

The Potomac Pontil

The Potomac Bottle Collectors – Serving the National Capital

December 2015

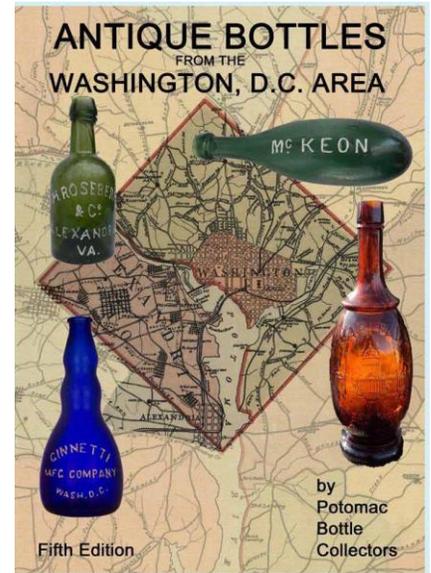
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Potomac Bottle Collectors Meetings Cease

We regret to announce that our club will not meet in 2016. Most collectors in our area now stay in touch through electronic means including Facebook pages and have difficulty attending monthly meetings. For many years we have considered the Baltimore Antique Bottle Show to be our local show, and we hope to see everyone there on March 13, 2016.

While we will not be collecting dues for 2016, we will keep our potomacbottlecollectors.org web site active in the coming year and will continue selling copies of our 5th Edition *Antique Bottles from the Washington, D.C. Area*, which we published in 2014. Copies are available for \$35 including shipping. Please make checks payable to Jim Sears, P.O. Box 370, Garrett Park, MD 20896.



At left Jim Sears examines a Drakes Plantation Bitters belonging to Roland Longerbeam. We are very glad to see that Roland is recovering well from cancer surgery.

Cook & Peel

By Mike Cianciosi

I recently purchased a green soda bottle embossed with “COOK & PEEL ALEXANDRIA VA” from an online auction. Figure 1 shows the bottle, which has white paint on the embossing to make it stand out more. Figure 1 also shows the pontil scar on the bottom.



Fig. 1: Cook & Peel bottle from Alexandria

I started researching the bottle, and found lots of information from advertisements in the old Alexandria Gazette from the 1830s to the 1860s. Here's what I found.

Henry Cook and Henry Peel were druggists in Alexandria Virginia during the mid 1800s. Henry Peel was Henry Cook's nephew. Their partnership lasted only 4 years, however they both had careers as druggists in Alexandria both before and after that partnership.

Henry Cook was born c.1805 in St. Ives, England. His earliest endeavor as a druggist in Alexandria Virginia that I could find evidence of was as the head of the firm “Cook & Leadbeater” in the 1830s. In 1839 that firm broke up, and Cook went off on his own, running a drug store on King Street. His ex-partner, John Leadbeater, went on to take over the Stabler-Leadbeater apothecary in 1852. The Stabler-Leadbeater apothecary is currently preserved as a Museum on South Fairfax Street in old town Alexandria.

Henry Peel opened a drug store under the name “Henry Peel & Co.” in February 1845. In 1847, while still running his drug store, Henry Peel became a Sergeant for the Ringgold Cavalry during the Mexican war, as he called for meetings in the Alexandria Gazette (see figure 2). I couldn't find any indication as to whether or not he actually saw any fighting in the war. Given that their meetings were advertised in the newspaper, my guess is that the Ringgold Cavalry was similar to the modern day Army Reserve.



Fig. 2: 1847 newspaper announcement for Ringgold Cavalry

The announcement that Cook was joining with his nephew Henry Peel came on April 21st, 1948. Their store as located at the Odd Fellows Hall on King Street. Later they moved that store to Sarepta Hall, on King Street near the corner of Royal Street.

In their 4 years together, Cook & Peel advertised all kinds of unusual sounding medicines in the Alexandria Gazette. A small sampling includes, in no particular order: Moffatt's pills, Phenix bitters, Barry's Tricopherous, Osgood's Cholagogue, Bebeerine mixture, Cannon's bitters, and Ayers cherry pectoral. Some of the non-medicinal items advertised include (again in no particular order) Ivory fans, Coxe's sparkling gelatin, Seine twine, India rubber balls, combs, gold pens, linseed oil, winter lard oil, pure white lead, pine oil lamp wicks, camphor soap, early blood beet, Martinique snuff, fresh vanilla beans, Pease's horehound candy, Townsend's sarsaparilla, yeast powders, onion cloves, fire proof paint, Virginia honey, Chinese washing fluid, and essence of coffee. I don't know what all these things are, but they sure sound strange.

