



Old Original

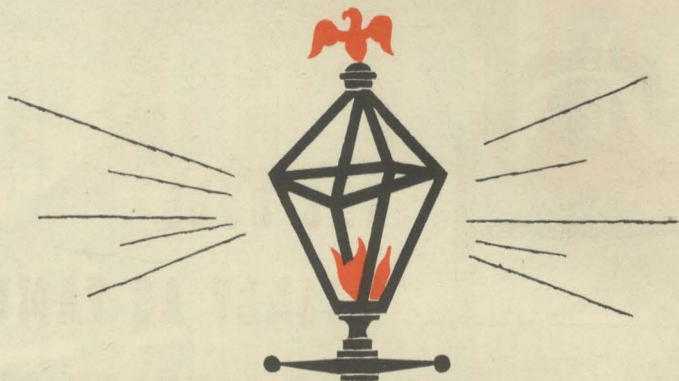
BOOKBINDER'S

125 Walnut St., Philadelphia

90th *anniversary year*

1865

1955

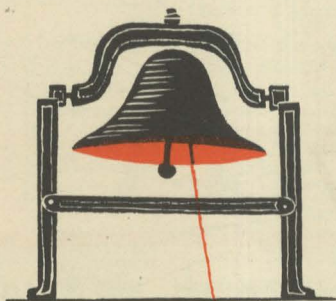


INTRODUCTION

Though the Continental may argue the point, the American does appreciate good food. His taste may not be as subtle as the Frenchman's, say, or the Persian's . . . but didn't our Pilgrim Fathers inaugurate the feast that featured the full table? And hasn't America nurtured through generations and encouraged its select coterie of fine restaurants? Locke-Ober in Boston . . . Antoine's in New Orleans . . . Miller Brothers in Baltimore . . . these are names to light the native gourmet's eyes.

This is the brief story of the first 90 years of one of them—Old Original Bookbinder's of Philadelphia—located now as from its beginning in 1865 down by the riverfront in the older, historic section of the city.

American gourmets say "There is only one Old Original Bookbinder's" . . . and this is its story.



THE BELL NEARLY AS FAMOUS AS THE LIBERTY BELL

The Civil War was just ending when the man with the unforgettable name, Samuel Bookbinder, opened his small restaurant at 125 Walnut Street in Philadelphia, within sight of the docks and the Delaware River.

As happens after every war, the nation was ready for luxury . . . and it wasn't long before trade was flourishing. For people soon found that Sam was a demanding and particular proprietor, and that anything he served on his table was the very finest obtainable.

Luncheons were the principal business at first and legend has it that the good wife Sarah would come out of the kitchen to ring the bell to tell the neighborhood when lunch was ready. (You can see the bell to this day inside the doorway at the restaurant.)

*Today the restaurant embraces 3 properties
—123, 125 and 127 Walnut St.*

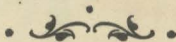


MARCH



Shad.

When March comes in you have a dish
Of Herring, and other kinds of Fish,
The Schuylkill let us know; and lo!
You hear the cry of "Here's Shad, O!"



GOOD EATING IN AMERICA STARTED DOWN BY THE WATERFRONT IN OLD PHILADELPHIA

The location for the restaurant was a logical one. Just a step from the Delaware with its teeming shad . . . and its ships bringing choice edibles from all over the world . . . around the corner from Dock and Market Street markets where the farmers of Pennsylvania, New Jersey, Delaware and the turtle and oyster men from the Eastern Shore brought in their finest.

An area where the very ideas of Pennsylvania and Independence had been nurtured by discussions and meetings in the colorful and famous inns of the district . . . the Old Blue Anchor Inn where William Penn and his faithful secretary James Logan first headquartered . . . Tun Tavern on Front Street where the U. S. Marines were first organized in 1775 . . . the London Coffee House on Market Street (which lasted on its original foundations through Old Original Bookbinder's early years) . . . even next door had stood the old Globe Inn, one of the colony's most famous gathering places.

