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NOVEMBER, 1987

BARGAINS

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SKI COUNTRY									
SKI COUNTRY FIFTHS	EMPTY		Ph	PTY			C'S ART		
Barn Swallow	\$25	Mt. Goat Family	Er	12	_	EMPTY			EMPTY
Blue Jay	30	Mountain Eagle		60	Pup Seals Alfy Afghan	M 15	Mex. Fighting Bull		25 15
Bobcat	35	MUSKIE		10	Fanny Fox	M 12 M 8	Brama Bull Black Angus Bull	M	
Bob Cratchit Bonnie	15	Osprey Family (2 Bt	ils)	20	Terry Terrier	M 8	Old Polled Herefor	M	15
Buffalo Stampede	20	Fighting Pheasants Phoenix Bird		25	Tenn Volunteers	F 15	Chipmunk	M M	15
Canada Goose Family	15	Polar Bear		10	LSU Tigers	F 25	Afghan	M	10
Cardinal	35 35	Prairie Chicken		12	MO. Tigers	F 15	Bassett Hound	м	15
Cave Man	10	Rainbow Trout		20 12		F 15	Schnauzer	М	15
Chicadee	25	Red Shouldered Hawk		20		F 12	Setter	м	10
Chuckar Partridge	20	Red Winged Blackbir	d .	12	MCCORMIC		WILLETT		
Condor Buffl head D.U.	25	Ruffed Grouse Scrooge		15	Elvis #2 (Pink)	F 30	Surface Miner	F	17
Mallard D.U.	35	U.S. Ski Team		10	Elvis Silver	F 85	Tiger #1	F	20
Easter Seals Eagle	50 45	White Falcon		10	Elvis Designer I Elvis Karate	F 100 M 35	Wildcat #2 Trucker	F	20
"The Survivor"	40	Whooping Crane		15	Elvis on Stage	M 35 M 45	Foster Brooks	F	15
Great Spirit	65	Wild Turkey		20 00		H 50	KY Colonel	P	15 10
Gyrfalcon	25	Walrus		15	Elvis D I Go		Barrel	G	15
Harpy Eagle	60	Wood Duck (Orig)		00	Bald Eagle	F 35		HG	10
Havk Eagle	75	P.T. Barnum	41	8		F 50	" (In Case Lots	-6)HG	20
Indian Chief #1 (Hatch Great Gray Owl	et)75 35	Lion on a Drum		20		F 30	DAVIESS		
Landlocked Salmon	20	Tom Thumb	_ 1	10	Shrine Circus #1(CI Alex. Graham Bell	lown)F 30	1981 Havaii Amer L	egion	F10
Mallard Family	30	CYRUS NOBLE	E		Geo. Wash. Carver		WILD TURK		110
Male Merganser	25	Blacksmith E Gambler		30	Thos. Edison	F 15 F 25	Ser.I #8 Strutting		
Mountain Lion	25	Beaver & Kits		50	Henry Ford	F 25	" IV #1 W/Eagle	P	35 60
Mountain Sheep	30	California Seal F		15	Eleanor Roosevelt	F 15	" " #2 W/Raccoon	P	40
Osprey	75	Mt. Lion & Cubs F		35	Louis Armstrong	F 20	Ser.I #1 Male	м	12
Peace Dove	30	Olympic Skater F	2	20	Tom T. Hall	F 20	0" " #3 On Wing	М	10
Osprey Family (2 Bottle Golden Pheasant	es)50 30	Buffalo & Calf H	IG 5	0	J. R. Eving	F 25	" #4 W/Poult	M	10
Prairie Chicken	55	Assayer M		0		F 20	Ser.IV #3 W/Poults # #4 Flying		20
Prairie Falcon	25	Burro M Gambler M		0			Ser. V #2 W/Owl	H	25
Red Fox on a Log	60	Mir.er M		.0	Tom Sayver	F 15 F 15	Del. 1 02 0/001	n	20
Rainbow Dancer	25	Tur. Tavern		5		F 20	JIM BEAM		