The first advertisement I could find that mentioned soda was December 20, 1849, although I suspect it refers to them selling soda that had been manufactured elsewhere. The first advertisement to indicate that they were manufacturing their own soda was April 30, 1850, when they announced that they had “commenced the preparation of soda water for the season”. Apparently soda was a seasonal drink back then. The first mention of actually bottling soda was May 19, 1851, where they once again announced they had commenced preparation of soda water for the season, but this time they mentioned that they would supply it in bottles (see figure-3). This advertisement also referred to the product both as “soda water” and as “mineral water”. I found this interesting because I was under the impression that people back then referred to what we now call soda pop as either “soda water” or “mineral water”, depending

on what area of the country they were from. Maybe Alexandria was on the border of 2 of these areas?

MINERAL WATER.—The subscribers have now commenced the preparation of Soda Water for the season, and are prepared to supply it in bottles in such quantities as may be required. [my 19] **COOK & PEEL.**

Fig. 3: 1850 advertisement for Cook & Peel mineral water or soda water

In May of 1852, there was an announcement that the partnership of Henry Cook and Henry Peel had “expired by limitation” on the 19th of the previous month. I have no idea what “expired by limitation” means. Maybe they had a falling out, or maybe they just thought they would be better off separating. In any case, both Henrys continued as druggists in Alexandria.

Henry Cook stayed at the store at Sarepta Hall, where he continued his business under his own name. Over the years he made changes to his name & location, and took on various partners.

Henry Peel took over a drug store at the NW corner of King and Fairfax Streets. In December of 1852, Peel announced that he had “enlarged and newly fitted up” his store. In January 1854, Peel joined up with James Stevens, forming the partnership of Peel & Stevens, conducting wholesale and retail drug business.

During the civil war, things got interesting. In April of 1862, Henry Peel was held in President Lincoln’s political prison. It’s not clear why he was being held - it may have been that he simply refused to give his “written parole to render no aid or comfort to the enemy in hostility to the Government of the United States”, which other Alexandria citizens had agreed to give. Or he may have actually joined the Confederate cause.

In May of that same year, there was a large fire in Alexandria, and Henry Cook’s drugstore at Sarepta Hall was destroyed. Within days, Cook announced he had moved to the Drug Warehouse at 39 King Street, which had previously been occupied by “Peel & Stevens” (i.e., it was formerly his nephew’s store). I couldn’t find anything to indicate whether this was done with his Peel’s blessing, or if Cook was able to seize Peel’s assets against his will because Peel had joined the Confederate cause.

Henry Cook continued as an Alexandria Drugstore owner until December of 1868, when he passed away.

Henry Peel’s obituary in 1890 said that he died in England, and that he was an Alexandria Druggist “before the war”. I guess that means he never went back to being an Alexandria druggist after the war, and moved to England at some point.

For a timeline of Henry Cook and Henry Peel’s careers, see my web site at <http://www.chosi.org/bottles/cook/cook.htm>



Mike Cianciosi recently found this Alexandria, VA Coca-Cola bottle, which is an exact match to his slug plate.

Upcoming Bottle Shows

Jan. 8 Palmetto, FL
 Jan. 10 Taunton, MA
 Jan. 16 Muncie, IN
 Jan. 23 Jackson, MS
 Jan. 24 Bayport, NY
 Jan. 30 Rome, GA
 Feb. 6 DeFuniak Springs, FL
 Feb. 7 Manville, NJ
 Feb. 7 Columbus, OH
 Feb. 19-20 Columbia, SC
 Feb. 28 Enfield, CT
 March 18-19 Deland, FL
 March 20 Flint, MI
 April 2 St. Clairsville, OH
 April 3 Wilmington, OH
 April 9 Kalamazoo, MI



Feb. 27 Grand Rapids, MI
 March 13 Baltimore, MD
 March 18-19 Morro Bay, CA
 March 26 Daphne, AL
 April 3 Cicero, NY
 April 3 Hutchinson, KS
 April 17 Harrisonburg, VA

Jacob Friedenwald “Rolled Out the Barrel” in Baltimore

By Jack Sullivan
[Special to the Potomac Pontil]

Many liquor dealers sold whiskey by the barrel to the saloons and restaurants featuring their brands, but Jacob H. Friedenwald was unique in marketing his whiskey to the public in little oak barrels, each with a spigot and containing one gallon of Maryland rye or Kentucky bourbon (**Fig. 1**). Friedenwald claimed to have invented these “baby barrels” and stated they were made from the oak staves of old whiskey barrels: *“Thus the consumer continues to age the whiskey in wood after purchasing, a decided advantage over bottled whiskey.”*