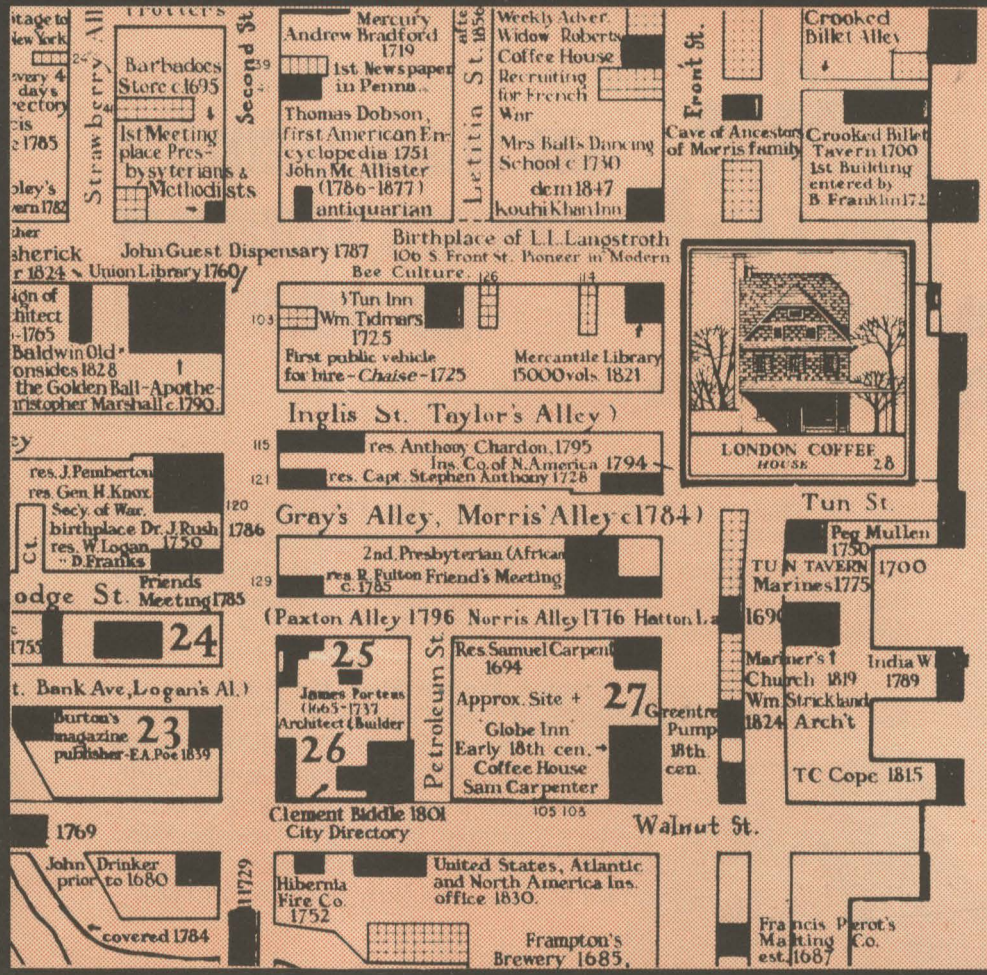
SHORE DINNERS

Special Shad Dinner \$1.00
Served All Day
Steaks and Chop
Cooked on Charcoal in our own fireplace.
Let us serve you
Chicken and Fish in Season, Steamed
Oysters, Soft Clams and Lobsters.
Shad Ploated Before You Eat

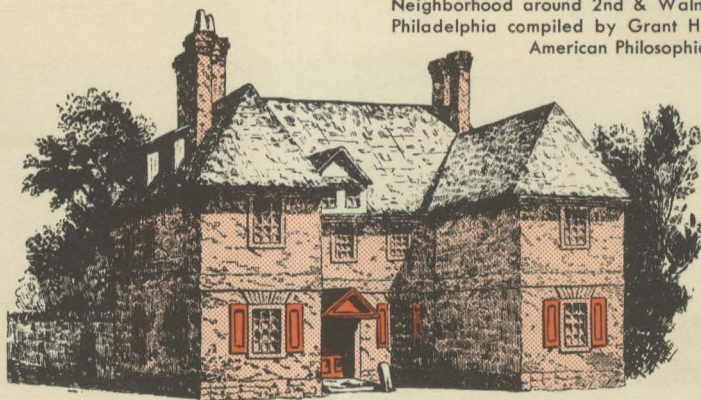
BOOKBINDER'S - OPEN MONDAY

Let us bring you the best Philadelphia
Open 1200 Market Philadelphia

Today's big favorite, lobster, was not even on the menu in the beginning. Terrapin was the prime favorite; lobster came into popularity later and Old Original Bookbinder's was one of the first restaurants to make this delicacy famous.

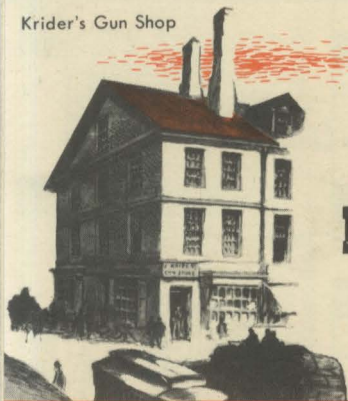


Neighborhood around 2nd & Walnut Sts. from a map of old Philadelphia compiled by Grant H. Simon and published by American Philosophical Society.



The historic "Slate Roof House," home of William Penn, was just around the corner from Old Original Bookbinders.

Krider's Gun Shop



AND SO OLD ORIGINAL BOOKBINDER'S RESTAURANT WAS BORN

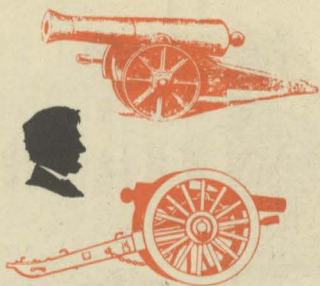
Here, down the block from Pennsylvania's first brick building . . . and on the very site that was once an Indian reservation and where after that the colony's first white child (John Drinker) was born . . . there was born also Old Original Bookbinder's . . . the restaurant that was to become world famous.

On one corner (Front & Walnut Sts.), the young nation's first bank had been established in 1780. (The Bank of Pennsylvania founded by Robert Morris, Thomas Willing and James Wilson to finance the Continental Army.) On Bookbinder's other corner (2nd & Walnut), Krider's Gun Shop, built in 1757, still flourished at the time the restaurant started, and continued to do so until early in the 20th Century.



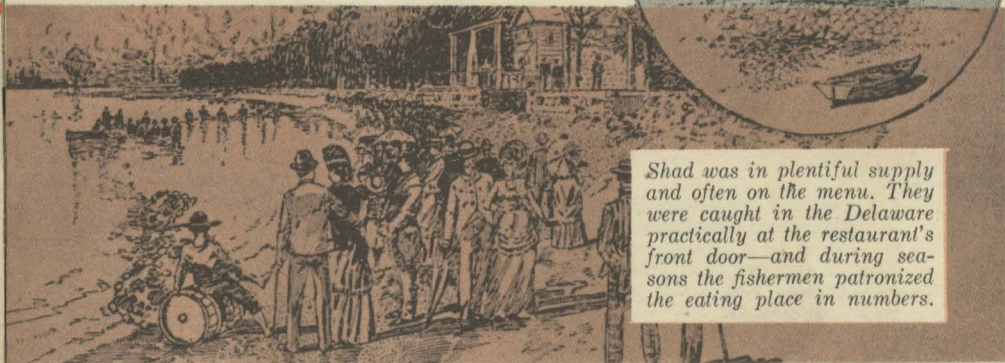
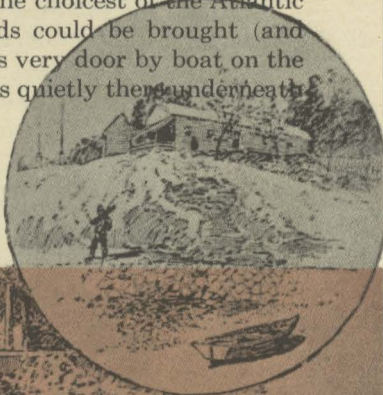
A plot of ground on which the kitchen now stands was known as "Wampum Ground" and was reserved to the Lenape Indians by William Penn as a camping and burial ground.