Red Winged Blackbird Saw Whet Owl	20	FAMOUS FIR		-	Calamity Jane	F 20	Battery Phone #6	1	35
U.S. Ski Team	25			5	Ben Franklin	F 12	Passenger Car	F	40
White Falcon	10 30		00 2		John Hancock	F 20	Donkey 1980	F	10
Walrus	25	Fireman #1 M			Patrick Henry	F 12	Elephant 1980	F	10
Whooping Crane	30	Yacht America M				F 60	Treasure Chest	F	10
Wild Turkey	60	GRENADIER		-		M 15 M 10	EZRA BRO	DK S	
Wolf Dancer	40	King's African Reg F	1	e	Patrick Henry	M 10	1978 Corvette		
Wyoming Antelope	40	3rd New York " F	2			M 10	Indy Pace Car		25
Wolf Dancer	40	Napoleon p	1			M 20	Ow1 #4 '80 (Scops)	F	40
Wyoming Antelope	40	Tenn. Walking Horse !	F 3	0	Geo. Washington	M 25	Snov Egret	F	18
Snake River Stampede Ringmaster	35	Conn. Foot Guard F	15			F 15	Whooping Crane Bengal Tiger	F	15 25
Tom Thumb	10 10	Stonewall Jackson F Billy Mitchell F	15			M 12	King Tut Guard	F	15
Timeno	10	Billy Mitchell F Teddy Roosevelt F	15			M 12 M 12		N	1.0
SKI COUNTRY HG & 1.75L		Pancho Standing M	20			M 15	OLD COWWO	714	
righting Pheasants HG	75	Rost. E. Lee M	10		Pony Express	H 10	Oktoberfest Tankee Doodle	F	40 15
Pintail Duck HG	75	Stonewall Jackson M	10		U.S. Marshall	F 20	Mod. Fireman #2		13
Widgeon 1.75	L 50	Father Serra M	10)	Packard Ornament	F 35	(Nozzle)	F	40
CUT ANIMPH HENRY		"Frosty" M	10		MICHTERS		" #4 Fln Cmrc	H	15
SKI COUNTRY MINIS Bob Cratchit		NSSA 1st VA. Vol. M	12		Ice Wagon	P 15	Coal Miner #3	M	15
Bonnie	10	" Moseby's Raiders	s M 15		Peace Candle	7 15	FITZGERALD)	
Canada Goose (Orig)	40	" Wash Blue Rifles " 6th Wis. Reg. M			Geo. Washington I		Irish Charm	F	10
Cave Man	8		12	2	Goddess Selket 1.75		CALVERT	•	10
Chuckar Partridge	10	HOFFMAN			King Tut	1 10	Canvasback	F	25
Desert Sheep	20	Mr. Barber F	30		JON-SOL		Eider Duck	F	20
Chicadee .	15	Mr. Farmer F Mr. Photographer F	30		Baby Robin N	1 5	LIONSTONE		20
D.U. Bufflehead " Canvasback	15	Christmas Carol F	12		Blue Jay			_	
Easter Seals Eagle	12	Mr. Lucky Retired M	15		Red Headed Wdpkr M Red Eyed Vireo M		Fireman 60th Anniv Woodpecker	F M	10
Great Spirit	15 10	Mr. Farmer M	12		Red Eyed Vireo	10	Gold Panner	M M	7
Gyrfalcon	12	Mr. Stockbroker M	15		BENEAGLES		PACESETTER		
Harpy Eagle	75	Jaguar & Armadillo F	20		White King M	10			
Great Gray Owl	12	Mt. Goat & Puma F	40		Barrel M	8	Int. Harv. Red Trac	tor F	22
"Ma" Cratchit	10	Pointer F Setter F	30		DUG PICKIN	G	A. S. I.		
Male King Eider	15	Stagecoach Driver F	40 15		Ship M		Gold Cadillac	F	75
Male Merganser	12	Trapper F	20		Raft M	10			
		Hooded Merganser F	15			10	MARITA		
		Swan F	15				Whistler's ClOck	F	60
		Turkey 200ML	12						

