

Jay T. Last Collection of Beverage Prints and Ephemera: Finding Aid

Finding aid prepared by Charla DelaCuadra.

The Huntington Library, Art Collections, and Botanical Gardens.

Prints and Ephemera

The Huntington Library

1151 Oxford Road

San Marino, California 91108

Phone: (626) 405-2191

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URL: <http://www.huntington.org>

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Overview of the Collection

Title: Jay T. Last Collection of Beverage Prints and Ephemera

Dates (inclusive): approximately 1840-1949

Bulk dates: approximately 1850-1915

Collection Number: priJLC_BEV

Collector: Last, Jay T.

Extent: approximately 3,100 items

Repository: The Huntington Library, Art Collections, and Botanical Gardens. Prints and Ephemera

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Abstract: The Jay T. Last Collection of Beverage Prints and Ephemera contains approximately 3,100 printed items advertising beverage products and related businesses in the United States from the 1840s to the 1940s, with the bulk of the items spanning from 1850 to 1915. The collection consists largely of lithographed ephemeral items produced for American businesses affiliated with the manufacture, distribution, and sale of beverages such as coffee, tea, juice, milk, carbonated beverages, and alcoholic drinks including beer, wine, whiskey, and other liquors.

Language: English.

Note:

Finding aid last updated on March 15, 2017.

Access

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Preferred Citation

[Item title, Call number]. Jay T. Last Collection of Beverage Prints and Ephemera, The Huntington Library, San Marino, California.

Provenance

This collection forms part of the Jay T. Last Collection of Graphic Arts and Social History, which was donated to the Huntington Library by Jay T. Last in 2005 as a gift in progress. The bulk of the beverage prints and ephemera were transferred to the Library between 2010 and 2013.

Background

The Jay T. Last Collection is an unparalleled archive of printed paper artifacts that documents American lithographic, social, and business history. The collection began in the early 1970s when physicist and Silicon Valley pioneer Jay Last moved to Southern California and started collecting citrus box labels he found at local flea markets and rummage sales. As his collection grew, Last realized that these labels conveyed important information about commercial printing, graphic design, and social history, and he expanded his collection to include other forms of American visual culture. Today this collection contains more than 200,000 lithographic prints, posters, and ephemera of mostly nineteenth- and early twentieth- century American origin and represents works by more than five hundred lithographic companies.

Scope and Content

The Jay T. Last Collection of Beverage Prints and Ephemera contains approximately 3,100 printed items advertising beverage products and related businesses in the United States from the 1840s to the 1940s, with the bulk of the items spanning from 1850 to 1915. The collection consists largely of lithographed ephemeral items produced for American businesses affiliated with the manufacture, distribution, and sale of beverages such as coffee, tea, juice, milk, carbonated beverages, and alcoholic drinks including beer, wine, whiskey, and other liquors.

Materials are arranged in two series: small-size items (11 x 14 inches or less) and large-size items (more than 11 x 14 inches). Small-size items are described broadly at the series level; large-size items and select small-size items are fully

inventoried and all printers, artists, and publishers are indexed by name. The collection includes approximately 60 large-size items comprised mainly of lithographed advertising prints and product labels for tea, coffee, and spirits. Small-size items number approximately 3,040 and contain a variety of promotional materials including trade cards, calendars, die-cut scraps, booklets, and printed billheads and letterheads with manuscript text.

The collection deals with beverage production, merchandising, advertising, and consumption -- including depictions of families and other groups drinking together -- and the images provide a resource for studying the history of American beer, liquor, coffee, tea, and carbonated beverage industries along with the evolution of their advertising in the 19th and early 20th centuries. Materials in the collection produced for manufacturers and distributors of alcoholic beverages also provide a perspective on their advertising strategies in the face of a growing temperance movement in the United States leading up to Prohibition. As graphic materials, the prints offer evidence of developing techniques and trends in printmaking, and of the artists, engravers, lithographers, printers, and publishers involved in the creative process.

Note

The Jay T. Last Collection is a gift in progress. Container numbers may change as the collection expands.

Alternative Form of Materials Available

Visit the [Huntington Digital Library: Jay T. Last Collection](#) to view digitized items from this collection.

- [Jay T. Last Collection of Food Prints and Ephemera](#)

Arrangement

Items are arranged broadly by size in two series, which have been further arranged in subseries according to product type:

Series I. Beverage Prints and Ephemera (small size)

Subseries A. Beer, Liquor, and Wine (small size)

Subseries B. Coffee and Tea (small size)

Subseries C. Juice, Soda, and Water (small size)

Subseries D. Milk (small size)

Series II. Beverage Prints and Ephemera (large size)

Subseries A. Beer, Liquor, and Wine (large size)

Subseries B. Coffee and Tea (large size)

Subseries C. Juice, Soda, and Water (large size)

Subseries D. Milk (large size)

Indexing Terms

The following terms have been used to index the description of this collection in the [Huntington Library's Online Catalog](#).