THE FINEST FOOD . . . PLENTY OF IT, ALWAYS RIGHT AT HAND



As the Civil War ended, the auspices were right for the launching of a restaurant venture. The Philadelphia papers had been full of soldiers' letters from the front . . . and as soldiers always have done from the beginning of wars, they wrote with longing of good food they had known back home . . . roast reed bird, snappers, shad, oysters, roast duckling.

Where better to open your restaurant doors than right by the river and its ships bringing in the pick of viands from the far corners of the world . . . a step away from the rich-laden market stalls of Market Street and Dock Street? Why, the choicest of the Atlantic Coast and the marshlands and oyster beds could be brought (and was!) right up to Old Original Bookbinder's very door by boat on the old Dock Creek. (Did you know it still flows quietly there underneath the stones of Dock Street?)



Shad was in plentiful supply and often on the menu. They were caught in the Delaware practically at the restaurant's front door—and during seasons the fishermen patronized the eating place in numbers.



SEA CAPTAINS, MERCHANTS, FINANCIERS BEGAN TO MEET REGULARLY HERE

Old Original Bookbinder's soon inherited the traditions of its colonial neighbor inns and became a gathering place for the area's leaders from every walk of life. Sea captains made for Sam's place as soon as their ship was tied up (and often brought in for his critical inspection and purchase prize liquors, spices, teas . . . Scotch and Irish whiskey, French brandies, Spanish and Italian wines, etc.).

The importers and merchants of the district . . . the insurance executives . . . the bankers . . . the political leaders . . . were all soon dining at the restaurant regularly. The market men at Dock Street could be found there (who knows good food better?). And to this day you will find these same groups (some at the same table day after day) in Old Bookbinder's for luncheon and for dinner.

The men from the nearby markets lived an upside-down day, starting at 2 a.m. It used to be a familiar sight to see them at Old Original Bookbinder's at opening time just before noon, eating breakfasts of steak!



CELEBRITIES SEEK OUT THE RESTAURANT



Teddy Roosevelt



Caruso



John Barrymore



Cornelius Vanderbilt

Word gets around quickly when good food is concerned and soon to the restaurant's doors came the famous and near-famous from many fields. The Centennial Exposition of 1876 (that was the one where Mr. Bell first demonstrated his successful telephone) brought visitors to Philadelphia from around the globe . . . and they came to the restaurant, dined well and took back its praises.

You could almost name the patrons from the lists of the famous: in railroads and finance—J. Edgar Thomson, of the Pennsy, J. P. Morgan, Cornelius Vanderbilt, Henry Taft, McKinley, Teddy Roosevelt, Woodrow Wilson, Charles Evans Hughes; from the stage (up the street Philadelphia still boasts America's oldest theater still operating)—the Barrymores and the Drews, Joseph Jefferson, Lillian Russell and her famous gourmet suitor, Diamond Jim Brady (a steady patron); from the field of music—the immortal Caruso was an habitue (felt that Old Original Bookbinder's clam juice was beneficial to his ailing throat), Scotti, Geraldine Farrar, Paderewski, Madame Nardico.

The caucuses of Republican Conventions of 1872 and 1940 both were held in the restaurant's private rooms upstairs.

FAMOUS PEOPLE DINE AT THE FAMOUS RESTAURANT

Babe Ruth



Lillian Russell



The beloved Philadelphia idol, Connie Mack, with Vice President Jim Peterson who pitched with Connie's 1931 World Champion A's.

To the nostalgic minded, the tables at Old Original Book-binder's are filled with the spirits of celebrities of other years . . . and the old-timers still come, their ranks thinned now but filled anew by the celebrities of the modern day.

George M. Cohan, Eddie Cantor, Al Jolson, Weber and Fields, Lew Dockstader (the old Emmett Welch minstrel troupe used to arrive en masse!) . . . Raymond Hitchcock, Julian Eltinge, Irving Berlin . . . DeWolf Hopper, George "Honeyboy" Evans, the Dolly sisters, the Floradora girls . . . Bert Lahr, Ed Wynn . . . "Chippy" Patterson, Philadelphia's colorful attorney, Connie Mack, Jack Dempsey, "Gentleman Jim" Corbett . . . "Babe" Ruth, Mickey Cochrane, Jimmy Foxx, Pie Traynor, Dizzy Dean, George Sisler, Honus Wagner, Tommy Loughran . . . the list is endless!

Through the years, almost any famous personality you name has visited the restaurant at one time or another.



MILLION DOLLAR CHORUS—Irving Berlin, Neil O'Brien, James J. Corbett, Sam Harris, Vaughn Comfort, John King, Will Rogers, George Sidney, Harry Kelby, Louis Mann.