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Let's Talk

The word is in. You've voted. No, not the Iowa Caucuses or the New Hampshire primary... you were very happy with the special Zwack issue last time. No complaints, only praise and that in itself is a minor miracle...someone can always find something to complain about!

Once again, a huge thank you from all of us (including yours truly) to Ed Neugass for all his efforts on our behalf. Without his work you wouldn't have pictures of bottles to compare with yours and we'd all be less the scholarship and information.

Now, some of you have mentioned that little asterisk(*) that followed some of the numbers. Well, Ed put those in for himself and a good many of the rest of us. Those are the bottles which he would love to add to his collection or upgrade. So, if you've got some of those, get in touch.

This time we welcome back our regular columnists and also a new contributor, Mr. Terry Kramer (with his Canadian Connection), as well as Mr. Alfredo Spinelli, who hasn't been seen here for some time. Both Alfredo and Terry will be here on a regular basis from now on.

We've also heard a few rumblings concerning the whereabouts of Jim Triffon. Wonder no longer. Jim has been steadil working away on his article concerning brandies. Be patient, it's monumental.

Finally, the old plug for the Spring shows. It's been a long, very cold winter for many of you, so celebrate Spring by going to Chicago and/or Skippack to visit your friends, meet new ones, and natch, find bottles!

See you next time for the beginning of our 15th year!

--DMS--

Vol. XIV No. 6

No. 84

1988

Editor/Publisher DAVID M. SPAID

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Get myorved. Get myorved.	

Our Cover

The two porcelain pieces you're looking at on the cover this time are from the Goebel company of West Germany via the U.K. These two lovely women are from a set of twelve, the Viktoria set, which is now available in very limited quantities. The Goebel company decided to become involved with miniature bottles with the clowns, these women and at least two new pieces for 1988. Fantastic!

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RUM

RUM

Rum



A couple of issues back an article featuring some older rums drew a bit of mail from collectors interested in seeing 1930's bottles which were not whiskeys! So, to whet your appetite even more, here are eight rums, all but one approximately fifty years old.

Let's begin with the one oddball in the group. This is the Istra Domaci Rum from Yugoslavia. It's relatively current, just seldom seen. The label is in red, black and white and pictures an old clipper ship. Nothing special, but still interesting.

Now we'll move on to the group of four Charley's Jamaica Rums. Only one of these particular bottles was sold

in the U.S. and that's the flask bottle which (with a magnifying glass) you'll note was brought in by "21" Brands. The other two Royal Reserves would appear to be identical, but they are not. The one on the right has an additional notice on the label which states: Distilled 1919. All three of these bottles are a minimum of 15 years old...that's the rum, not the bottle. The remaining piece is the V.S.O. which sports quite a beautifully done label...palm trees, quiet lagoon, ship and island in the background. There are many different Charley's bottles, all of which are worth having.

The next two bottles are from a very well known company, Mount Gay. The tall round bottle would seem to be the oldest as the label is only in black and white and that is extremely unusual. The flask has the more conventional color label which is seen on a great many bottles; however, the fact that this piece is a flask is what makes it interesting.

Finally, we did save the best for

last. This is Teddy Rhum from the Montserrat company in Spain. In 1935 a series of curved flask bottles was issued by this company and one of them was this rum. The others generally known were all liqueurs. The metalic cap is a snifter but it's the label which will make this bottle highly sought.

Hope you've added to your store of 'rum' knowledge with this article.



Boozeville

by Lloyd McLeod



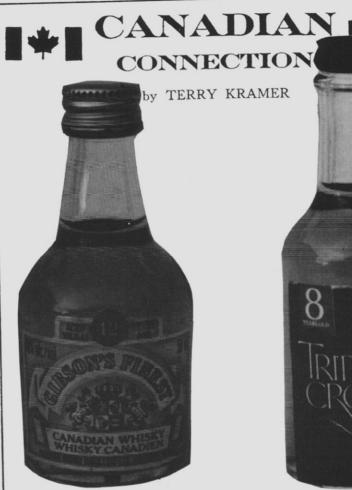
In the early days of Boozeville, the saloons were dark and dingy places with only kerosene lamps hanging from the rafters for light. You rolled your own cigarettes. The smoke from these old Bull Durham cigarettes and cigars was quite heavy. The back bar was covered with whiskey and beer advertising. Some of these old framed ads are bringing a premium price today. The better saloons had "parlor girls" available upstairs.

