

Washington's Whiskey Legacy

1941 Mount Vernon Straight Rye Whiskey Ad

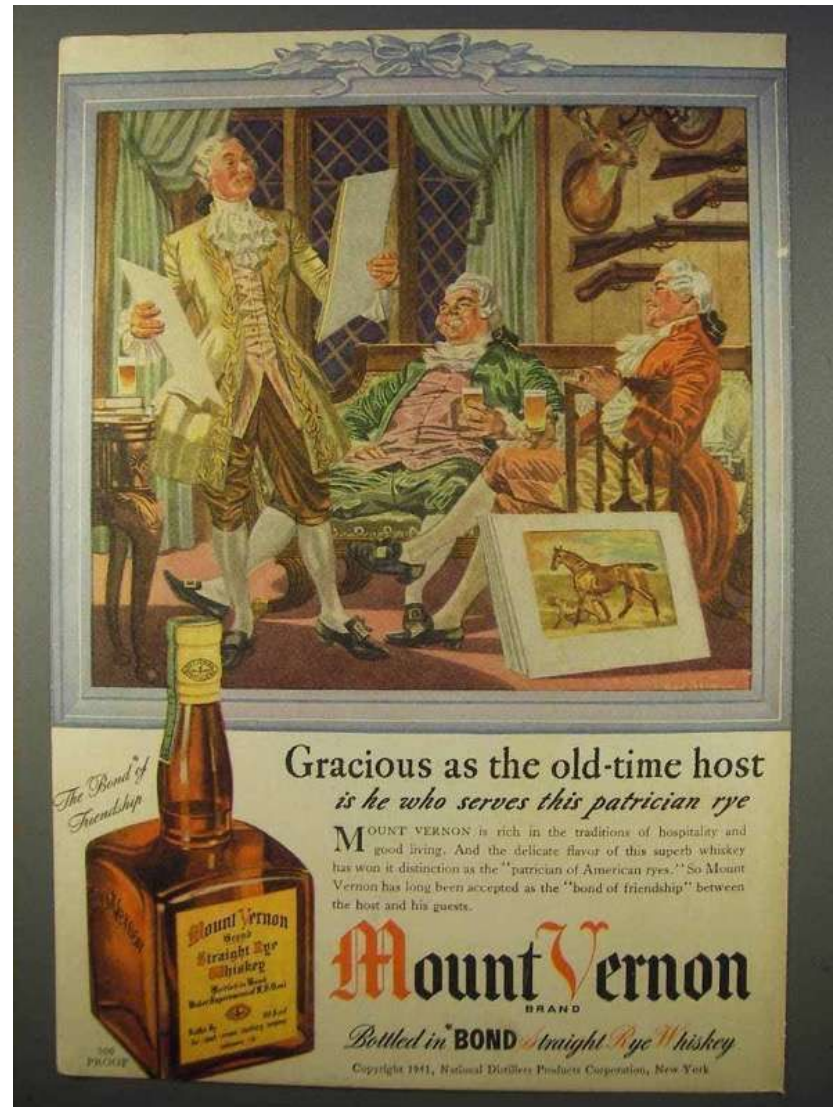
Date: 1941

Material: Paper

Manufacturer: National Distillers Products Corp.

Geography: New York

Photo credit: [Vintage Paper Ads](#)



The Bond of Friendship

**Gracious as the old-time host
is he who serves this patrician rye**

MOUNT VERNON is rich in the traditions of hospitality and good living. And the delicate flavor of this superb whiskey has won it distinction as the "patrician of American ryes." So Mount Vernon has long been accepted as the "bond of friendship" between the host and his guests.

Mount Vernon
BRAND

Bottled in BOND Straight Rye Whiskey

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1942 Two-Page Whiskey Ad

Date: 1942

Material: Paper

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1942 Mount Vernon Straight Rye Whiskey Ad

Date: 1942

Material: Paper

Manufacturer: National Distillers Products Corp.