THROUGH 2 WORLD WARS . . PATRIOTIC DINNERS

Old Original Bookbinder's "served" well in our country's wartime history . . . as a focal point for dinners and patriotic affairs. During World War I, the restaurant was the scene of several Liberty Bond dinners, and in December, 1915, benefit dinners were held here for Belgian and French War Relief. Some still remember the dinners for soldiers and sailors during 1918.

Preceding our entry into World War II, a benefit dinner raised sufficient money to buy an ambulance for the British Army . . . and the "Parade of Stars" headed by Hollywood notables (Alice Faye and others) re-created here parties Diamond Jim had given for Lillian Russell. Old Original Bookbinder's supplied the food and in 2 nights more than \$3,000,000 worth of War Bonds were sold. (You had to buy a Bond to get in.) A notable wartime dinner here, attended by diplomats and political leaders, was the "Russian Friendship Dinner". Today Old Original Bookbinder's is traditional dinner headquarters for the two services after the annual Army-Navy Football Game.

During World War II, Irving Berlin brought in for dinner daily during their run here, the entire cast (all 500!) of the hit, "This Is the Army!" Today, the restaurant is "last meal stop" for Philadelphia's Marine Corps' recruits before they leave for camp.




RECENT PARTIES AT 
OLD ORIGINAL BOOKBINDER'S



A "Safari" party for Olympic athlete Barney Berlinger prior to his departure on an African hunting trip. Clockwise: Tommy Loughran, Barney Berlinger, Jr., President Taxin, Barney, Vice President Peterson, Sam Cooke, Harry Batten, Albert Taxin.

A tribute dinner to the memory of George M. Cohan, given at the restaurant he loved.



Jack Carson's party including Robert Alda, Hal March receives the personal attention of President Taxin.

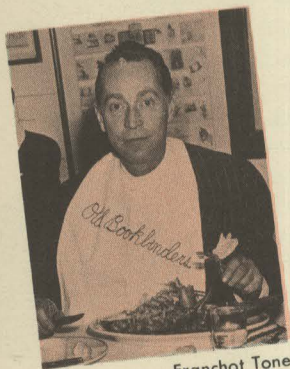
Andy "Jingles" Devine and Wild Bill Hickock (Guy Madison) enjoy the world's finest lobster with Maitre de Joe Donnolo supervising.



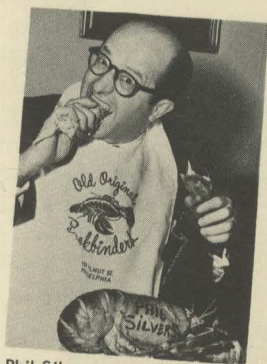
CELEBRITIES . . . TODAY OR ANY DAY

AT THE RESTAURANT

"Grow old along with me—the best is yet to be." The Guest Book at the restaurant continues to be filled with the names of notables from far and near. One day you may see General Dr. Sanguan Rojanavongse, medical advisor to the King of Siam—another Father Hesburg, president of Notre Dame. It may be Franchot Tone or Judy Holliday . . . Chief Justice of the Supreme Court Earl Warren or Charlie Mayo of the renowned clinic. Danny Kaye "lives" at Old Bookbinder's whenever he's in town . . . Claudette Colbert, Charles Laughton, Phil Silvers, Eugene Ormandy, Senator James Duff all have come often to enjoy lobster served in Old Original Bookbinder's style.



Franchot Tone



Phil Silvers



Danny Kaye

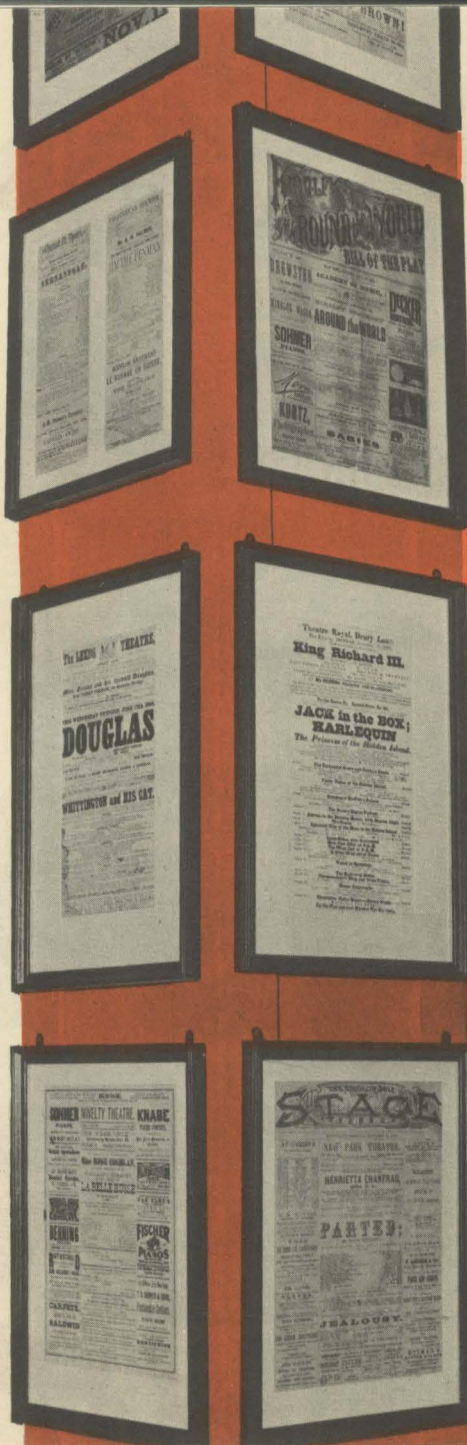


Charles and Mrs. Laughton (Elsa Lanchester) with President Taxin



Judy Holliday

Regular visitors are the two "Eddies" Cantor and Fisher, Dean Martin, Jerry Lewis, Joshua Logan, Tennessee Williams, Moss Hart and George Kaufman, Leopold Stokowski, Bill Goetz, Claudette Colbert, Warren Hull and a host of others from stage, screen and public life.