The glass give away bottles from this period of time are an interesting lot. Shown here are three from around the early 1900's. On the left is a bottle in the shape and color of an oyster. The next one is a corset and long legged

bloomers in the style of the day of ladies' underwear. Then there is the depression shoe. I'm sure it's from a depression prior to 1929, probably 1893. All these bottles have metal screwcaps. They make a nice variety for a giveaway collection and come in many shapes and sizes. Today they're extremely difficult to come by as there weren't many made of most types.

Most of the saloons have out door privies, but this is a fancy one we're in today. It has a decorated steel grate in the floor with water running below. This grate runs the full length of the bar so you don't have to leave and lose your place at the bar. Drink up!

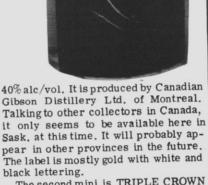
--L. M. --



First of all, let me introduce myself, I'm Terry Kramer from Regina, Saskatchewan. I've been a mini collector for thirteen years now, having picked up my first couple of minis while on my honeymoon passing through Las Vegas. However, at that time both my wife and I were "under age" to purchase alcohol in Nevada.

In this and future articles, I would like to tell you a bit about some Canadian miniature bottles. I'll start by describing two Canadian whiskies that I had along at the Lilliputian West Coast Miniature Bottle Show that I was fortunate enough to attend.

The first miniature is GIBSON'S FINEST 12 YEAR OLD CANADIAN WHISKY. It is a 50 ml clear, round, squat bottle, 3 1/2 inches tall, with



The second mini is TRIPLE CROWN 8 YEAR OLD CANADIAN WHISKY, It is a round, 4 1/2 inch bottle and contains 50 ml with 40% alc/vol. It is bottled by Palliser Distillers Ltd. of Lethbridge and Toronto. I had seen this mini before in a square bottle but not the round version. The label is black with white and gold lettering.

Next time I'll be back with more Canadian miniatures. -- T. K. --

Whiskey Heritage

by

GEORGE JINKENS

the g-r-r-r-eates*t*

A few pre-prohibition bottles this time. We'll begin with OLD BOONE, from Thixton Millett & Co. of Louisville, Kentucky. After a little research, I believe this bottle dates to about 1897 and is a real beauty except for a few nicks in the label.



The OLD KENTUCKY is from The Old Kentucky Distillery, also of Louisville, Kentucky. The whiskey was made in 1910 and bottled in 1917...but is long gone.





Last of the three is my personal favorite, SILVER PITCHER PURE RYE. The bottle is from Jim Davis and the label states that he was the sole proprietor. Someone wrote 1916 at the top right of the label. This has to date the bottle even though there is no tax stamp. The company was started in 1883, so there may be even older bottles from this company out there.

Three more next time; just hope you enjoy them as much as I do.

-- George A. Jinkens --

melo's minis

by Mike Okon





In this article I would like to feature two California Whiskeys: four seldom seen flats and six bottles from the Continental Distilling Corp. of Philadelphia, PA. California whiskeys are all scarce and should be considered a 'hot'' item in the realm of mini collecting. Most of these are noted for their unusually shaped glass bottles and unfortunately a California tax stamp which often covered part of the label. Also, because the very limited supply will never match the great demand, these bottles should maintain their "hot" status unlike some categories which have enjoyed periods of high demand, but later faded somewhat in popularity.

The first of the California bottles is Lucky Strike Bourbon Whiskey bottled by San Angelo Wine and Spirit Corp. of Los Angeles, California. It is 100 proof, seven months old, distilled in Indiana and shipped by boat via Panama Canal (an aid in mellowing distilled spirits), has a blue, yellow, red and white label and was made about 1935. The other one of these is Hart's Straight Bourbon Whiskey, Bottled for C.C.& T. Co., also of Los Angeles. It is 80 proof, 15 months old, has a silver foil label printed in red and black and was made about 1936.

Bottle number three is Hiram Green Blended Whiskey Blended and Bottled Fall 1934 by Ruffsdale Distilling Co. of Braddock, PA. It is 90 proof, contains 20 percent bonded Pennsylvania Rye Whiskey and 80 percent neutral spirits and has a gold foil label printed in black.







