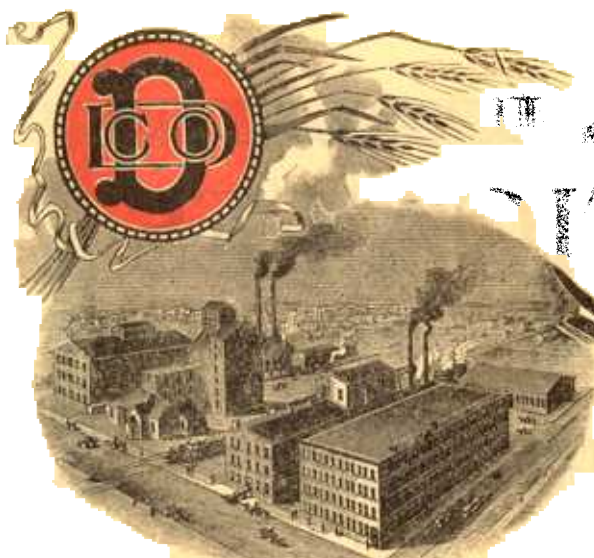




A. C. McDowell,

Dancy, Miss.



DETRICK'S REGISTERED DISTILLERY NO. 60, TENTH DISTRICT
TIPPECANOE CITY OHIO

DETRICK'S WHISKIES ARE AGED BY TIME
AND BOTTLED IN THEIR PURE
AND NATURAL STATE.



SHIPMENTS VIA ANY EXPRESS
ADDRESS ALL MAIL TO J. F. DETRICK, PRESIDENT,
OR TO THE DETRICK DISTILLING CO.

SEND TO OUR NEAREST OFFICE
DAYTON, OHIO OR CHATTANOOGA, TENN.

BOTTLED IN BOND
RICH IN FLAVOR
UNEXCELLED IN PURITY.

WE PREPAY ALL EXPRESS CHARGES.

OUR REFERENCE:
ANY NATIONAL BANK
OR ANY MERCANTILE
AGENCY OR EXPRESS
AGENT IN THE U. S.



Chattanooga, Tenn. October 2, 1911

Dear Mr. McDowell:-

We want you and your friends to find out how good Detrick's Whiskey is and for this reason, are making you an offer that will mean a considerable saving to you.

You have noted the certificates and printed matter which we are enclosing- read the letter on the other side of this sheet and see just what these green and brown certificates are worth to you.

Understand, we are not cutting the price on our whiskies, "Merit sells our goods" but we want to make more new friends for Detrick and for that reason are making you this offer to pay for your trouble and help. You are at liberty to select any brand on our list and apply the green certificate (50¢) as part payment on your order.

If you have no choice we want to recommend Detrick's Six year old Private Stock Whiskey, which is quoted at \$3.25, but all we ask you to remit us is \$2.75 and the "green certificate" and we will rush you by first express, four full quarts of this famous brand, Express Prepaid.

This is our best seller, and we know will more than meet your fondest wishes. It is honestly made as all our brands are- it is aged until it gets that flavor that makes Detrick Whiskey known from coast to coast- it is the real lip smacking, palate tickling stuff, as pure and refreshing as the dew- every drop real whiskey and full rich old flavor, "tastes good all the way down". Money back any time you do not feel that you are getting better whiskey for less money, than you ever bought before.

We guarantee this whiskey to be absolutely pure; think of it, this is aged in United States Government Bonded ware house six full years in charred oak barrels, getting better, richer, purer, until it is real "Old Liquid Sunshine". Dealing direct with our distillery means more and better whiskey for your money. We put the "Other Fellow's Profit", the dealer's or jobber's, into giving you better, richer, stronger Whiskey absolutely pure and best for medicinal purposes.

Read carefully our offer; we believe you will decide to work for Detrick and let us pay you in fine whiskey.

Very truly yours,

YOUR CERTIFICATES



THEIR VALUE

—AND—

HOW TO USE THEM



IN ADDITION to the saving offered by our low prices quoted on price list enclosed, we send you herewith four Certificates worth Fifty Cents apiece.

The GREEN Certificate is to be Yours, Free.

The BROWN Certificates are for your friends.

We will explain just why we send you these Certificates.

We want our introductory offer to make friends of three of your friends. Now, you can help us do this and at the same time do them a favor. For that purpose, we send you with this letter one "Merchandise Certificate" (GREEN) and three "Friend's" Certificates (BROWN)—each good for Fifty Cents.

And this is all we ask you to do. First: Give these Brown Certificates to three of your friends. Second: Fill in their names on the enclosed Post Card and mail it to us, at either Dayton, Ohio, or Chattanooga, Tenn.