or
co
ne
bi
to
w
th
bu
to
fi
st
p
o
w
n

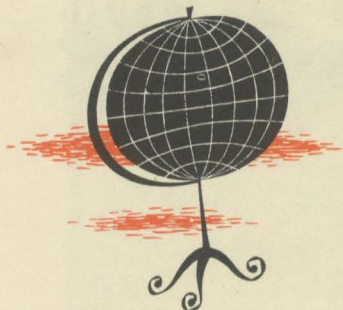


HISTORY STILL LIVES AT OLD ORIGINAL BOOKBINDER'S

You can touch the cobblestones at the clam bar or in the enormous fireplace . . . they are the original cobbles from Walnut Street, worn by the feet of Continental and British armies. You can inspect the old playbills on the walls, taking you behind the scenes again to the theater's young years. You can admire the ship's wheel entrance—it came right from a molasses schooner that plied the seas at the turn of the century. Sit at the beautiful mahogany bar, brought in from the ghost town of Elko, Nevada . . . admire one of America's finest collections of Currier and Ives prints . . . go upstairs and see the interesting old fire-markers and paraphernalia of the time . . . see hanging on the walls one of the Country's finest exhibits of Lincolnia.

After a delicious meal, it is well worthwhile to wander around (you are most welcome!) just to see the many fascinating collections here.





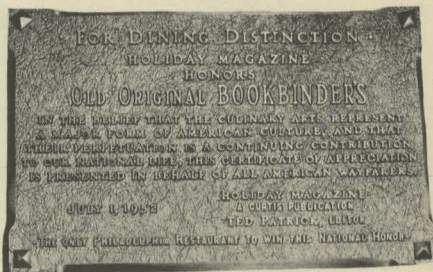
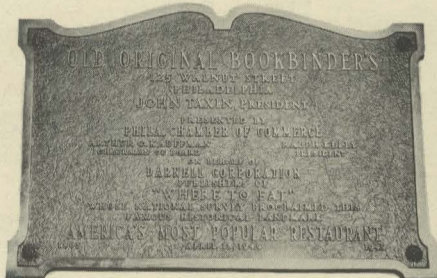
AND GOOD FOOD STILL ATTRACTS VISITORS FROM ALL OVER THE WORLD

Many honors have been paid Old Original Bookbinder's through the years for the excellence of food and service here.

A national poll of business men in American Business Magazine resulted in Old Bookbinder's being ranked No. 1 in America. Life, Esquire, Gourmet have all printed wonderful compliments. Holiday Magazine has presented its Award for Dining Distinction every year since its inception. Duncan Hines says that he makes it a point to have at least one meal at the restaurant every trip to Philadelphia.

The restaurant's recipes are sought after continuously by newspaper columnists and food editors, and nearly every restaurant guide in America reserves a prominent place for Old Original Bookbinder's listing.

But the restaurant's highest compliments come from its patrons who return time after time—and leave saying "wonderful food!"





FAMOUS RECIPES ARE THE MAGIC

SHRIMP DU JOUR

5 pounds shrimp
¼ pound butter
2 teaspoons Worcestershire sauce
1 chopped garlic clove
¼ cup chopped parsley
¼ cup chopped chives
Salt and pepper

Method: Sauté shrimp in butter, Worcestershire sauce, garlic, chives and parsley. Place in large casserole and sprinkle with grated sharp cheese and bread crumbs. Add drawn butter. Brown under broiler. Serves 6.

LOBSTER THERMIDOR

2 lobsters—2 lbs. ea.
½ cup butter (divided)
¼ lb. chopped mushrooms
3 tablespoons chopped shallots
salt and pepper
2 tablespoons flour
¼ teaspoon dry mustard
¼ teaspoon salt
2 cups milk
3 egg yolks, beaten
2 tablespoons chopped parsley
1 stalk celery, minced
4 tablespoons grated Parmesan Cheese

2 medium lobsters—about 3 lbs. each boiled. When cool, remove claws, crack and remove meat. Cut into cubes and save shell. Melt 4 teaspoons of butter, add mushrooms, shallots, salt and pepper. Simmer 5 minutes. Add lobster meat, stir well and keep warm over very low heat. Melt remaining butter in another saucepan; stir flour, salt and mustard slowly. Stir milk in large bowl, pour sauce gradually over beaten yolks, stirring into lobster mixture. Pour ½ milk sauce into lobster mixture. Pour remaining sauce over top and sprinkle with grated cheese. Place in preheated broiler compartment 3 inches from heat and broil 5 minutes or until cheese is golden brown. Makes 4 servings.

DEVILED CRAB

Half green pepper
Half onion—large size
Single strip of celery
¼ pimento
1 teaspoon of salt
½ teaspoon of black pepper
1 teaspoon of thyme
1 tablespoon of Worcestershire sauce
¼ lb. of butter

Mix ingredients together and cook for 20 minutes. Then add 1 cup of flour and stir until smooth-like paste for another 20 minutes. After that add milk or water (about 2 cups), then add 2 lbs. of crab meat, cook until you have a heavy paste. Remove from the fire, make up crab cakes or balls according to size, desired. Then mix a batter of milk and eggs. Dip in batter, then dip in cracker or bread crumbs (whichever you prefer). Drop into deep fat for about 10 or 15 minutes until brown and place in oven until good and hot through. Serves 6.

