



THE COOK & BERNHEIMER “SUNSMILE” MAJOR DOUBLE TRANSFER AT LEFT ON THEIR U.S. PRIVATE DIE PROPRIETARY FOUR-CENTS MEDICINE STAMP #RS61 dt

Brief History & Examination

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Cook & Bernheimer Company, New York City, NY

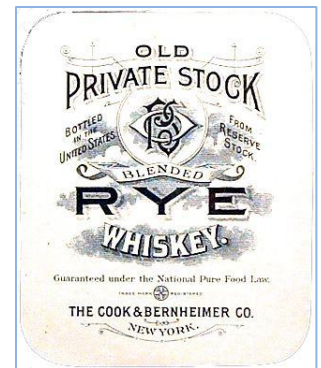
The Early Years...

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- The Cook & Bernheimer Company was a NYC liquor wholesaler that distributed its whiskey in the U.S. from 1863 during the Civil War until 1917, and the coming of National Prohibition.
- The firm boasted branch offices from coast to coast. It marketed dozens of national brands, controlled the production from several distilleries, and made the first American investments in Scotch whiskey.
- Behind this liquor behemoth was George B. Carragan, a New Jersey grocer - turned financier, who invested in the liquor distributor.
 - Carragan represented a major change that occurred in the liquor trade late in the 19th Century. New York money men became increasingly aware of profits to be made selling whiskey and financial opportunities for themselves.
- It is not clear when Carragan engaged with Cook & Bernheimer, but through contracts with them insured a steady supply of product by purchasing the total output of distilleries. Eventually, Carragan became Cook & Bernheimer's President.



Franklin St. Office Bldg. NYC



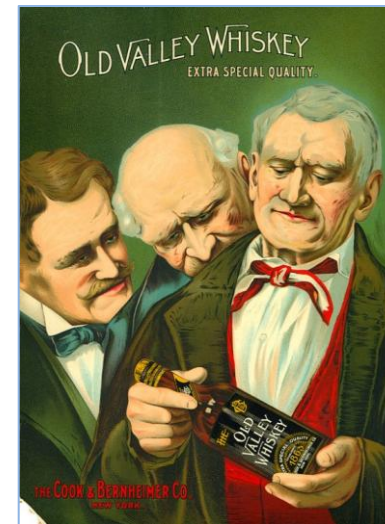
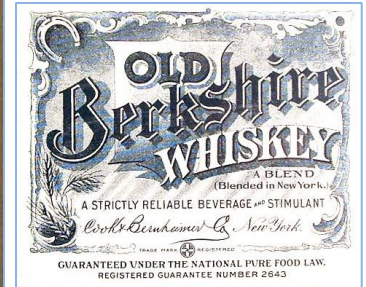
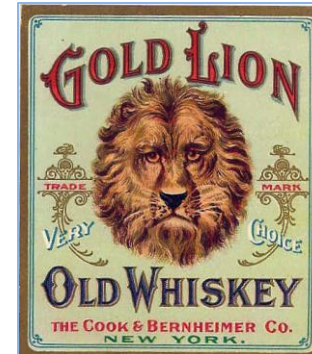
Old Private Stock
Rye Whiskey Label

Reference: <http://pre-prowhiskeymen.blogspot.com/2016/11/george-carragan-money-man-of-cook.html>, By Jack Sullivan

Cook & Bernheimer Expands & Merchandises

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- By the late 1890s, they were opening offices around the country: Chicago on Wabash Ave. in 1897, a year later in Cincinnati, San Francisco and Terre Haute, Indiana.
- In 1900, Cook & Bernheimer even took a gold medal for whiskey at the Paris Exposition.
- By this time, they were merchandising a wide variety of brands, including: “Gold Lion Old Whiskey,” “Manhattan,” “Old Private Stock Rye,” “Old Berkshire,” and “St. Anthony” whiskeys, as well as multiple gins.
- Their flagship was “Old Valley Whiskey,” first registered with the government in 1872 and when trademark laws were strengthened again in 1905.

