaves us with some doubt about the bona fides of the name of the maker.