In return for doing this, we send you the enclosed Green "Merchandise Certificate" for your use and which is worth FIFTY CENTS to you. This Green Certificate is yours FREE for handing the Brown Certificates to three friends.

How to Use the Fifty Cent Certificates.

1. Give the Three BROWN Certificates to three of your Friends. Do this without fail—today.
2. Make up your order for the goods you wish, and BE SURE to Pin your FIFTY CENT Certificate to the Order as PART PAYMENT, and in addition send a Money Order, Bank Draft, or Check for the balance. The certificate is NOT good on orders for less than four quarts of any selection of our goods.

Things You Should NOT Do.

3. Do not lay the Brown Certificates aside and forget them. Give them to your friends TODAY, so that they can use them before the time-limit expires.
4. Certificates are good for Fifty Cents only when sent with an order for 4 quarts or more of any selection from our price list, and they will not be accepted in payment of a balance due us on an order previously sent. Only one certificate will be accepted on an order and only one certificate from any one person. Your order must be mailed prior to December 25th, 1911.

MAIL YOUR ORDER TO OUR NEAREST ADDRESS.

DETRICK DISTILLING COMPANY

Dayton, Ohio ::: Chattanooga, Tenn.

No Middleman—Our Entire Product Direct From Our Distillery to You.

DETRICK DISTILLING COMPANY

PRICE LIST

Detrick's Brands Are "Pure Food" Whiskey

Of our own private bottling at the distillery. It is the finest distillation of perfectly ripened, selected grain, made in the old-fashioned way, and it is absolutely pure. Detrick's fine whiskeys are thoroughly aged and bottled direct from the original barrel. Doctors recommend it highly for family and medicinal use. All these brands have our President's personal guarantee of purity as well as the guarantee by us under the Pure Food Law, Serial No. 4580.

Detrick's Bottled-in-Bond Brands

Are absolutely pure and every bottle is put up under the supervision of United States Government officials and is sealed by the Government Green Stamp over the cork—fully matured and full measure.

	IN FULL QUART BOTTLES			GLASS DEMIJOHNS	
	Per Qt.	4 Qts.	12 Qts.	Per Gal.	2 Gals.
Detrick's Corn Whiskies					
Detrick's White Corn Whiskey	\$ 0.65	\$2.60	\$7.50	\$ 2.45	\$ 4.50
Detrick's Yellow Corn Whiskey	.69	2.75	8.25	2.60	5.00
Detrick's Fine Whiskies					
Detrick's "Opodeldock" (Aged by Time)	.69	2.75	8.25	2.60	5.00
Detrick's "National" (Ripe with Age)	.75	3.00	9.00	2.90	5.75
Detrick's "Private Stock" (Fine and Old)	.81	3.25	9.75	3.15	6.20
Detrick's "Old Reserve" (Finer and Older)	1.25	5.00	15.00	4.75	9.25
Detrick's "Supremacy" (Finest and Oldest)	1.50	6.00	18.00	5.75	11.25
Bottled-in-Bond					
Detrick's "Private Stock" (Bottled in Bond)	.88	3.50	10.50		
Detrick's "Government Seal" (Bottled in Bond)	1.00	4.00	12.00		
Rock and Rye					
Detrick's "Rock and Rye"	.75	3.00	9.00	2.75	5.25
Rich and Pure Distilled Gins					
Detrick's Pure Vigoral Gin	.75	3.00	9.00	2.85	5.50
Detrick's Pure King of All Gins	.88	3.50	10.50	3.25	6.50
Detrick's Kid Nee Gin	1.00	4.00	12.00	3.75	7.50
For the accommodation of our Many patrons we offer the finest quality Wines and Miscellaneous at remarkably low prices.					
Wines and Miscellaneous					
California Port	.50	2.00	6.00	1.75	3.25
California Sherry	.50	2.00	6.00	1.75	3.25
Blackberry Juice	.75	3.00	9.00	2.75	5.25
California Imperial Port	.75	3.00	9.00	2.75	5.25
California Imperial Sherry	.75	3.00	9.00	2.75	5.25
California Angelica	.80	3.20	9.60	3.00	5.75
Peach Brandy	1.00	4.00	12.00	3.85	7.50
Apple Brandy	1.00	4.00	12.00	3.85	7.50
Crystalized Rock and Rye	1.00	4.00	12.00		
Manhattan Cocktails	1.00	4.00	12.00		
Grain Alcohol (188 Proof)	1.25	5.00	15.00	4.75	9.25

You can order any of our liquors put up in our patent full gallon demijohns. As the cost of putting up liquor in demijohns is less than bottles, we will give our customers the benefit of this saving. See the low quotation in red on this price list.

DETRICK DISTILLING CO.,

Dayton, Ohio. Chattanooga, Tenn.

Remit by Postoffice or Express Money Order, Draft or Certified Check. Uncertified Checks subject the shipment to delay until checks are collected.