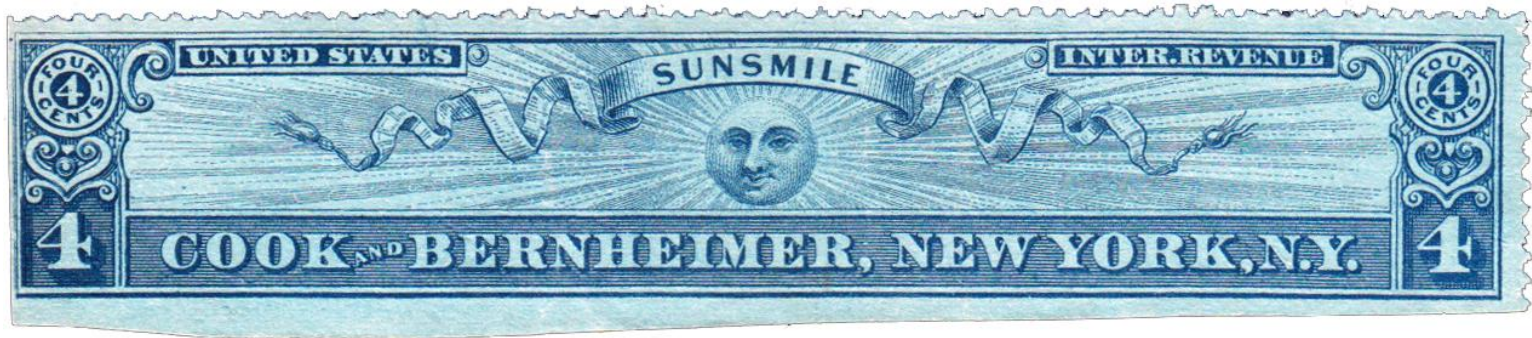


Reference: <http://pre-prowhiskeymen.blogspot.com/2016/11/george-carragan-money-man-of-cook.html>, By Jack Sullivan

Cook & Bernheimer Issue Their Sole U.S. Private Die Proprietary Revenue Stamp for “Sunsmile”

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- The tax on medicines was less than the tax on liquor. It is a safe bet that “Sunsmile” had a high alcoholic content. Label states “Wheat, Lime & Rye, Invigorator, Appetizer & Stimulator”
- Were the tax authorities harassing the company? Their sole private die stamp #RS61d was issued on March 2, 1883, to May 5, 1883. Only 37,804 were printed in blue ink in sheets of 42 (3x14), all on watermarked “USIR” paper.
- By July 1, 1883, the taxes for use on proprietary medicines was repealed.



4¢ strip stamp, design measuring 104x18.5 millimeters. Features a central vignette of a sun in the shape of a face, with radiating lines covering the ground of the rectangle. Above the sun is a ribbon with floating ends terminating in tassels, inscribed “SUNSMILE” in colored, block capitals. Above left, a straight label colored inscribed “UNITED STATES,” at right “INTER. REVENUE” in colorless, Roman capitals. Below the sun is “COOK AND BERNHEIMER, NEW YORK, N.Y.” In the upper left corner is a colored circular disk containing a colorless numeral of value surrounded by a colorless band inscribed “FOUR” above, and “CENTS” below. Below this is a large scroll ornament and below that a heavily lined ground bearing a large, colorless numeral of value. The right end is identical with the left.

The Major Double Transfer at Left Side of Design Exhibits a $\sim 2\text{mm}$ shift to the Left

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#RS61d: Normal transfer



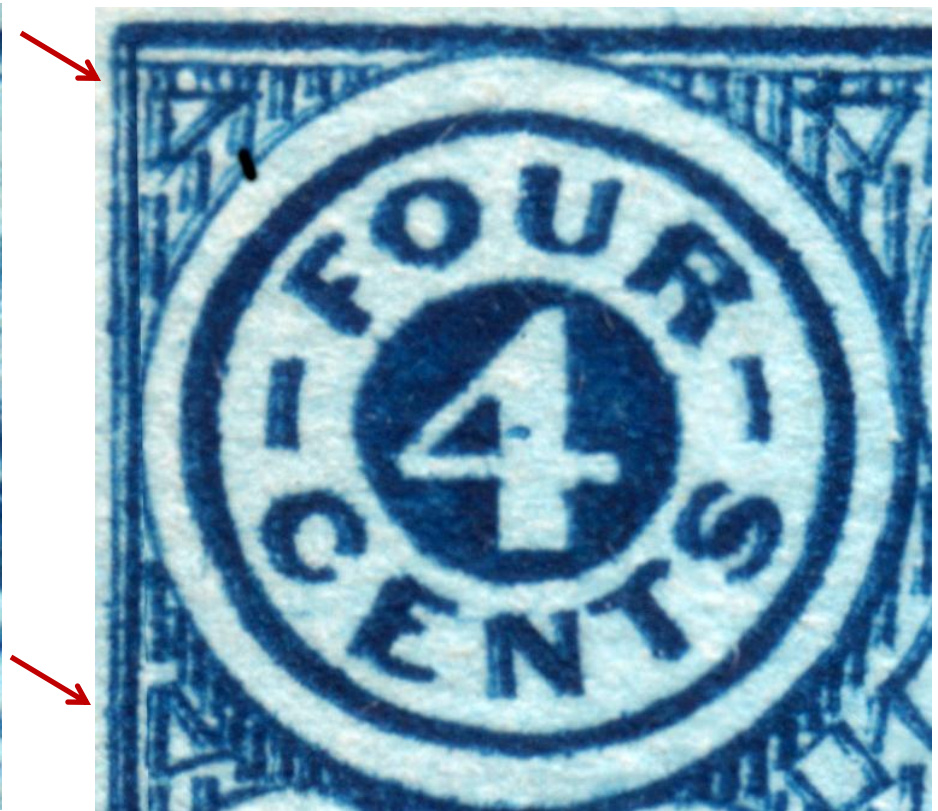
#RS61dt: $\sim 2\text{ mm}$ DT of left side: left outer and inner frame line, FOUR CENTS, large and small scroll ornaments, numeral of value, vertical lines, etc.