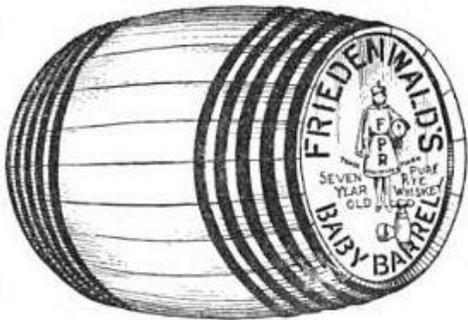


Fig. 1: Baby barrel illustration

Friedenwald was born in Maryland in 1867. His father, Joseph, a German immigrant, owned a Baltimore clothing store. Jacob’s mother, Rosina, a native of Baltimore, looked after a brood of nine children, ranging in age from 26 to 8 years. They included four daughters and five sons; Jacob was the seventh in line. Jim Bready, the guru of Baltimore whiskey, has linked this family to the prestigious Friedenwalds that gave the city nationally recognized doctors and businessmen, but I have been unable to make the link.

Jacob Friedenwald first burst onto the Baltimore commercial scene in 1898 when he took over an existing liquor wholesale company that had been started by Moses Westheimer about 1880 (**Fig. 2**). Jacob was 31 years old and my guess he had been working as a clerk for Westheimer for several years, learning the whiskey trade. J. H. Friedenwald & Co. was located at 101 to 113 North Eutaw Street, an address that changed slightly over the years as the city adjusted street numbers.

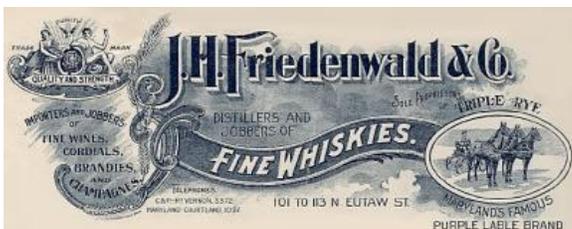


Fig. 2: Friedenwald letterhead

Friedenwald featured a number of brands of whiskey including “B.L.O.E.,” “Friedenwald’s Maryland,” “Friedenwald’s Pure Rye,” “Legion Rye,” “Purple Lable,” (his spelling) and “Triple Rye.” Of these brands, he appears only to have trademarked Triple Rye, in 1906. His major advertising campaign for years featured the baby barrel and mail order sales. He claimed to ship more than 35 kinds of wines and liquors and promised that the barrel would arrive *“...in a perfectly plain package, no marks to indicate the nature of the contents...”* Perhaps, but the postman might have noticed some sloshing. Friedenwald also packaged his whiskey in bottles for over-the-counter retail sales (**Fig. 3,4**).



Fig. 3: Friedenwald labeled whiskey (left)

Fig. 4: Friedenwald embossed bottle (right)

In 1902, the publication *Advertising Age* featured one of Friedenwald’s ads aimed at the retail trade. In it the Baltimore whiskey man said: *“You couldn’t make a better resolution — you couldn’t do anything that would net you more satisfaction than to determine to make this your headquarters for wines and liquors from now on.”* Friedenwald promised readers that with him they would get the best quality at lower cost. Even so, his barrel of whiskey that cost \$3.00 in 1901 (**Fig. 5**) had increased to \$4.00 by 1908. He also was gifting his customers with advertising shot glasses that touted both his wines and liquors (**Fig. 6**).

A Barrel of Whiskey for \$3.00
DELIVERED BY EXPRESS PREPAID

Guaranteed SEVEN YEARS OLD		Shipped Direct from Distillery to Consumer
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On receipt of \$3.00 we will deliver direct to you, free of any other cost, a little oak barrel containing one gallon of FRIEDENWALD'S PURE RYE WHISKEY, or Kentucky Bourbon, if preferred. FRIEDENWALD'S PURE MARYLAND RYE WHISKEY is guaranteed seven years old and equals any \$6.00 whiskey on the market. Its perfect purity makes it especially valuable for medicinal use. We ship this whiskey just as we receive it from our distillery, in small barrels, holding one gallon each. These barrels are made from original oak staves of old whiskey barrels. Each has a snug brass cap; thus, the consumer continues to age the whiskey in wood after purchasing, a decided advantage over bottled whiskey. We ship this barrel in perfectly plain package, no marks to indicate the nature of the contents, all securely packed and impossible for breakage. At this special low price, the consumer buys direct from a distiller at wholesale prices. We also ship in our celebrated Baby Barrels thirty-five other kinds of wines and liquors. Write for full list of goods put up in our Baby Barrels.

