

BY APPOINTMENT,
TO THE QUEEN,



And H.R.H.
THE PRINCE OF WALES.

SHERRY. FELTOE AND SONS'

Dozen,
27s.

CARRIAGE PAID.

"SPECIALITÉ."

Gr. Cask,
£16.

CARRIAGE PAID.

UNUSUALLY FREE FROM ACIDITY AND HEAT.

The BRITISH MEDICAL JOURNAL, 17th February, 1872, writes:—

"We have had two or three opportunities of examining specimens of FELTOE'S Specialité Sherry, sold in the ordinary way of trade, and, therefore, certainly not prepared for our opinion. We are cautious in such matters not to outstep the modesty of independent judgment, and to take precautions to obtain for examination samples which cannot have been made to present a better than their ordinary appearance. Looking upon Sherry as one of the most useful of the dietetic and medicinal agents of the Physician, when used with the care and prescribed with the exactness which we are distinctly of opinion should be required at his hands, we can speak very favourably of this wine. It has in four specimens which we have collected over varying intervals extending for eight months, presented all the characters of a sound, palatable, and wholesome stimulant, such as those may use with pleasure who treat wine as a part of their ordinary luxuries of diet, and such as those may prescribe with confidence who find it necessary to order wine as a medicine. Its specific gravity at 60 deg. F. is 0.9902; and its alcoholic strength (by weight) 16.6 per cent. Considering the very moderate price at which it is sold, it is one of the most recommendable wines with which we have met."

This wholesome Wine was exhibited by special permission at the Annual Museum of the British Medical Association, recently held in Birmingham; its rare and useful merits were particularly recognised, and a large number of Sales were registered.

26, CONDUIT STREET, LONDON.—16 and 18, TIB LANE, MANCHESTER.

THE VICTORIA WINE COMPANY.

(Established May, 1855.) HEAD OFFICE AND VAULTS,—16, MARK LANE, LONDON.

LONDON BRANCHES:—

40, King William Street, E.C.
380, Mare Street, Hackney
188, Westminster Bridge Road
97, Bishopsgate Street Without
58, Upper Street, Islington
5 & 6, Hereford Place, Commercial Road
15, Leather Lane

19 & 20, London Street, Fenchurch St.
208, Bethnal Green Road
125, Rye Lane, Peckham
115, Hampstead Road
49, The Grove, Stratford
188, Walworth Road
23, High Street, Notting Hill Gate

69, Camden Road
53, Chalk Farm Road
99, Tachbrook Street, Fimlico
500, Kingsland Road
575, New Cross Road
691, Old Kent Road

239, Goswell Road
16, Devonshire Terrace, Notting Hill Gate
413, Wandsworth Road
1, Young Street, High St., Kensington
24, Hereford Road, Westbourne Grove
112A, Edgware Road

COUNTRY BRANCHES:—

26, High Street, Bristol
15, Prince of Wales Road, Norwich

52, Oakfield Road, Fenge
10, Blackfriars Street, Salford, Manchester

4, Ainslie Terrace, High Road, Lee
52, Union Passage, New Street, Birmingham

BANKERS: IMPERIAL BANK, LOTHBURY.

DAYS OF DELIVERY IN LONDON—W. and N.W., Monday and Thursday.

E. and N.E., Tuesday and Friday. S., Wednesday and Saturday.

LIST OF PRICES.

PORTS, from 13s. per dozen; 6s. 6d. per gallon.
SHERRIES, from 13s. " 6s. 6d. "
CLARETS, from 11s. " 8s. "
INGHAM'S MARSALA (finest) .. 10s. " 8s. "

TARRAGONA (finest) 15s. per dozen; 7s. 6d. per gallon.
MONTILLA, the Natural Wine of Spain, with no adventitious spirit, very strongly recommended, 20s. per dozen. Detailed Price Lists on application.

This List contains London Prices; at our Country Branches, 1s. per dozen extra is charged to cover cost of carriage.

The VICTORIA WINE COMPANY was established in 1865, to meet what was believed to be a want, and, although meeting with much opposition on the part of interested parties, has steadily pursued its course of trying to merit public approval and support.

That it has succeeded, is proved by the opening, in the last three years, of THIRTY Branches in London and the Country, for the purpose of supplying small quantities of Wine, from a quarter pint upwards.

The principle upon which the business of the VICTORIA WINE COMPANY is conducted, is exactly the reverse of that which for so long a time has limited the consumption of Wine—heavy profits, made heavier by the fact that the Wine had to pass through the hands of middlemen before it reached the consumer, and excessively long credits effectually barred a large majority of the middle-classes from any but the most casual use of Wine, and when required had, in most cases, to be obtained from the nearest tavern—an arrangement not always satisfactory either as regarded price or quality.

The Company guarantees that the Wines it sells are unadulterated.

Next, all long credits are abolished, and cash payments required.

Thirdly—The Company imports its Wines, clears them at the docks itself, and thus does away with intermediate profits.

Fourthly—The Company uses every appliance for the careful bottling and keeping in condition the Wines it sells.

Fifthly—It delivers free, in London, quantities of one dozen; and

Sixthly—It takes back from its customers any Wines or Spirits not approved of, returning the money, providing the bottles be unopened.

The late Dr. Herapath, of Bristol, in speaking of our Wines, says:—"I have now completed my analysis of the four samples of cheap Wines, and am pleased to say

that all the specimens are pure, unadulterated, and genuine. I would not wish to drink more wholesome or better tasted Wines, and it appears marvellous to me that you can furnish them at the prices named."

The BRITISH MEDICAL JOURNAL also says:—"Tried by various methods, the Victoria Wine Company's Wines command warm praise for their excellent qualities and singularly low prices."

IN LONDON, bottles are charged 1s. per dozen, but the same allowed if returned. For the country, bottles 1s.; patent bin cases, 2s. (allowed if returned); casks, 6d.; plain jars, 9d.; and wickered jars, 1s. 3d. per gallon. Bottles, jars, casks, and cases must be prepaid. No charge for bottles or cases of Sparkling Wines.

TO COUNTRY CONSUMERS ordering three dozen, assorted or not, an extra charge is made of 2s. per dozen on London prices, covering charge for Bottles, Cases, and CARRIAGE FREE to any Railway Station in England; 2s. 6d. to Wales; 3s. per dozen to Scotland or Ireland. Packages are not returnable by this arrangement. For less than three dozen, Carriage will not be paid.

It is necessary in all cases to take receipts from Railway Companies and Carriers for empties returned.

Terms, strictly cash, on or before delivery, and no order is executed from the country unless Wines and packages are prepaid.

Single bottles can be had on application, but not less than one dozen can be delivered from 16, Mark Lane.

Wine after travelling frequently appears cloudy, and a few days' rest, with a temperature of 60 degrees, restores it to brilliant condition.

As White Wines are liable to deposit and to cause a sediment, it is better to stand the bottles up some few days before using and then carefully decant.