LOBSTER CANTONESE

2 lobsters—2 ½ lbs. ea.
½ lb. ground pork
1 clove garlic, minced
1 teaspoon salt
½ teaspoon pepper
1 cup chicken bouillon
1 egg beaten
2 tablespoons cornstarch
2 teaspoons soy sauce
¼ cup water
¼ cup sherry
Hot cooked rice

Cook lobsters. Remove meat, split lobsters in half with sharp large knife. Chop lobster with shell into serving pieces. Place pork in a heavy skillet and brown quickly. Add bouillon and lobster pieces, add garlic, salt and pepper. Cover tightly and cook 5 minutes, stirring constantly. Blend together remaining ingredients except rice; stir into mixture and cook—stirring constantly—until juice thickens and mixture is piping hot. Serve over cooked rice. Makes 4 servings.



SEAFOOD...

Expect the world's finest—
you'll find it here!

The love of seafood is almost universal and Old Original Bookbinder's reputation since 1865, has been built solidly on the richness and variety of its seafood menus . . . and upon the skills in preparing it handed down through the years.

Perfectly natural that a restaurant whose doorway practically looks out upon the river and one of the world's great ports should become famous as a seafood house! But the restaurant reaches out far beyond the Delaware Bay and the Jersey flats to find delicacies for its tables. The Seven Seas yield their treasures and what is tastiest and choicest is flown in on special purchase.

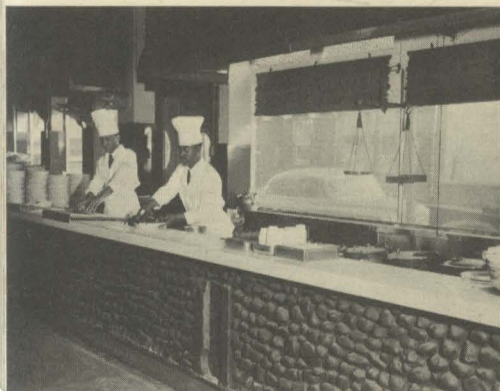
Shrimp, big, meaty and tasty, from Mexico

Lobsters from Nova Scotia

Maryland's soft-shell crabs

Pompano, fit for the palate of a king, from Florida

Even mountain trout from the streams of Denmark.

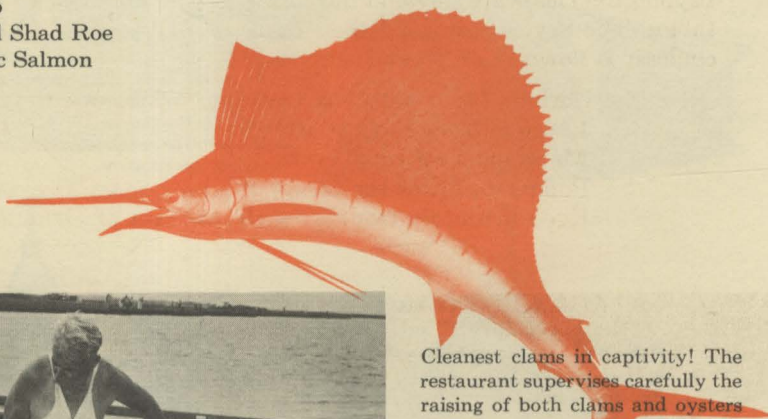




Overwhelming attraction at Old Original Bookbinder's is the darling of gourmets, the regal lobster. Literally tons of these tasty morsels are flown in weekly from icy North Atlantic waters and dumped immediately, alive and kicking, into the restaurant's own formula "sea water". (Live lobsters only are permitted to be prepared for you.) Lobsters are graded here according to size: chicken—over 1¼ lbs., medium—over 2½ lbs., jumbo—over 3 lbs., extra jumbo—over 3½ lbs.

PERENNIAL FISH FAVORITES ON THE MENU

Swordfish
Rockfish
Pompano
Shad and Shad Roe
Kennebec Salmon



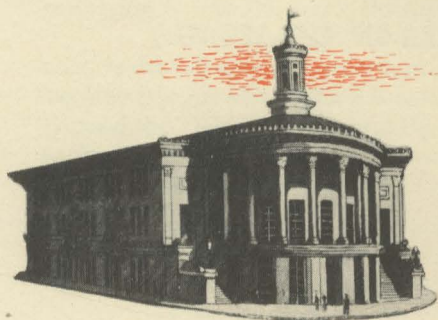
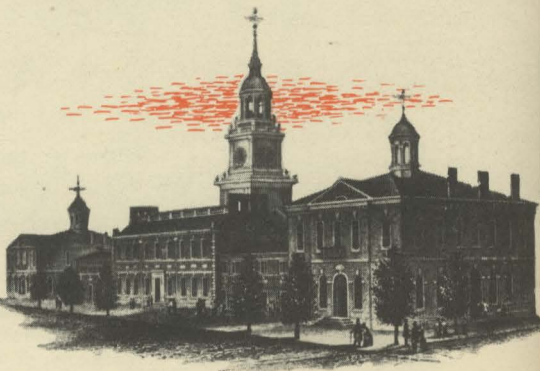
Cleanest clams in captivity! The restaurant supervises carefully the raising of both clams and oysters for its tables, and only the finest are served. Here, clams destined for Old Original Bookbinder's are dumped into a special "bath" and are cleaned and re-cleaned to remove all sand particles. Whether raw on the shell or steamed in the basket, the clams here are a delight to the gourmet.



FAMOUS SHRINES OF PHILADELPHIA IN THE V

INDEPENDENCE HALL Fifth and Chestnut streets 9 a.m. to 5 p.m. daily

Birthplace of American liberty, there are three other buildings adjacent to it in Independence Square—Congress Hall, Old City Hall and the American Philosophical Society. Independence Hall contains the Liberty Bell and the Declaration Chamber, where the Declaration of Independence was adopted. Building was originally Pennsylvania's State House. The Federal Congress met in Congress Hall while the Supreme Court convened in Old City Hall. Society building is private group, an outgrowth of Franklin's "Junto."



