Gerald W. Cloud **Rare Books * Manuscripts * Archives** 410 Hauser Blvd, #10J, Los Angeles, CA 90036

"Œnological Instruments of Precision" from the firm of Dujardin-Salleron A Collection of 5 pamphlets and 9 publicity fliers concerning winemaking and distilled spirits Paris, [c.1902-1934].



The five pamphlets in the collection.

An interesting and important group of pamphlets and catalogs from the leading firm of Dujardin-Salleron, Precision Oenological Instrument makers. These pamphlets served as promotional material for their products & instruments, but also as formal documentation of the scientific discoveries & procedures around winemaking and distilling, as well as the development and application those procedures. The collection includes five pamphlets, one of which is in English, and nine publicity fliers.



A sample of the publicity fliers, 9 items of 22 pp.

Established in 1855 by Jules Salleron, the Dujardin-Salleron firm, which is still going strong today, is a leader in the design, manufacture, and distribution of analytical laboratory equipment and measuring instruments dedicated to oenology and distilling. The alcoholmeter and other measuring instruments have been known for centuries, dating to Roman times, but the 18-19th centuries saw rapid evolution in winemaking techniques and understanding, aided by chemists like Antoine Baumé (1728-1804) and Joseph Louis Gay-Lussac (1778-1850) [see item no. 4 below]. By the mid-nineteenth century Jules Salleron (1829-1897) and Jules Dujardin (1857-1947) were perfecting the work of their predecessors, and the two firms merged to form Dujardin-Salleron, a recognized leader in the field.

All five pamphlets in the collection include bibliographies of books related to all aspects of the winemaking industry, thus documenting the scientific methods of the industry, as well as the cultural and consumer aspects.

Oenological Bibliography

Dujardin-Salleron valued and promoted printed reference books, and each of the 5 pamphlets includes 3-5 page bibliography of works aimed at assisting and informing their customers. Dujardin-Salleron maintained a broad scope of interests, not only winemaking, but also wine selling and expertise, bio-chemistry, jurisprudence and legal matters, perfumery, to name a few. The example at right is from item no. 3 below. See also pamphlet no. 5 for further details.



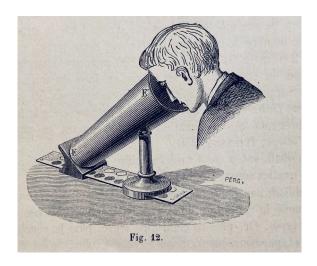
The five pamphlets are as follows:

1). DUJARDIN (Jules), L'examen de l'Intensité colorante des Vins Rouges par le Vino-colorimètre Salleron. Application aux vins jaunes (vins d'Espagne), eaux-de-vie, rhums et autres liqueurs alcooliques ayant le caramel pour base de coloration.

Paris, chez l'auteur, 1902.

(24.5 x 16 cm). 24 pp. 16 illustrated figures in the text. Bound in the publisher's original printed wrappers with text on recto & verso, the back wrapper includes a bibliography of other texts on wine making. Near fine copy with only a loss to the corner of the back wrapper with no loss of text.

The text described the use and application of the vino-colorimètre (*shown right*), invented by Jules Salleron (1829-1897), which is an apparatus used to determine the color quality of red wine, as well as brandy, rum, and other alcohol. Salleron was an expert maker of these and other precision instruments, based in Paris, 24 Rue Pavée-au-Marais. The vino-colorimètre employed a ten-color scale to compare against samples of red wine, varying in shades from red to violet red, a based on the color classification and identification system established by French chemist Michel Eugène Chevreul's (1786-1889).



Exceedingly rare English language Dujardin-Salleron catalog

2). DUJARDIN (Jules), Notice of Oenological Instruments of precision popularising of Oenological Chemistry

Paris, s. d. [ca 1908].

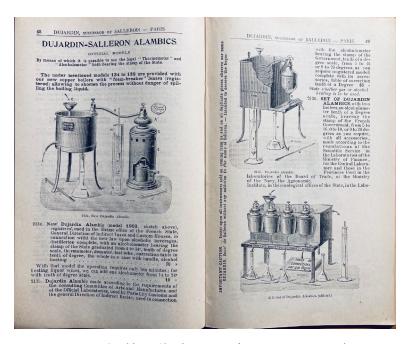
(21.5 x 13.5 cm). 112 pp. Bound in the publisher's original printed wrappers with text on recto & verso. Numerous illustrations throughout the text, and a 3 pp. "oenologic bibliography." Some wear to the wrappers, internally near fine. This English language edition is an excellent reference winemaking terminology and includes a fully priced list of equipment for winemaking and related activities.

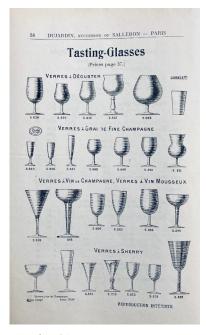




The back cover on the left, and the description of a "Pocket Gypsometer" illustrated and described on the right. The catalog includes a vast amount of information on wine and spirit making and instruction for the use of the instruments and methods of application, as well as the prices of the instruments, including the English language explanation of the *Vinocolorimeter* (as described in the previous pamphlet).

