

PAPER TRAIL

a feature showcasing the contributions
of "Bottles and Extras" readers

Edited by Steve Ketcham



16 THE WESTERN DRUGGIST. (When writing to advertisers please mention this journal.)

NOW IS THE TIME TO STOCK. NOW.

CANDY BROS.

LIME FRUIT JUICE TABLETS.

REFRESHING AND DELICIOUS.

DEALERS WILL FIND THESE GOODS SELL RAPIDLY AT THIS SEASON OF THE YEAR.

They are Packed in Glass Jars Containing 4 Pounds Net Weight, 6 to 12 Jars to the Case.

We also desire to call your special attention to our line of NUT WAFERS, all of which are Number One Sellers.

PRICE \$1.00 PER JAR. CASE LOTS, 10 PER CENT. DISCOUNT.

FLAVORS.

Apricot,	Banana,
Barley Sugar,	Butter Cups,
Butter Scotch,	Blood Orange,
Chocolate,	Cinnamon,
Capsicum,	Everton Toffee,
Ginger, Jamaica,	Hoar'd Ex. Sirg.
Hoarh. and Flax,	Iceland Moss,
Lemon Fruit,	Linseed Cough,
Lime Fruit,	Mixed Fruit,
Molasses M't. L.	Malt,
Mint Hamburgs,	Pear Drops,
Pine Apple,	Peach Drops,
Red Currant Drops,	Rose Drops,
Raspberry,	Red Cross,
Sour Lemon,	Strawberry,
Tolu Rock and Rye,	Vanilla,
Wintergreen,	Wild Cherry,
XXX Mint,	Honey Cocoanut,
Lemon Cocoanut,	Almond Wafers,
Brazilian Wafers,	Filbert "
Peanut "	Pecan "
Walnut "	

Carried in Stock by all the Principal Jobbers.

CANDY BROS.,
ST. LOUIS, - MO.

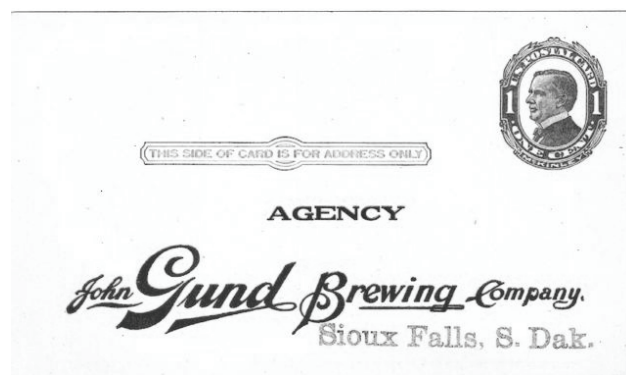


This ad promoting the products of the Candy Brothers Manufacturing Company of St. Louis appeared in an 1889 issue of "The Western Druggist." While Candy Brothers jars are fairly plentiful, few are found with a label. Ironically, the jar pictured here just happens to feature the same product label as that pictured in the 1889 ad (with a few minor changes). Based on the jar label's mention of the 1906 Pure Food and Drug Act, this specimen is close to 20 years later than the ad. Perhaps the most interesting part of an old ad like this one is the list of candy flavors these jars once held. The Candy Brothers products included tablets in denominations such as Barley Sugar, Blood Orange, Iceland Moss, Honey Cocoanut, Tolu rock and Rye, and Red Currant Drops. A total of 43 flavors are listed. Wouldn't it be fun to try them all?

From 1854 until Prohibition, the John Gund Brewing Company made beer in the Mississippi River town of LaCrosse, Wisconsin. According to the University of Wisconsin's on-line Murphy Library Digitized Resources, "A History of the Brewing Industry in La Crosse" by Steven Baier, the Gund concern was the largest pre-Prohibition corporation in LaCrosse. Represented here are a few pieces of ephemera directly related to the Gund brewery.



One might expect the elevator pictured here to have been situated near the railroad tracks at LaCrosse, a depot of sorts for receiving grain shipments bound for the brewery. However, this photo was taken in Watertown, South Dakota. According to Baier, "Gund's beer was shipped all over Wisconsin, Dakota, Iowa, Illinois, Minnesota, and Nebraska." Apparently Gund bought his wheat and barley by the trainload in South Dakota, shipped it to LaCrosse, and returned the grain to South Dakota in bottled, liquid form. Image is 5 1/2 X 3 3/4.



Post card (two sides):

Shown here are two sides of a John Gund Brewing Co. postcard. The front is further stamped, "Sioux Falls, S. Dak." The reverse is where the real business took place. Found there is a list of the Gund bottled beers a merchant or saloon might order. They included Peerless, Extra Pale, and Pioneer brands and could be had in large or small bottles by the case or barrel. Kegs were also available. Postcard is 5 1/2 X 3 3/4.

Form 12, 10-3-14-C, P. Co.

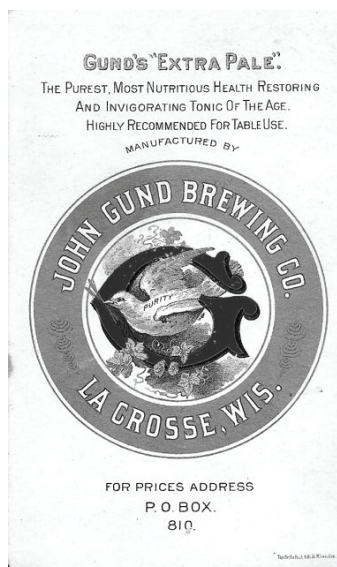
JOHN GUND BREWING COMPANY

Please send by.....191.....

Whole Bbls. of Beer.	Quarters Keg Beer
Halves Keg Beer.	Eighths Keg Beer
Cases 2 doz. Large Bottles	Peerless
Cases 3 doz. Small "	
Bbls. 6 doz. Large "	
Bbls. 10 doz. Small "	Extra Pale
Cases 2 doz. Large Bottles	
Cases 3 doz. Small "	
Bbls. 6 doz. Large "	Pioneer
Bbls. 10 doz. Small "	
Cases 2 doz. Large Bottles	
Cases 3 doz. Small "	
Bbls. 6 doz. Large "	
Bbls. 10 doz. Small "	

Send Railway Receipt by Mail covering Express Returned or you will not Receive Credit.

Sign Here



Two Shakespearean trade cards with one backside shown as well:

These two Gund Brewing trade cards borrow freely from, and even more freely amend lines from, two of William Shakespeare's plays: "The Merry wives of Windsor" and "The Taming of the Shrew." The reverse of one card is also shown whereon the brew is declared, "The Purest, Most Nutritious Health Restoring And Invigorating Tonic of The Age." Cards are 5 3/4 X 3 1/2.

"Paper Trail" is a regular feature which showcases the wide world of bottle-related ephemera, from trade cards and post cards to letterheads and blotters. Readers are encouraged to submit items for publication. Simply scan or photograph your item (JPG please), add a short paragraph or two about the item, and include a photo of the bottle to which it relates.

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