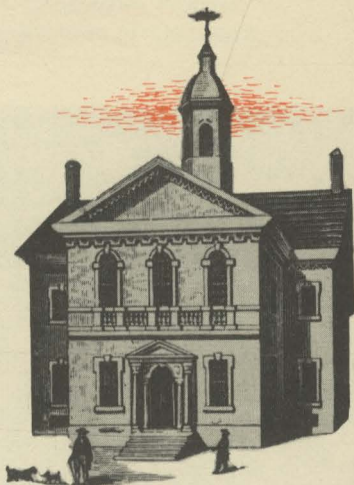
MERCHANT'S EXCHANGE Third and Walnut streets

Now part of the Independence National Historical Park, the building was at one time the home of the Philadelphia Stock Exchange. In 1922, instead of stocks and bonds being sold there, perishable produce was the commodity as the Merchant's Exchange moved in. Erected in 1834, the structure is noteworthy as an example of 18th century American architecture.

CARPENTER'S HALL 320 Chestnut street

9:30 a.m. to 4 p.m. Mon. through Sat.

First used by "The Carpenter's Company of the City and County of Philadelphia" as a meeting place for guild members, the Hall gained fame as the site of the meeting place of the First Continental Congress in 1774. The Hall was used because the Provincial Assembly was in session in the State House at the time. Later, it was the home of the First Bank of the United States and still later, it was used by the Second Bank of the United States.

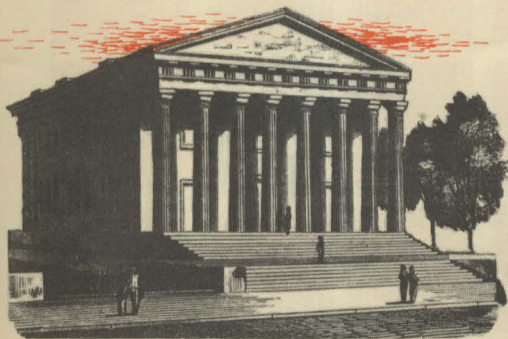
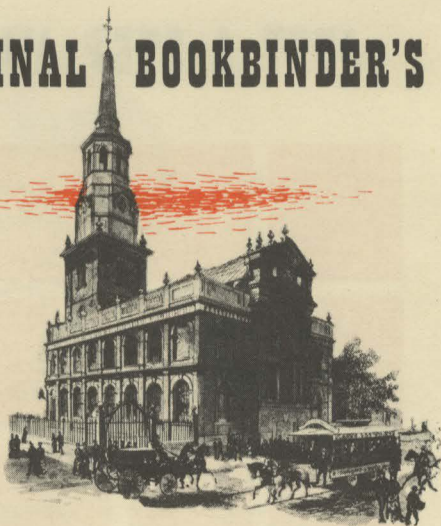


THE VICINITY OF OLD ORIGINAL BOOKBINDER'S

CHRIST CHURCH

Second street above Market street
9 a.m. to 5 p.m. daily

Benjamin Franklin, who is buried in what is now the churchyard, helped build the present Christ Church building by arranging three public lotteries. The birthplace of the Protestant Episcopal Church in the U.S., the congregation was founded in 1695 and for 66 years was the only Episcopal church in Philadelphia. Built in 1727, most of the leaders of the infant nation worshipped there and many are buried in the churchyard at Fifth and Arch streets. It became a national shrine by Act of Congress in 1950.



SECOND BANK OF THE UNITED STATES

Chestnut street east of Fifth street
8:45 a.m. to 5 p.m. Monday through Friday

Now owned by the Federal government but maintained privately, the Bank occupied the building until 1836. Then it became involved in a controversy between the Whigs and President Jackson over national banking policies and as a result of this, its charter was allowed to expire. From 1845 until 1934, the building was the Philadelphia Custom House, and is still referred to as the old Custom House by many Philadelphians.