Genres

Billheads.

Broadsides.

Business cards.

Business records.

Business records -- United States -- 19th century.

Business records -- United States -- 20th century.

Calendars.

Chromolithographs.

Ephemera.

Ephemera -- United States -- 19th century.

Ephemera -- United States -- 20th century.

Engravings.

Labels.

Leaflets (printed works).

Letterheads.

Lithographs.

Printed ephemera.

Promotional materials.

Relief prints.
Scraps (Decorations)
Trade cards.
Views.

Subjects

Advertising -- Beer.
Advertising -- Beverages.
Advertising -- Carbonated beverages.
Advertising -- Coffee.
Advertising -- Liquors.
Advertising -- Milk.
Advertising -- Soft drinks.
Advertising -- Tea.
Advertising -- Wine.
Brandy.
Breweries -- Pictorial works.
Brewing industry.
Coffee industry.
Commercial streets -- Pictorial works.
Distilleries -- Pictorial works.
Gin.
Grain -- Pictorial works.
Grapes -- Pictorial works.
Groceries.
Horse-drawn vehicles -- Pictorial works.
Industrial buildings -- Pictorial works.
Mineral water industry.
Soft drinks -- Pictorial works.
Storefronts -- Pictorial works.
Tea trade.
Whiskey.
Wine industry.

Printer, Publisher, Artist Index

The following is a complete list of printers, publishers, and artists represented in the large-size items in this collection.

American Fine Art Co.
American Oleograph Co.
Berninghaus, Oscar E. (Oscar Edmund), 1874-1952.
Cosack & Co.
Crosby, Charles H., 1819-1896.
Crow, Thomas & Eno.
Deckert, J.
Drummond, Dominick I., approximately 1830-1899.
Ehrgott & Krebs.
Graphic Company.
Henderson Lithographing Co.
Heppenheimer, Frederick, -1878.
Hinds, Ketcham & Co.
Ketterlinus Lithographic Manufacturing Company.

Kollner, Augustus, 1813-1906.
Lane & Scott.
Major & Knapp Engraving, Manufacturing & Lithographic Co.
Reagles & Co.
Rease, W. H.
Sarony, Major & Knapp Lith.
Strobridge & Co. Lith..
Strobridge Lithographing Company.
Thomas & Eno.
Ulffers, Mortiz.
Wagner & M'Guigan.
Wittemann Brothers.
Wimar, Carl, 1828-1862.

Series I. Beverage Prints and Ephemera (small size) 1840-1930

Physical Description: approximately 3,040 items in 21 binders and in 1 flat-top box

Scope and Content

This series contains approximately 3,040 small-size printed items that pertain to the beverage industries and related products in the United States from approximately 1840-1930. The materials consist of advertising and promotional ephemera, illustrations, and business records related to beverage industries.

The beverage-affiliated entities represented in this series include breweries, distilleries, liquor distributors, tea and coffee merchants, milk suppliers and dairies, and water and ice companies. Item types include trade cards, die-cut scraps, calendars, booklets, product labels, and printed billheads and letterheads with manuscript text.

The materials in this series either promote or are broadly connected to beverage-related products, services, or sponsoring businesses. Many of the images depict bottles, barrels, and drinks, though the collection also has a wide variety of other images, including young women; animals; children and families; comic scenes and caricatures of ethnic groups such as Chinese, Native American Indians and African Americans; views of buildings and landscapes; and patriotic symbols and vignettes.

Items are arranged mainly by product type and then alphabetically according to company name. Groupings include: Beer, Liquor, and Wine; Coffee and Tea; Juice (including ciders and cider vinegars), Soda, and Water (including ice); and Milk. Items smaller than 8 x 10 inches are housed in binders, while items that are between 8 x 10 inches and 11 x 14 inches in size are individually sleeved and arranged in folders in one box.