The next three bottles have a "Sport of Kings" theme. War Admiral is Kentucky Straight Bourbon Whiskey Bottled by A. L. Hinze Distillery Co. in Bardstown, Kentucky. It is 100 proof, 24 months old, has a black label printed in gold, red and white and has a 1937 copyright. Next is Derby Field Straight Bourbon Whiskey Bottled by Paramount Liquor Co., Chicago. It is 90 proof,

one year old, was distilled in Pennsylvania, has a gold foil label printed in black and was made about 1936. The final one of these is Kentucky Derby A Straight Whiskey Distilled by Glenmore Distilleries Co. Owensboro, Kentucky. It is 100 proof, has a silver/gold foil label printed in blue and was distilled January 1934 and bottled in October 1934.

CONTINENTAL DISTILLING CORPORATION







Continental Distilling Corp. has produced many fine bottles over the years including a series of short, fat round bottles in both clear and green glass. The first of these is Snug Harbor Blended Whisky (no "e"). It is green glass, 90 proof, 1/8 pint, contains 30% straight rye whisky and 70% neutral spirits, has a "large" silver foil label printed in green and was blended and bottled August 1934. Next is another Snug Harbor in green glass. It is 90 proof, 2 ounces, has a "small" silver foil label printed in green and was blended and

bottled January 4th, 1934. The last Snug Harbor is a "small" label in clear glass. It contains 30% straight rye whisky and 70% neutral spirits and was blended and bottled March 1934.

Next we come to Sagamore Blended Whisky. It is green glass (also made in clear), 90 proof, 1/8 pint, contains 30% straight rye whisky and 70% neutral spirits, has a gold foil label printed in brown with orange and was blended and bottled April 1934. Moving along we have Sweepstakes Blended Whisky. It is clear glass (also made in green),







90 proof, 2 ounces, contains 30% of the straight rye whisky and 70% neutral spirits, has a silver foil label printed in red and black and was blended and bottled March 1934. This bottle has a nice bonus in an oval shaped orange Illinois tax stamp dated Feb 1, 1934 which this author hadn't seen before.

The last bottle, which does not belong in this series, is Keystone State Straight Rye Whisky. It is 90 proof, eight months old, has a silver foil label printed in blue, was copyrighted 1933 and is a clear glass bottle embossed with a "waffle" pattern which Continental used for other brands.

Finally, I would like to close with this question. How many of you collectors were aware that the Snug Harbor blended Whisky was produced with two different sized labels?

As always, if anyone would like any further information on any bottle pictured, please feel free to contact me at (507) 454-1499.

Until next time. . . . MELO

(Note: Recently we heard from Alfredo Spinelli of Buenos Aires, Argentina. With this issue, he is beginning a series which will comprise the ARGEN-TINA WHISKEY CATALOGUE.)

Brand:

Old Monarch

Distillery: Panamericana & Debrise

Bottle:

Brown glass - 50 cm

Cap: Date: Plastic w/"capsula de plomo"

From 1958 to 1962

Note:

Scotch Whisky, graduated blended and bottled in Argentina. This distillery

clostd in 1962

Brand:

Dumbarton

Distillery: Destilerias Bouso S.R.L.

Bottle:

Brown glass - 50 cm

Shape similar to Ballantines

Cork w/"capsula de plomo"

Cap: Date:

From 1958 to 1962

Note:

Scotch Whisky, graduated

blended and bottled in Argentina. This distillery

closed in 1962.





Brand: May Cross

Distillery: Orandi & Massera S. A.

Clear glass - 50 cm Bottle: Oval shape

Cap: Plastic

Date: 1965 to 1972

Made with a base of Scotch Note:

Whisky of Glen Destillers, Ltd. This distillery closed

in 1973.







Brand.

Always

Distillery: Danielson Argentina S. A.

Bottle:

Clear Glass

Cap:

Plastic screw top.

Date:

1967 to 1969

Note:

This distillery imported

the Scotch Whisky and

bottled it.