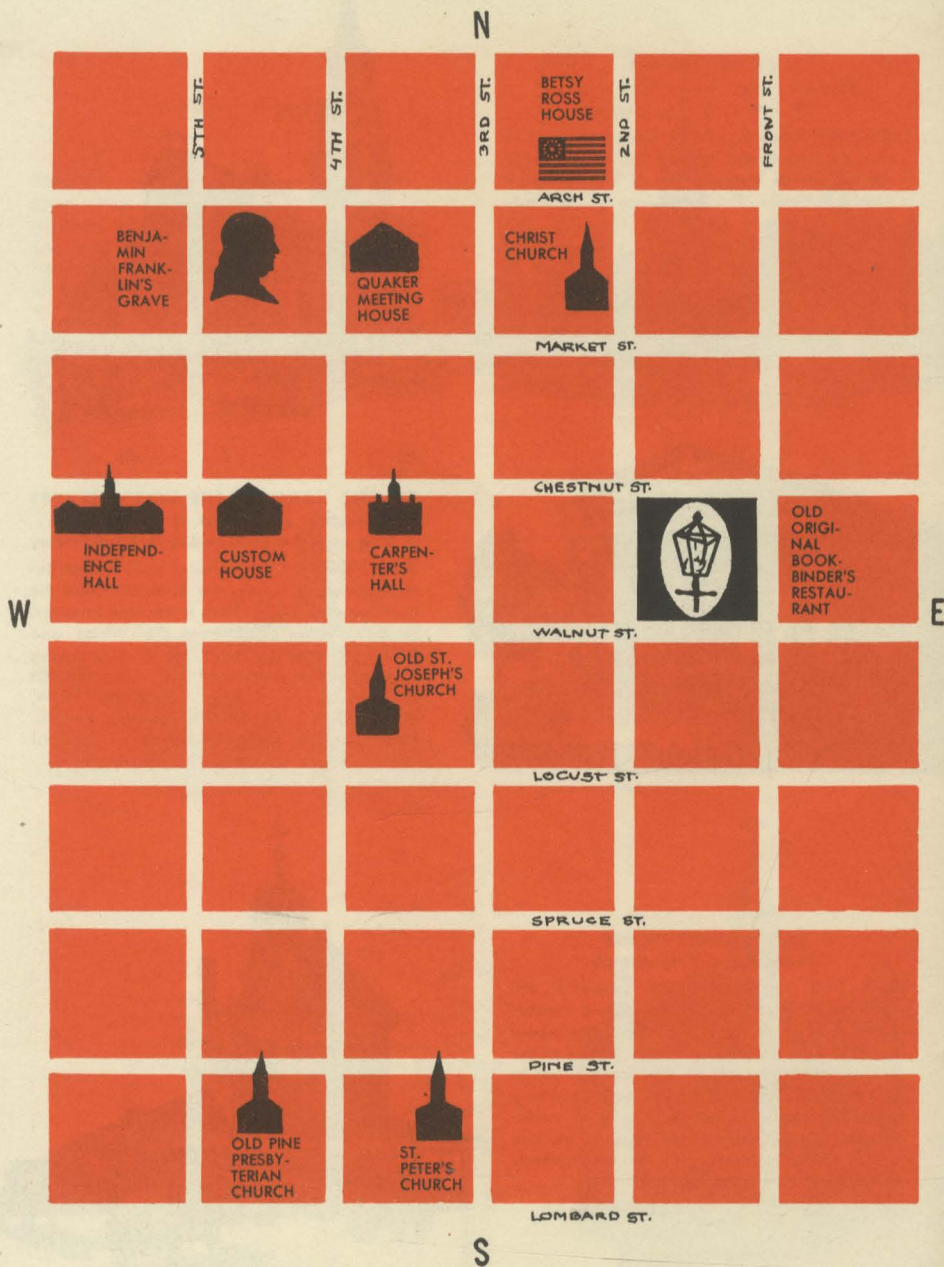
OLD MARKET HOUSE

Second and Pine streets

Built 110 years ago, this beautiful old structure is said to be the oldest market building in America. The market came about because of the desire of many citizens of the day to avoid crossing muddy Dock street to buy produce. Built in 1745 and regarded as a prime example of early American architecture, it was at one time slated to be torn down. Public protests, with many architects in the lead, saved the building.



JUST A STEP AWAY FROM HISTORY...



**FOR THE NEXT
90 YEARS**

When we look back at Old Original Bookbinder's history . . . the splendid honors that have been paid us through the years, the glorious tradition for superb food that has been built here . . . we are keenly aware of our obligations. It is our role to carry on this historic past . . . to be zealously alert and critical of our own kitchens and of our service . . . so that these past glories be enriched even more today and in future years. That is our pledge . . . and so we shall strive to merit the continued praise of our friends and patrons in every part of the globe. There will never be any item served here that is not the finest and freshest. No imitations, no substitutes. Our vegetables and fruit will be garden-fresh, our fish and meat choice. We assure you of this one guiding principle from which we never deviate—if we serve it, then it is the very finest obtainable.

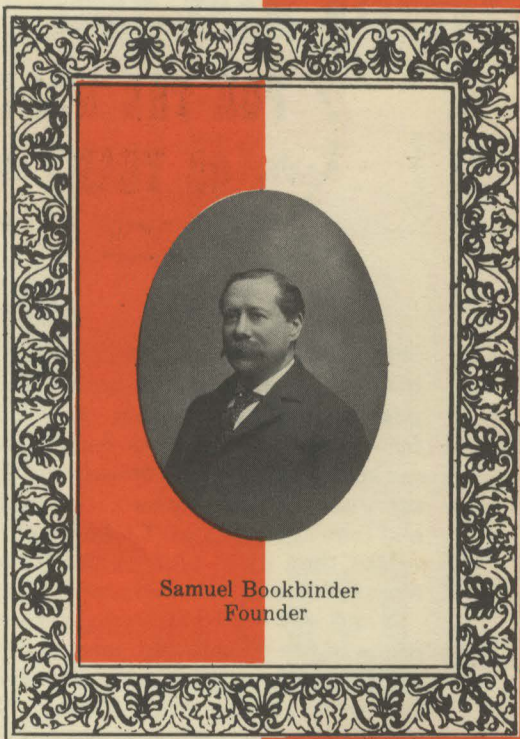
John Jaxin
President

OLD ORIGINAL

BOOKBINDER'S



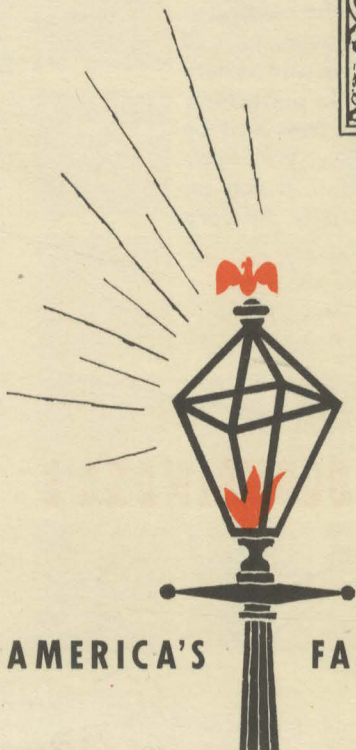
MS 073 1 14



Samuel Bookbinder
Founder

**OLD ORIGINAL
BOOKBINDER'S**

1955 1865



AMERICA'S

FAMOUS SEAFOOD RESTAURANT