Arrangement

This series is grouped into 4 subseries:

- Subseries A. Beer, Liquor, and Wine (small size)
- Subseries B. Coffee and Tea (small size)
- Subseries C. Juice, Soda, and Water (small size)
- Subseries D. Milk (small size)

Subseries A. Beer, Liquor, and Wine (small size)

Binder 1

Beer, A-D by company (8 x 10 inches or smaller in size)

Physical Description: approximately 120 items

Binder 2	Beer, E-N by company (8 x 10 inches or smaller in size) Physical Description: approximately 110 items
Binder 20	Beer, O-Z by company (8 x 10 inches or smaller in size) Physical Description: approximately 90 items
Binder 21	Beer, supplies and services, A-Z by company (8 x 10 inches or smaller in size) Physical Description: approximately 60 items
Box 1, Folder 1	Beer (between 8 x 10 inches and 11 x 14 inches in size) Physical Description: under 5 items
Binder 14	Liquor and Wine, A-D by company (8 x 10 inches or smaller in size) Physical Description: approximately 105 items
Binder 15	Liquor and Wine, E-H by company (8 x 10 inches or smaller in size) Physical Description: approximately 115 items
Binder 16	Liquor and Wine, I-P by company (8 x 10 inches or smaller in size) Physical Description: approximately 110 items
Binder 17	Liquor and Wine, Q-S by company (8 x 10 inches or smaller in size) Physical Description: approximately 85 items
Binder 18	Liquor and Wine, T-Z by company (8 x 10 inches or smaller in size) Physical Description: approximately 50 items
Box 1, Folder 2	Liquor and Wine (between 8 x 10 inches and 11 x 14 inches in size) Physical Description: approximately 10 items Note Select items in this folder have been fully cataloged and are listed below. prijLC_BEV_003495 <i>Pleasant Valley Wine Co. approximately 1878-1891</i> Printers: Cosack & Co. prijLC_BEV_004570 <i>Indian Peach manufactured by Ford & Brother Lynchburg, Va. after 1866</i> Printers: Calvert Lithographing Co. (Detroit, Mich.) prijLC_BEV_004571 <i>Honey and Peach. 1874</i> Printers: Heppenheimer & Maurer prijLC_BEV_004572 <i>Cloud's invigorating cordial. after 1866</i> Printers: Calvert Lithographing Co. (Detroit, Mich.) prijLC_BEV_004723 <i>Pleasant Valley Wine Co. approximately 1878-1891</i> Printers: Cosack & Co.

Subseries B. Coffee and Tea (small size)

Binder 3	Coffee and Tea, A-C by company (8 x 10 inches or smaller in size) Physical Description: approximately 130 items
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Binder 4	Coffee and Tea, D-F by company (8 x 10 inches or smaller in size) Physical Description: approximately 240 items
Binder 5	Coffee and Tea, G-L by company (8 x 10 inches or smaller in size) Physical Description: approximately 190 items
Binder 6	Coffee and Tea, M-Z by company (8 x 10 inches or smaller in size) Physical Description: approximately 255 items
Binder 7	Coffee and Tea, Arbuckle (8 x 10 inches or smaller in size) Physical Description: approximately 330 items
Binder 8	Coffee and Tea, Atlantic-Pacific (1) (8 x 10 inches or smaller in size) Physical Description: approximately 160 items
Binder 9	Coffee and Tea, Atlantic-Pacific (2) (8 x 10 inches or smaller in size) Physical Description: approximately 50 items
Binder 10	Coffee and Tea, McLaughlin (8 x 10 inches or smaller in size) Physical Description: approximately 250 items
Binder 11	Coffee and Tea, Woolson-Lion Coffee (1) (8 x 10 inches or smaller in size) Physical Description: approximately 150 items
Binder 12	Coffee and Tea, Woolson-Lion Coffee (2) (8 x 10 inches or smaller in size) Physical Description: approximately 125 items
Box 1, Folder 3	Coffee and Tea (between 8 x 10 inches and 11 x 14 inches in size) Physical Description: approximately 25 items Note Select items in this folder have been fully cataloged and are listed below. prijLC_BEV_003512 <i>Griswold's ground Santos coffee. approximately 1863-1875</i> prijLC_BEV_003513 <i>Our Favorite tea. after 1881</i> prijLC_BEV_003514 <i>Preciosa English breakfast tea. after 1881</i> prijLC_BEV_003515 <i>Progress tea. after 1881</i>

Subseries C. Juice, Soda, and Water (small size)

Binder 13	Juice, Soda, and Water, A-Z by product (8 x 10 inches or smaller in size) Physical Description: approximately 180 items Scope and Content Note Within this subseries, ciders are grouped with juice, and ice products are grouped with water.
Box 1, Folder 4	Juice, Soda, and Water (between 8 x 10 inches and 11 x 14 inches in size) Physical Description: approximately 5 items Note Select items in this folder have been fully cataloged and are listed below.

prijLC_BEV_003520 ***Allen's root beer on draught. approximately 1919-1920***

prijLC_BEV_003521 ***California orange sugar makes delicious orangeade. after 1891***

Subseries D. Milk (small size)

Binder 19

Milk, A-Z by company (8 x 10 inches or smaller in size)

Physical Description: approximately 90 items

Related Material

Items related to chocolate milk can be found with chocolate products in the Jay T. Last Collection of Food Prints and Ephemera.