Brand:

Always

Distillery: Danielson Argentina S. A.

Bottle:

Clear glass, pinched on

sides

Cap:

Aluminum Pilfer proof

Date:

1969 to 1973

Note:

Under present definition and laws, cannot be called

100% Scotch Whisky.

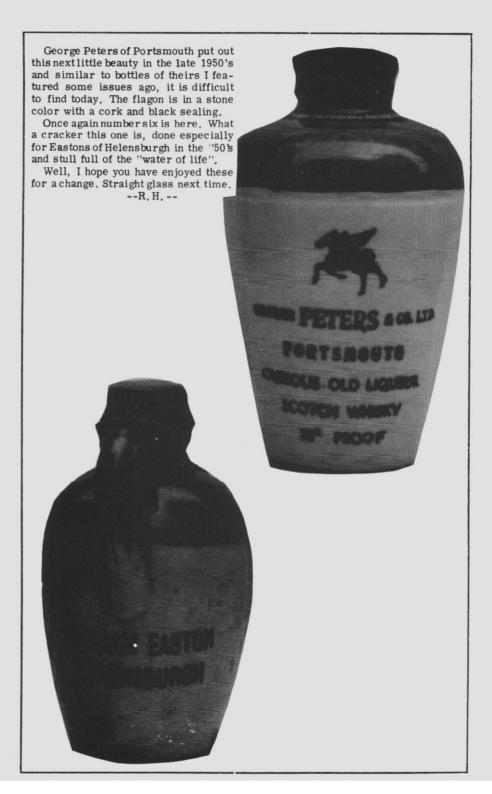
SCOTCH For The Connoisseur

by Roy Holden



or with a cork cap and red seal.





MINI WORLD

(Ed. Note: The following article was originally published in the Beverage & Liquor Newsletter 1937-38. It was written by Rosamond Moore who owned the National Wine & Liquor Store in Los Angeles. This was sent to us by collector Nessa Smith of Phoenix, AZ who is Mrs. Moore's daughter. Nessa states: "My mother wrote this story using the names of liquors and had it framed in her store. One of the salesmen who called on her thought it was clever and sent it into the Liquor and Beverage Newsletter. They did print it. The newsletter was sent to all persons with a liquor license in California from 1935 till 1941." Our thanks to Nessa, and... wouldn't you all like to have the minis mentioned?)

IT'S ALL IN THE WAY YOU SEE IT

For a view unsurpassed, my choice is the one glimpsed from the roof of the GOVERNMENT HOUSE in MEAD-VILLE. In all our GOLDEN STATE, there is none to compare.

To the west is cloistered MOUNT VERNON silhouetted against the HILL & HILL. The graceful VALLEY FALLS tumble into the MILL RIVER. Toward the southwest is seen the winding GREEN RIVER pointing like an arrow to the spot where THREE RIVERS empty into HUDSON BAY.

Farther south the KENTUCKY TAV-ERN cuddles by the side of COBBS CREEK, while nearby lies the OLD FASHIONED-MILL FARM in the shade of OLD HICKORY and ROYAL OAK trees, in the branches of which one can see a BLACK HAWK and an OLD CROW.

Belowlies the VALLEY D'OR where GOLDWASSER bubbles in MINT SP-RINGS, Here are found the famed GOLD LYONS. In the lower part of the valley is situated the ITALIAN SWISS COLONY, founded in the 16th CENTURY by WILLIAM JAMESON.

Northward rises the ROUND TOWER of the OLD MISSION seen through the leafy branches of the CRABORCHARD, with its carpet of CLOVÉR LEAF and the background of grand GATEWOOD trees.

In the EASTSIDE, the SUNNYSIDE, traversing the heart of the city, is BOND STREET, with its picturesque cafes and theatres. People travel 'ROUND THE WORLD to see the CRYSTAL PALACE and the night spots, especially the STUDIO CLUB where VIRGINIA DARE presents her daring BOLERO. Also well known is the BLACK BARREL with its modernistic BLACK GOLD decorative motif. In direct contrast is the OLD LOG CABIN where the OLD FORESTER on his WHITE HORSE stops on his way to the PLANTATION.

