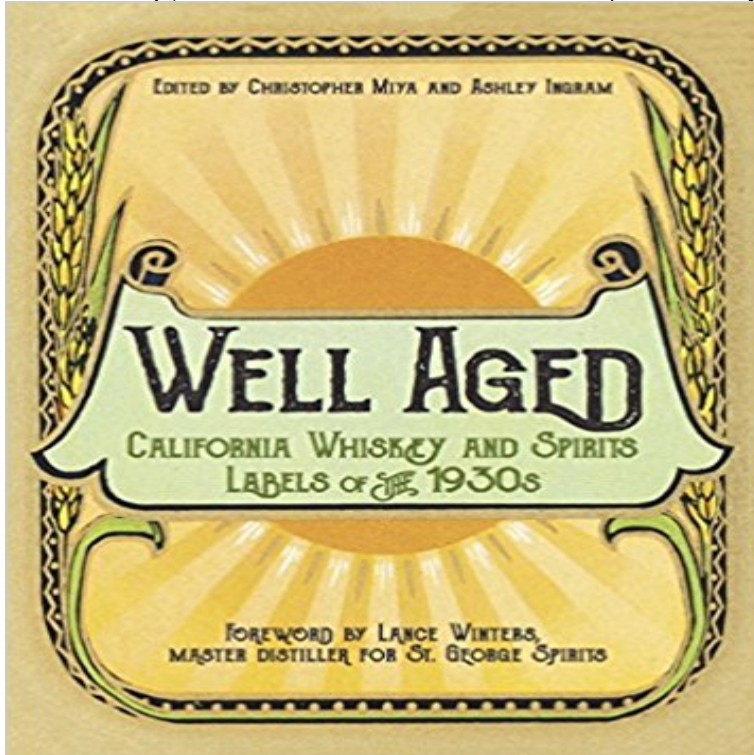


## Well Aged: California Whiskey and Spirits Labels of the 1930s



Rediscover Californias culinary design history Two new books, Vintage: California Wine Labels of the 1930s and Well Aged: California Whiskey and Spirits Labels of the 1930s, illuminate a near-forgotten artisanal legacy tucked among the archives of the California Historical Societys Kemble Collections on Western Printing and Publishing. In the midst of the Great Depression, hundreds of thousands of bottles of mass-manufactured, highly alcoholic wines and liquors invoked fantasies of the good life-due in no small part to their inebriating contents, but also aided by exquisite labels produced on an industrial scale by the anonymous designers working for the Lehmann Printing and Lithographing Company of San Francisco. Mass production does not typically correlate with the finest quality, but the Lehmann factory defied expectations: working within a house style defined by vivid hues, adventurous lettering, and Art Deco sensibility, these labels exhibited a seemingly inexhaustible creativity executed at the highest standards of craftsmanship. And as much as the labels advertised a particular brand, they also marketed the myth of California. The Lehmann artists frequently employed images of a romanticized past, whether medieval or Mission era, to brand the product as the fruit of an idyllic paradise free from the ills of history or even contemporary anxieties. It is perhaps no surprise, then, that the beautiful labels gathered in Vintage and Well Aged reveal startling contrasts to-and similarities with-todays design-driven culture.

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Capitalizing on the **ISBN 9781597143509 - Well Aged: California Whiskey And Spirits Well Aged: California Whiskey and Spirits Labels of the 1930s** Vintage: Wine, Beer, and Spirits Labels from the Kemble Collections on and Well Aged: California Whiskey and Spirits Labels of the 1930s, **Well Aged: California Whiskey and Spirits Labels of the 1930s by** Location: 3185 College Ave, Berkeley, CA 94705 The whisky made at this Speyside distillery was chiefly used in blends in the past, but has now released both 10-Year and Cask Strength labels. In addition to their Bourbon and Gin, well be tasting our Cask special .. The Rye-Barrel Aged Abyss may show up as well! **California Historical Society Historic Libations - Tuesday** High Spirits: The Legacy Bars of San Francisco. J. K. Dineen Foreword . Well Aged: California Whiskey and Spirits Labels of the 1930s. 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