Geography: New York

Photo credit: relicpaper

1937 Mount Vernon Straight Rye Whiskey Ad

Date: 1937

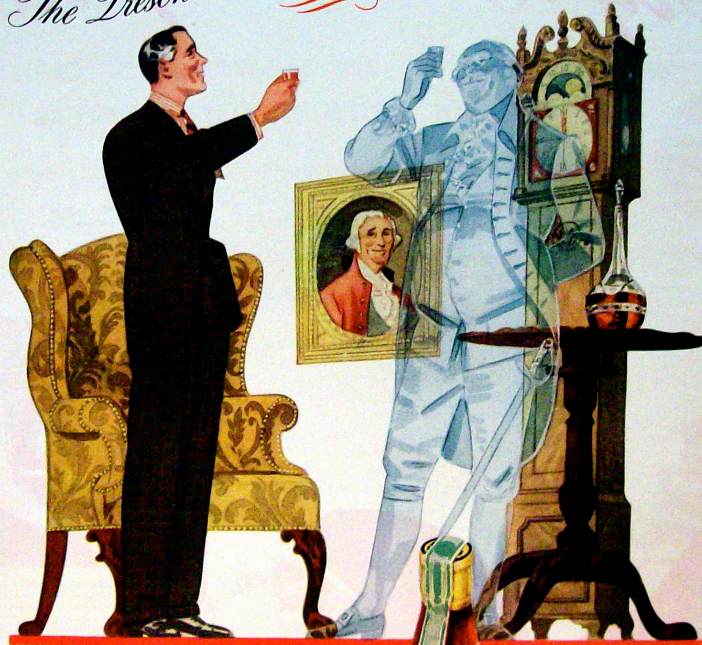
Material: Paper

Manufacturer: National Distillers Products Corp.

Geography: New York

Photo credit: Tias.com

The Present toasts the Past in Mount Vernon!



IT was a gracious custom of George Washington's to welcome his intimate friends with a most excellent rye whiskey made on his own plantation. The Mount Vernon rye of today occupies a similarly high place in the hospitality of particular people. To serve Mount Vernon marks you as a discriminating host; to be served it tells you that you are welcome company—for it is truly the *patrician of American ryes!*

NATIONAL DISTILLERS PRODUCTS CORP., NEW YORK

Mount Vernon



YOUR GUIDE TO  GOOD LIQUORS

• STRAIGHT
RYE
WHISKEY

• BOTTLED IN BOND
Under U. S. Government
Supervision

• FULL 100 PROOF

1935 Mount Vernon Straight Rye Whiskey Ad

Date: 1935

Material: Paper

Manufacturer: National Distillers Products Corp.

Geography: New York

Photo credit: [Amazon](#)



In a letter to his favored nephew, Colonel John Augustine Washington, dated 29 October 1799, George Washington said:

"Two hundred gallons of whiskey will be ready this day, and the sooner it is taken the better, as the demand for this article, in these parts, is brisk. The Rye may be sent when it suits your convenience."

**A LINEAGE RUNNING BACK
TO GEORGE WASHINGTON**

and a Rye whose reputation for excellence spread overseas even in those early days



Almost a hundred years ago the Mount Vernon distillery was moved to Baltimore.

But it was no young enterprise that settled there, and guarded the formula for its product and its method of distilling with such scrupulous care.

Long, long before, when George Washington retired from the Presidency to his estate in Virginia, it had its beginning.

On his Dogue Creek Farm, where he carried on his experiments in agriculture, it was found that the soil was especially favorable to the growth of rye.

In those days every gentleman needed a stock of good whiskey, so it was natural for Washington's overseer, a Scot by the name of Anderson, to make this suggestion:

Why not set up a distillery at Mount Vernon and thus make use of the grain produced on the land?

So it was that guests and travelers who chanced that way enjoyed the hospitality of a Rye soon famed for its smoothness and flavor.

And so it was that the surplus of this Rye found its way into neighboring states and even to England, where, to this day, it remains one of the few American whiskeys enjoying favor there.

You will look far to find a whiskey of more distinguished lineage than Mount Vernon, and equally far to find one of comparable mellow delight.

Mount Vernon
Straight Rye Whiskey - Bottled in Bond
Under U. S. Government supervision

A Good Guide  to Good Whiskey

© 1935 The American Medicinal Spirits Corporation, Baltimore, Md.

1940 Mount Vernon Straight Rye Whiskey Ad

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"Just what we've been waiting for"...

So runs the warm and friendly greeting that Mount Vernon gets these days where people group for pleasure . . .

Because this world-famous brand strikes just the right note for the utmost in cheer:

Right taste—*light!* Right price—*low!*

Mount Vernon's taste-pleasing smoothness and truly sensible price are just the good news in fine whiskey you've been waiting for!

Mount Vernon

BRAND
WHISKEY • A BLEND



86 Proof—72½% Grain Neutral Spirits. National Distillers Products Corporation, New York, N. Y.

The Washington Temperance Society Ribbon

Date: 1840

Material: Satin

Manufacturer: The Washington Temperance
Society

Geography: Unknown

Photo credit: Cornell University