Series II. Beverage Prints and Ephemera (large size) approximately 1841-1940s

Physical Description: approximately 60 items

Scope and Content

This series contains approximately 60 large-size advertising and promotional items related to beverage industries in the United States from approximately 1841 to the 1940s, with the majority of items spanning from 1850 to 1912. The series is comprised mainly of lithographed advertising prints produced for beverage distilleries, manufacturers, and distributors. Genres represented include advertising prints, views of factories and storefronts, and product labels for tea, coffee, and spirits. The prints are mostly color-printed lithographs, but the series also includes uncolored and hand-colored images. Among the earliest items is an uncolored depiction of the four-story storefront of tea and coffee merchants Hawthorn & Company from after 1841 (BEV_001209). The most recent item is a die-cut circular product label for Radio Food Corp. roller process skim milk powder from circa the 1940s (BEV_001859).

Arrangement

This series is grouped into 4 subseries according to product type:

- Subseries A. Subseries A. Beer, Liquor, and Wine (large size)
- Subseries B. Coffee and Tea (large size)
- Subseries C. Juice, Soda, and Water (large size)
- Subseries D. Milk (large size)

Within each subseries, items are arranged numerically by call number and described in the following format:

Title of print. Date

Artist(s) (when known). Printer(s). Publisher(s).

Subseries A. Beer, Liquor, and Wine (large size)

prijLC_BEV_000588

C.L. Centlivre Brewing Co., incorporated. after 1896

Printers: Henderson Lithographing Co.













prijLC_BEV_000611


Engel & Wolf's brewery & vaults at Fountain Green. approximately 1856-1859




Printers: Kollner, Augustus, 1813-1906







prijLC_BEV_000620	H. & H. Reiners. Distillery. 177 to 183 Stagg St. Brooklyn. N.Y. approximately 1879 Printers: Deckert, J. 
prijLC_BEV_000678	Manufactory of the Celebrated S. Tobias, Wine Bitters. approximately 1845 Artists: Rease, W. H. Printers: Wagner & M'Guigan 
prijLC_BEV_001024	A. Baetzhold, importer of and dealer in wines and liquors. approximately 1873-1880
prijLC_BEV_001841	Attack on an emigrant train. approximately 1912 Artists: Berninghaus, Oscar E. (Oscar Edmund), 1874-1952 
prijLC_BEV_001842	The father of waters. approximately 1912 Artists: Wimar, Carl, 1828-1862 
prijLC_BEV_001848	Bininger's old Kentucky bourbon 1849 reserve. approximately 1860 Printers: Heppenheimer, Frederick, -1876 
prijLC_BEV_001849	Bininger's genuine cognac brandy. approximately 1860 Printers: Heppenheimer, Frederick, -1876 
prijLC_BEV_001850	Bininger's old London dock gin. approximately 1860 Printers: Heppenheimer, Frederick, -1876 
prijLC_BEV_001851	Burnett's old tom gin : London. ©1859 Printers: Sarony, Major & Knapp Lith. 
prijLC_BEV_001852	El celebre Schiedam schnapp's aromatico de Wolfe. 1862-1864 Printers: Thomas & Eno 
prijLC_BEV_001857	Medford N. E. rum, manufactured only by Daniel Lawrence... 1847
prijLC_BEV_001858	Old Challenge Whiskey. 1867-1872 Printers: Major & Knapp Engraving, Manufacturing & Lithographic Co. 
prijLC_BEV_001860	Centlivre's nickel plate bottled beer : manufactured by C.L. Centlivre Brewing Co. Fort Wayne, Ind. 1893-1918 Printers: Ketterlinus Lithographic Manufacturing Company 
prijLC_BEV_001861	Compliments of the Jacob Hoffman Brewing Co. Oriental Brewery, 204-218 E 55th St. New York. 1886-1906
prijLC_BEV_001862	O. Vill's lager beer : Minnesota City, Minn. ©1878 Printers: American Oleograph Co. 