Comparison: FOUR CENTS, “4” and Vertical Field

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Normal transfer of upper left “- FOUR CENTS -” and 4



DT of “-FOUR CENTS-”, the numeral of value, the circular design, the vertical field lines, triangles and dot in “4”

Comparison: Middle-Left Large Scroll Ornament

7



Normal transfer of middle-left large scroll ornament



DT of middle-left large scroll ornament.
All features are shifted left ~ 2 mm.

Comparison: Lower Numeral of Value and Vertical Lines of the Background Field

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Normal transfer of lower numeral of value and vertical lines of the background field



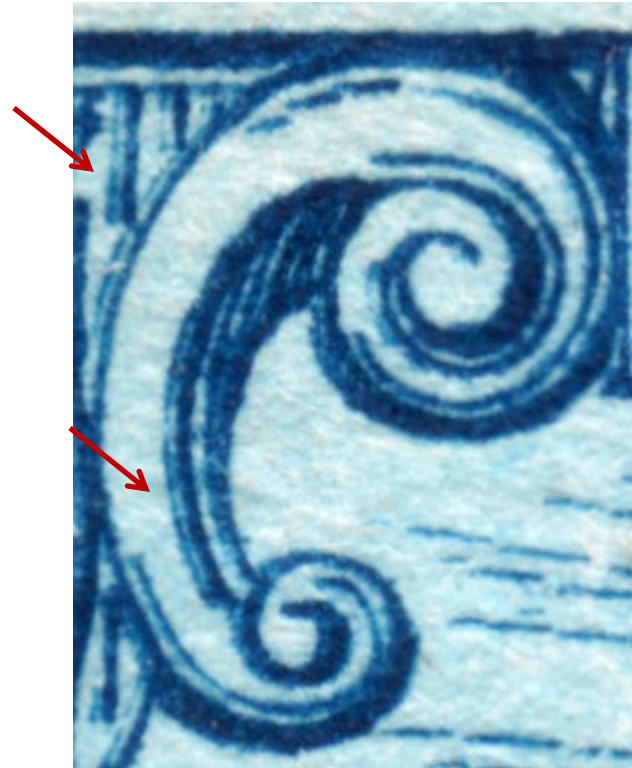
DT of lower numeral of value and vertical lines of the background field, shifted left ~ 1.5 mm.

Comparison: Upper Smaller Scroll Ornament

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Normal transfer of upper
smaller scroll ornament



DT of upper smaller scroll
ornament, shifted left ~2 mm.

Comparison: Left Outer Frame Line & Guide Dot Greatly enlarged and flipped 90° clockwise

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Double Transfer of the left outer frame line (~90%) and inner frame line (100%)



Normal transfer of the left outer and inner frame lines



A second, confirmatory copy of the major double transfer of left side of design

A “Partial Doubling of Outer Left Frame Line” Mentioned in 1979 *TAR*, Also unlisted in *Scott Catalogue*

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Item 50, RS61d

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DESIGN DOUBLING ON U.S. PRIVATE DIE STAMPS

Richard F. Riley and W.R. DeKay

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50. RS61d. Cook & Bernheimer. Partial doubling of outer left frame line. The figure was dubbed from (7) which reported it on a stamp with straight edge at left.



SCOTT

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Cook & Bernheimer

For illustration of No. RS61, see large stamp illustration pages.

RS61 4c blue
d. Wmk 191R

140.00

Conclusion and What's Next?

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- NYC liquor wholesaler Cook & Bernheimer distributed multiple brands of whiskey in the U.S. from 1863 during the Civil War until 1917, and the coming of National Prohibition.
- They issued only one private die revenue stamp RS61d in limited quantities from March 2, 1883 to May 5, 1883 for their “Sunsmile.”
 - On July 1, 1883, the tax on proprietary medicines was repealed.
- I recently identified a major double transfer (DT) of the left side of the design on RS61d.
- The Riley & DeKay 1979 TAR article entitled “*Design Doubling on U.S. Private Die Stamps*” mentions a partial doubling of outer left frame line, reported on a stamp with a straight edge at left. Could this stamp be the one in the same? Probably.
- What's Next? Obtain a certificate and submit to the Editor of “*Scott Specialized Catalogue of United States Stamps and Covers*” for addition in a future issue, listed as RS61dt, following convention.