From _____

P. O. _____

USE THIS
ENVELOPE
WHEN
ORDERING

Petrick

225 East 11th St.

Chattanooga, Tenn.

Will You Favor "DETRICK"?

Will you do "DETRICK" a favor on his introductory offer? Will you give out the three Brown Certificates to three friends today and fill in their names on this card and return the card to us? We will appreciate your courtesy and agree not to mention your name.

Gentlemen:—I have handed the three Brown Certificates to the Gentlemen named below.

Yours very truly,

YOUR ADDRESS HERE.

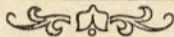
Names of Friends

SIGN YOUR NAME HERE.

Address

Post Card

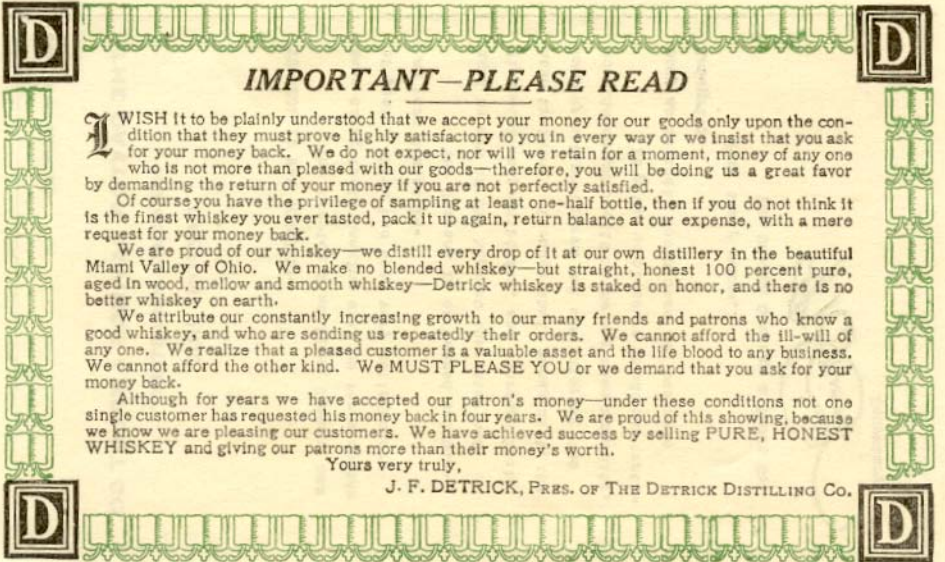
PUT A
1 CENT
STAMP
HERE



THIS SIDE FOR THE ADDRESS ONLY

Petrick

Dayton, Ohio.



IMPORTANT—PLEASE READ

I WISH it to be plainly understood that we accept your money for our goods only upon the condition that they must prove highly satisfactory to you in every way or we insist that you ask for your money back. We do not expect, nor will we retain for a moment, money of any one who is not more than pleased with our goods—therefore, you will be doing us a great favor by demanding the return of your money if you are not perfectly satisfied.

Of course you have the privilege of sampling at least one-half bottle, then if you do not think it is the finest whiskey you ever tasted, pack it up again, return balance at our expense, with a mere request for your money back.

We are proud of our whiskey—we distill every drop of it at our own distillery in the beautiful Miami Valley of Ohio. We make no blended whiskey—but straight, honest 100 percent pure, aged in wood, mellow and smooth whiskey—Detrick whiskey is staked on honor, and there is no better whiskey on earth.

We attribute our constantly increasing growth to our many friends and patrons who know a good whiskey, and who are sending us repeatedly their orders. We cannot afford the ill-will of any one. We realize that a pleased customer is a valuable asset and the life blood to any business. We cannot afford the other kind. We **MUST PLEASE YOU** or we demand that you ask for your money back.

Although for years we have accepted our patron's money—under these conditions not one single customer has requested his money back in four years. We are proud of this showing, because we know we are pleasing our customers. We have achieved success by selling **PURE, HONEST WHISKEY** and giving our patrons more than their money's worth.

Yours very truly,

J. F. DETRICK, PRES. OF THE DETRICK DISTILLING CO.

CAPITAL \$300,000.00

THE DAYTON SAVINGS & TRUST CO.

108 SOUTH MAIN STREET

DAYTON, OHIO

TO WHOM IT MAY CONCERN:-

The Detrick Distilling Company has been doing their banking with us for a number of years, which has been very satisfactory and very desirable.

The Company is officered and managed by men of the highest character and financial responsibility, and thorough business training. Through their management, the Company has prospered and are enjoying the confidence and credit of the business community.

It gives us pleasure to add our testimony as to their worthiness and business integrity.

Very truly yours,

The Dayton Savings & Trust Co.



Secretary.