J. H. FRIEDENWALD & CO. 101-103-105 N. Eutaw Street BALTIMORE, MD.
 REFERENCES: Western National Bank, or any Commercial Agency.
 P. S.—Orders from Arizona, Colorado, California, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, must call for five Baby Barrels, by freight—we pay charges.

When writing advertisers please mention PEARSON'S Digitized by Google

Fig. 5: The \$3 barrel ad

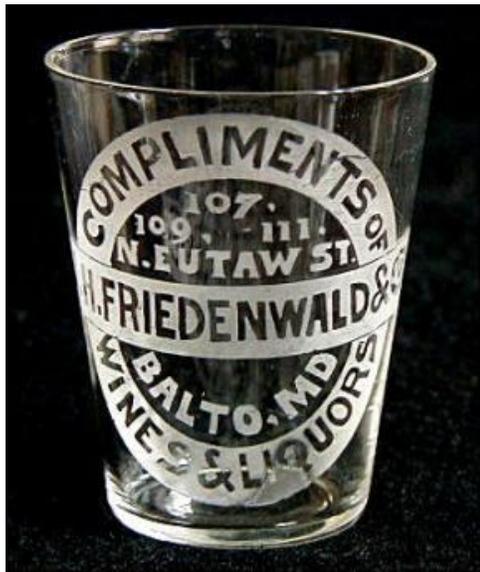


Fig. 6: Friedenwald shot glass

Jacob also concocted a “medicine” that he called “Friedenwald’s Celebrated Buchu-Gin. This nostrum allegedly was made by filtering gin through the crushed leaves of buchu, a South American plant that was reputed to have therapeutic benefits. He claimed, however, that his buchu gin was *“a most effective cure for all diseases of the Kidneys, Liver, Blood, and Urinary Organs, Female Complaint and Irregularities.”* It also claimed to cure gall stones, diabetes, and “foul breath.” This tonic, Friedenwald stated flatly, contained no opiates, narcotics, mercury or injurious drugs. Note that he forgot to mention alcohol — a major ingredient. Friedenwald’s Buchu Gin sold in embossed green bottles (Figs. 7, 8) covered by an elaborate paper label (Fig. 9),

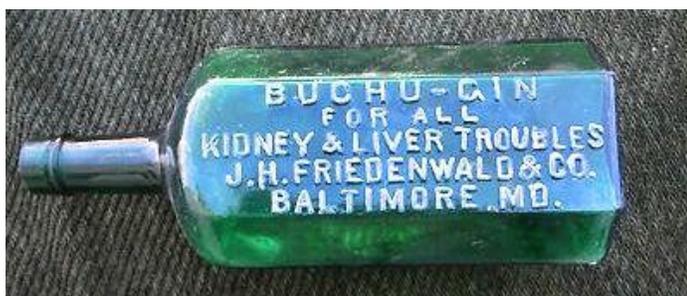


Fig. 7: Embossed Buchu gin flask #1



Fig. 8: Embossed Buchu gin flask #2 (left)



Fig. 9: Labeled Buchu gin bottle (right)

Despite his seeming success, Friedenwald, still a young man of 46, rolled out his last barrel in 1913, sold his business, and exited the whiskey trade. Why? My guess is that he saw the Webb-Kenyon Act, passed that year by Congress, as severely damaging his mail order business. Until 1913, the interpretation of the Interstate Commerce clause of the Constitution was that liquor could be mailed into “dry” localities and states so long as the transaction took place across state lines. The Act forbid the practice, thereby driving out many mail order whiskey dealers.

Profits from the baby barrel and buchu gin in his pocket, Friedenwald subsequently moved from Baltimore to New York City. The 1920 census taker found him and his wife, Louise, living in a high rise apartment on West 86th St. in Manhattan. Jacob gave his occupation as “liquor-retired.” By the time of the 1930 census, the couple had moved to an address on Broadway. Then he gave his occupation as simply “retired.” Three years later, in August 1933, Friedenwald died at the age of 66 and his body was returned to Baltimore for burial in the Hebrew Cemetery.

In my mind Jacob Friedenwald’s legacy lives on in the plastic-lined boxes with spigots that dispense wine and beer from my refrigerator. He clearly had started something when he rolled out his baby barrels.