- prijLC_BEV_001864 ***Fanny Ross copper distilled whiskey. after 1884***
Printers: Strobridge Lithographing Company

- prijLC_BEV_001865 ***The high sport hand made sour mash whiskey. 1867-1880***
Printers:

- prijLC_BEV_001866 ***Schmidlapp's live oak distillery : fine copper distilled bourbon whisky. ©1872***
Printers: Ehrgott & Krebs





- prijLC_BEV_001867 ***C. Vowinkel & Co. Monongahela rye whiskies, California & imported wines & brandies. Pittsburgh, PA. ©1880***
Artists: Ulfers, Mortiz

- prijLC_BEV_001868 ***Val. Blatz's premium export Milwaukee lager beer. ©1879***
Artists: Ulfers, Mortiz Printers: Wilttemann Brothers

- prijLC_BEV_001869 ***Lauer Brewing Company Ltd. Reading, PA. after 1893***
Printers: American Fine Art Co.

- prijLC_BEV_003490 ***Henriot & Co. Rheims champagne. approximately 1873-1884***
Printers: Graphic Company
- prijLC_BEV_003491 ***Pabst extract Indian calendar 1906. ©1905***
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Subseries B. Coffee and Tea (large size)

- prijLC_BEV_000670 ***Horniman's Pure Tea the Leaf Not Coloured. after 1852***
prijLC_BEV_001067 ***Ten minutes for refreshments. ©1886***
prijLC_BEV_001843 ***Climax coffee. 1880-1890***
Printers: Hinds, Ketcham & Co.

- prijLC_BEV_001844 ***Climax coffee. 1880-1890***
Printers: Hinds, Ketcham & Co.

- prijLC_BEV_001845 ***Climax coffee. 1880-1890***
Printers: Hinds, Ketcham & Co.

- prijLC_BEV_001846 ***Treasure Japan tea : full value : the pure tea leaves. approximately 1882***
prijLC_BEV_002475 ***Commercial coffee house, corner of Milk & Batterymarch Sts. Boston. Levi Whitney, proprietor. 1844-1848***
Printers: Lane & Scott

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prijLC_BEV_003481	Green mountain chop. after 1853
prijLC_BEV_003482	Registered chop gilt edge. approximately 1867-1895
prijLC_BEV_003483	Gold joss chop. approximately 1867-1895
prijLC_BEV_003484	Golden egg chop. approximately 1867-1895
prijLC_BEV_003485	Talisman chop. approximately 1867-1895
prijLC_BEV_003486	Talisman chop. approximately 1867-1895
prijLC_BEV_003487	Temple bell chop. approximately 1867-1895
prijLC_BEV_003488	Sunbeam Japan tea. after 1853
prijLC_BEV_003489	Schilling's blossom tea. after 1880
prijLC_BEV_004578	Trade circular and price list of the Baltimore City Roasted Coffee and Spice Mills. 1874
prijLC_BEV_004579	The great American tea company...price list of teas. 1864 Printers: Reagles & Co.
prijLC_BEV_004580	Teas only. Lovell, Pomeroy & Co. 1851

Subseries C. Juice, Soda, and Water (large size)

prijLC_BEV_001847	The American ginger ale manufactured by Coburn, Lang & Co. 100 Worcester & 116 Water Streets. Boston, Mass. approximately 1872 Artists: Drummond, Dominick I., approximately 1830-1899 Printers: Crosby, Charles H., 1819-1896 
prijLC_BEV_001854	Belfast ginger ale. : Mineral water. : Manufactured by Moses Fairbanks and Co. Howard Athenaeum Building Howard St. Boston. approximately 1873-1874 Artists: Drummond, Dominick I., approximately 1830-1899 Printers: Crosby, Charles H., 1819-1896 
prijLC_BEV_001855	Genuine Belfast ginger ale : G. D. Dows & Co. 55, Sudbury St. Boston. approximately 1873-1874 Artists: Drummond, Dominick I., approximately 1830-1899 Printers: Crosby, Charles H., 1819-1896 
prijLC_BEV_001856	Tuft's Arctic Soda Water: the fountain of youth. 1882-1891 Printers: Cosack & Co. 
prijLC_BEV_001863	"Up and going" "Excelsior" ginger ale made by John Klee Dayton, O. Joseph R. Peebles' sons, sole agents, Cincinnati, O. ©29 August 1885
prijLC_BEV_003522	Tufts' Arctic Soda Water: the fountain of youth. 1882-1891 Printers: Cosack & Co.

prijLC_BEV_003523

Tufts' Arctic Soda Water: cooling off the sun and its children. 1882-1891

Printers: Cosack & Co.

prijLC_BEV_003524

Tufts' Arctic Soda Water: the only cool place in --- 1882-1891

Printers: Cosack & Co.

Subseries D. Milk (large size)

prijLC_BEV_001859

Radio extra grade roller process skim milk powder distributed by Radio Foods Corp. Lawrence, Mass. approximately 1940s