

ALBANY INSTITUTE
OF HISTORY & ART
A Guide to the
Madison Liquor and Wine Store Collection

Collection Summary

Collection Title: Madison Liquor and Wine Store Collection

Call Number: MG 161

Creator: Janine Moon

Inclusive Dates: 1933-1954

Bulk Dates: 1933-1954

Abstract: The collection includes photographs from the two locations of Madison Liquor and Wine (1060 Madison Avenue and 1078 Madison Avenue), documentation for construction work done in 1954 to the 1078 Madison Avenue location, receipts pertaining to the construction, Madison Liquor and Wine ephemera like business cards, matchbooks and newspaper articles.

Quantity: (1) 15 X 10 Document Box

Administrative Information

Custodial History: Donated by Louise Marwill

Preferred Citation: Madison Liquor and Wine Store Collection, MG 161, Albany Institute of History & Art Library, New York.

Acquisition Information:

Accession #: 2003.153- Madison Liquor and Wine Collection

Accession Date:

Processing Information:

Processed by Janine Moon; completed on May 4, 2013.

Restrictions

Restrictions on Access: None

Restrictions on Use: Permission to publish material must be obtained in writing prior to publication from the Chief Librarian & Archivist, Albany Institute of History & Art, 125 Washington Avenue, Albany, NY 12210.

Index Term

Persons

Falk, Julius, 8/5/1897-9/27/1988, married Minnie Herschowitz November 30, 1933, born in Germany. Julius was the apprentice of Gottlieb Rosenfeld when he was thirteen in Frankfort at the Philip Simon and Sohn Millinery House. He left on August 24, 1913 on the Manchuria; first job in the United States was at a wholesale millinery. Julius moved to Albany in the 1920's to sell cotton waste for fabric. During the depression he sold insurance and opened the Madison Liquor and Wine in 1933.

Falk, Minnie H., 12/12/1895-4/17/1995, moved to St. Petersburg Florida in the 1920's and sold real estate along the water. In 1929 she moved to Albany and opened a millenary where she met Julius. After prohibition, Julius and Minnie got a liquor license and opened Madison Liquor and Wine.

Organizations

Subjects

Business – Benjamin Reiner Contractor and Builder
 Business- John H. Harrigan Painting and Decorating
 Business- Madison Liquor and Wine
 Business- Sano-Rubin Construction Company
 Business – Thomas J. Clark Plumbing and Heating Contractor

Places

Albany, New York

Document Types

Photographs, newspaper articles, legal documents pertaining to construction

Biography/History of

Julius and Minnie Falk moved to the United States from Germany. Once in Albany, they met in a millinery and married. After prohibition ended, they obtained a liquor license and opened Madison Liquor and Wine. The first location of Madison Liquor and Wine was at 1060 Madison Avenue from 1933 to 1942. A building with a store front and two apartments was purchased at 1078 Madison Avenue. The store front was the new location for the Madison Liquor and Wine. The apartments upstairs were rented out. The first apartment housed family members Adolf and Betty Mueller and their three year old daughter Kathe. Julius Falk helped the family escape Germany during the Holocaust.

The second apartment was rented to another German Jewish family. Renovations to the building were done in 1954 to add office space. Julius and Minnie had one child, Louise Bertha Marwill (Falk) on April 6, 1937 who married Lawrence Marwill on June 19, 1960.

Scope and Contents of the Records/Papers/Collection

Pictures of the Madison Liquor and Wine at both locations, 1060 Madison Avenue and 1078 Madison Avenue, contracts and receipts from the 1954 construction to 1078 Madison Avenue, newspaper articles about Madison Liquor and Wine, business cards for Julius Falk, matchbooks for Madison Liquor and Wine, and genealogical information for the Falk family.

Organization of the Records/Papers/Collection

The programs and the administration papers are organized chronologically by year.

Related Material

MG 50- Marwill Family Collection

1996.21.1-Velvet hat with pink roses and leaves owned by Minnie Falk

1996.21.2-Red velvet hat owned by Minnie Falk

1998.21.1-.6- Memorabilia from Albany High School, belonged to Louise Marwill

2003.10.1- For rent sign

2003.10.2- Madison Liquor and Wine Seal

2003.10.3- Madison Liquor and Wine Matchbooks

2003.42.1-38- Collection of clothes given by Louise Marwill

2004.41.1&.2- Burgundy silk ties

2005.3.1-.3-Navy blue wool pea coat and accessories, belonged to Louise Marwill, worn in the 1950's

2006.25.1- Jug by Harris Marwill & Son, wholesale Liquor Dealers, Schenectady New York

2009.30.1-.10- Articles of clothing worn by Louise Marwill including her wedding dress, wedding gloves, and bonnet and lithograph plates for her wedding invitations

Separated Materials

See library and curatorial list above

Other Finding Aids

Marwill Family Collection Finding Aid, MG 50

Detailed Description of the Records/Papers/Collection

The following section contains a detailed listing of the materials in the collection.

Series # MG 161 Series Title Madison Liquor and Wine Store

Box #	Folder #	Item #. Title / Description
1	1	Finding Aid
1	2	Accession records for other Marwill gifts
1	3	Genealogical Information
1	4	1060 Madison Avenue Madison Liquor and Wine Location
1	5	1078 Madison Avenue Madison Liquor and Wine Location
1	6	1078 Madison Avenue Madison Liquor and Wine Construction Paperwork
1	7	Newspaper Articles and Business Cards for Madison Liquor and Wine