The pamphlets make good use of illustrations to describe and market their wares, as seen below.





3). DUJARDIN (Jules), Application facile par le Viticulteur et par le Négociant des Instruments CEnologiques de Précision à la Vinification et à l'Analyse des Vins d'après les Méthodes officielles & les Lois sur les Fraudes des Vins, Alcools, Eaux-de-vie, etc.

Paris, imprimerie de la Maison Dujardin, s.d. [ca 1908].

(20.7 x 13.4 cm). 64 pp. Bound in the publisher's original printed wrappers, and numerous illustrations in the text; 3 pp. "Bibliographie œnologique." The back cover illustrates "Type d'un laboratoire modèle de négociant en vins."

The use of Precision instruments to avoid accusations of fraud.

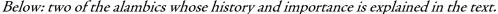
In this important pamphlet Dujardin emphasizes the new laws passed in the summer and fall of 1907, restricting the addition of sugar or water to wine to control its alcohol content. The instruments in the catalog are aimed at helping winemakers control production methods and to avoid accusations of fraudulent production methods. The explanation of instruments that follows is presented in context to these new laws and the need for precision instruments to ensure that winemakers meet the new regulations. Includes a detailed description of instruments available, their manner of use, and their prices.

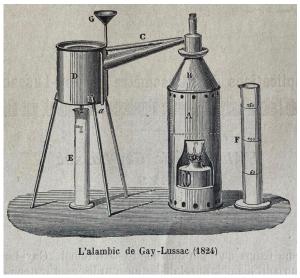


Dujardin inserted a slip alerting clients to the new laws and regulations.

4). DUJARDIN (Jules), 1824-1924, Centenaire de l'alcoomètre et de l'alambic Gay-Lussac, leur evolution. Paris, 1924.

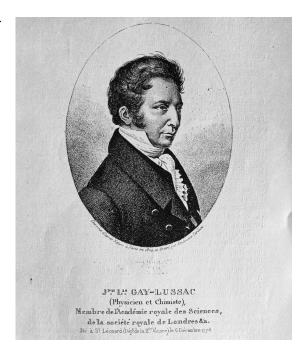
(24 x 15.5 cm). 56 pp. Illustrations in the text; bound in the publisher's original printed wrappers. A split at the head of the wrapper, otherwise a near fine copy.







This richly illustrated pamphlet is a centennial celebration of the scientific achievements of Joseph Louis Gay-Lussac (1778-1850), namely, his discovery that water is two parts hydrogen and one part oxygen, and the invention of an alcoholmeter, which allowed a standardized measurement of the percentage of alcohol in a given liquid. The work opens with biography of Gay-Lussac and a historical summary of his work, leading to discussion of the scientific applications of his discoveries to wine making and distilling of spirits, and the various necessary instruments for precise measurements and production. Also included is an illustrated account of Gay-Lussac's *alambic* (or "still" in English) as well as the improved modern models developed by Salleron.

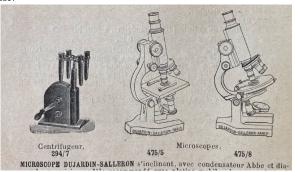


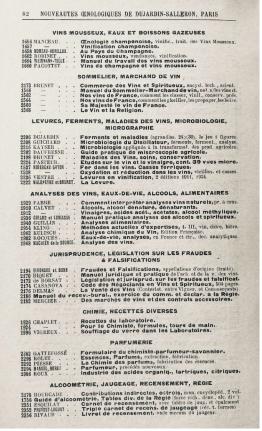
5). DUJARDIN-SALLERON, Instruments ænologiques de precision.

Paris, imprimerie de la Maison Dujardin, s.d. [ca 1934].

 $(21.5 \times 13.5 \text{ cm})$. 84 pp. Illustrations in the text; bound in the publisher's original printed wrappers

The catalog presents practical information on the regulations applicable to wine and spirit making, the various instruments produced by the firm, and bibliographical references for the production of wine and distilled spirits, richly illustrated with wood engravings in the text.





The bibliography that ends the volume gives a sense of the scope of Dujardin's activities: the subjects covered include not only winemaking, but also wine selling and expertise, bio-chemistry, jurisprudence and legal matters, perfumery, to name only those which appear on the page above, right.

6). Nine Illustrated Publicity Fliers.

Various sizes. 2-4 pp. each, total of 22 pp. Originally housed in an included envelope printed, "Dujardin-Salleron, 24, rue Pavée, Paris." [c. 1930s]. Includes a printed Dujardin-Salleron mailing list flier, and other leaflets offering Dujardin-Salleron instruments whose usage is tied to various decrees and laws regulating the production of wine and alcohol.



Sample publicity fliers, (page size: 24.5 x 16 cm)

Ephemera: including handbills, notices, an envelope, and a mailing-list form for customers.