The next time you're traveling through HUMBOLDT county make it a point to stop in MEADVILLE.

FRORR

by TAIZO SHIRATSUCHI





This time I would like to present five Cognacs which are available in Japan. The first three bottles are Barbeau Three Star, Tres Vieux and the Grande Reserve from Maison Barbeau & Fils.

Three Star is clear glass and doesn't show the "***" on the label, but the regular bottle has a neck label with "***" on it. The label is light yellow with brown letters. Tres Vieux is in a frosted glass and has a label with brown letters on a light tan background. The Grande Reserve, also in frosted glass, has a light tan small label with black letters and a picture of a vine.



Marcel Marrot Napoleon, the next bottle, has a golden label with a red belt in the upper part. The lettering is gold and red.

The Barbeau and Marcel Marrot are 3 cl contents with 40% alcohol. It is said that they were produced only in a limited number of 1000 bottles, all of which were made for Japan. The regular size of each is also available in a 10,000 production and may be found only in the Osaka/Kobe area of Japan.

The Martell Medaillon VSOP is a renewed label. The new one is a very light tan and is framed with a golden thin line. There are MARTELL and SPECIAL RESERVE on a deep green background above and below on the label.

That's it for this time. Hope you've enjoyed these new bottles. --T.S.--





SMALL TALK

Sempe Armagnac has discovered what perfume marketers have known for generations: it's all in the way it's packaged.

That's why Sempe, an Aigman, France company, turned to fragrance bottle designer Serge Mansau of Paris to create the package for its newest product; Sempe Armagnac Grand Reserve.

The three-sided Prism bottle, for which Sempe holds the worldwide patent, was sculpted to create the illusion of three brandy snifters appearing and disappearing inside the container.

Priced at about \$115 a bottle, the package took three years and approximately \$3.5 million to produce.

"The actual prism design is not a new idea," says Chester Brandes, the Sempe U.S. managing director. "But nobody ever did it as a container for liquid. And no one ever did it for liquor."

Sempe developed the concept at the urging of Brandes, who says gift packaging in the liquor industry lacks the sophistication of the packaging seen in other gift-driven categories, such as fragrances and cosmetics.

And unique packaging is just what Armagnac needs. While Armagnac has a rich history dating back to the 15th century, the category never was able to establish the mystique of Cognac. To make matters worse, the two regions are located next to one another, or as one Sempe ad explains: "You pass through Cognac on the way to Armagnac."

''If the packaging is brilliant, we can get the consumer to buy it once, and once he tastes it, he'll buy it again, "says Brandes.

The real challenge for Sempe was finding a fabricator who could develop an automated process to manufacture the prism bottle. Although the prism process has been used in glassmaking since Egyptian times, Brandes said it was done only by hand in solid crystal and never done before for a hollow container.

"We could've done it by hand in crystal too, but that would have sharply increased the price, probably to about \$400 a bottle," Brandes says. "Our thinking was that the uniqueness of the product is in the design, so why drive up the price."

Through Mansau, whose Studio Exurge in Paris has done work for Oscar de la Renta and Nina Ricci, Sempe hooked up with Pochet S.A., a Normandy glassmaker. Finding a successful formula involved developing several molds and watching some 20,000 prismshaped bottles shatter during the production process.

Sempe has produced 9,600 bottles, half of which it plans to import to the U.S. where Brandes is confident they will sell.

"Anyone who has taste will buy it," he says.

As for those with taste, but no bucks, Sempe is introducing a mini-bottle of Grand Reserve in a gift-boxed snifter. The price: about \$15 at retail.

(Note: The above first appeared in the new UPFRONT section of $\underline{Advertising}$ Age.)

shifty snifters





Jerry Cohen

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NOTE: I'm looking for people who would like to swap some bottles and/or labels. I've been collecting Scotch labels now for a while and have some duplicates...what do you have? Also, I'll trade bottles I've got or can get for William Grant & Sons bottles, particularly Glenfiddich's little flasks which seem to be endless? What might you have inthat department? Looking forward to hearing from you and all letters answered. Arthur H. Pudney, 21 Wrangleden Close, Maidstone, Kent, ME 15 9LL England.

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