



BERRY BROS & RUDD
3, ST. JAMES'S STREET, LONDON
WINE & SPIRIT MERCHANTS

Historical News Cuttings Book: Post-prohibition Washington news report

RECORD BREAKING LIQUOR CARGO COMING TO DISTRICT WHOLESALERS

SOLID CARLOAD OF OLD OVERHOLT TO ARRIVE MON.

Biggest Single Shipment Made Since Repeal

What is thought to be a record shipment of whiskey to one Washington Wholesale house since the repeal of the Eighteenth Amendment is said to be on its way this week from the Overholt Distilleries to District Wholesale Corporation of which Mr. Samuel Lichtenstein, well known Washington business man, is President.

A solid carload of bottle-in-bond Overholt whiskey consigned by Mr. Lichtenstein's company, said to be the largest single shipment into the District in recent times, will land here early next week, insuring the company's clientele of a bountiful supply for the unusually heavy demand for this fine whiskey that has been developed with the Washington trade by District Wholesaler.

District Wholesale Corporation has been forging steadily and rapidly ahead in the local beverage field since repeal of the Eighteenth Amendment went into effect, and is now conceded to be one of the foremost liquor houses in this section of the country.

In 1930, Mr. Samuel Lichtenstein, president of the District Wholesale Corporation, founded this company as a wholesale drug house. In a very short space of time, it developed to be the second largest wholesale drug company in Washington.

In September of 1933, this company



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RECORD FOR D. C.; UNLOADING WILL START MONDAY

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obtained a wholesale liquor license, confining its sale of alcoholic liquors entirely to the retail drug stores. With the repeal of the Prohibition Act on March 1, 1934, having the largest available and the greatest variety of merchandise, they were the first to supply all of the liquor stores, hotels, and bars with the first cheer in Washington.

Since then they have grown by leaps and bounds. Business continued to expand in such large dimensions that they were compelled to make a third change of headquarters, and a new corporation, called the District Wholesale Drug Corporation, of which Mr. Lichtenstein is secretary, was formed. This company operates from 1006 Fifth Street, N. W., and have made further strides under the successful management of Mr. Davis I. Estrin and Mr. Murray Waitzer.

Only last month the drug company successfully completed a transaction with the Unity Stores, consisting of 21 of the finest independent retail drug stores in Washington, wherein they purchased the complete equipment, stocks, etc., of the Unity warehouse and will now supply these stores as their warehouse.

During the development of the District Wholesale Corporation, they have acquired some of the very finest exclusive agencies, such as Old Mr. Boston Products, made by Ben Burk, Inc. of Boston, now known as the largest manufacturer-rectifier in America.

Several months ago, Berry Bros. of London granted the liquor company its exclusive franchise for the most famous imported products of Europe. Berry Bros. has been known since the 17th century—the last word and the "Tiffany" of the entire liquor industry of the old country, specializing in internationally known Scotches such as Catty Sark, St. James', Chigiest Liqueur Whiskey of Great Age, as well as the finest English market Champagnes, Wines, etc.

The District Wholesale Corporation is also distributors for the Oldetyme Distillers, Inc., manufacturers of Three Feathers, Green River, and Maywoode.

From the very inception of the liquor business, the District Wholesale has enjoyed exclusive distribution for Cribari's Son Benito Wines, and they are now featuring Cribari's Sonnie Boy Wines as well.

The Overholt Company is now celebrating its 125th anniversary and has drastically reduced its prices on bottled-in-bond five-year-old whiskey where almost anybody of moderate means can afford to drink America's best rye whiskey. It will retail for \$2.19 per pint and \$3.39 a fifth. Now Washington will be able to enjoy the world's best whiskey at a very small cost, a spokesman for the company said.

To those who cannot actually pay \$2.19 for a pint of five-year-old bottled-in-bond Overholt, there is Overholt's 20 months old whiskey, which has universal distribution in Washington, and which is also exclusive with the District Wholesale Corporation. This item known as Penwick, retails for \$1.09 a pint at all good liquor stores.

In a recent interview with the sales force, the writer has discovered that they have set, as a goal, 3,000 cases of Overholt before Christmas. This is a phenomenal undertaking, and we believe that this group of young and aggressive men, well-liked by the trade, will be successful in their undertaking. They have a reputation of doing things in a big way, and once they attack a problem, they never miss.

Beginning September 20, 1935, the Overholt Company will announce to the Washington public, with page advertisements in the local newspapers, the drastic reductions in prices of Old Overholt, and this program of advertis-

MR. SAMUEL LICHTENSTEIN



President of District Wholesale Corporation, Agents for Overholt Distilleries

ing will continue every week from now until the first of the year.

It is sincerely recommended to all good retailers to immediately stock this merchandise, so that they can coordinate their efforts with window and counter displays, with the distiller's tremendous advertising campaign.

The distiller's representative advised that the retailers will enjoy a larger amount of profit on the Overholt Whiskey than on any other bottled-in-bond product in America. It will therefore pay the retailers in Washington to "push" Overholt.