

The bottle of Benedictine :

Among the sponsors of Amelia there was for example the brand of cigarettes Lucky Strike... I think that a bottle of Benedictine had also been taken on board the Electra, for advertising purposes.



Before Amelia, Nungesser who tried to cross the Atlantic, had taken, in his "white bird", a bottle of champagne and a box of caviar, which he had to open at his arrival in New-York, just after his landing at the foot of the Statue of Liberty... I think that Amelia's "world tour" corresponded well with the advertisement of the Benedictine brand and Julius Wile, the US importer, had probably asked her to take a bottle on board the Lockheed Electra.

Julius Wile was from a family of liquor importers. Julius Wile Sons & Company was founded in 1877 by his grandfather, an Alsatian refugee who was also named Julius Wile, as Alsace was under German control at the time.

In 1936, Julius Wile had just graduated from New York University with a degree in aeronautical engineering, but then the Depression was in full swing and no job was proposed to him and he eventually stayed with the family business. He was sent to the front during World War II, but then spent his entire working life with the company.

Julius Wile and Amelia Earhart were both members of the Legacy Society of the famous NY Explorers Club, and probably knew each other, as Julius, an aeronautical engineer, followed Amelia's exploits with great interest.

In 1937, 4 years after the end of prohibition, the alcohol market was developing rapidly and Julius Wile was the only American importer of Benedictine, adding a label bearing his name to the bottles of Benedictine and to all advertising items...

He was free to organize all American advertising, so he used, among others, Marcy Printing Brooklyn NY, to print posters and paper advertisements. He often used French advertisements as a model, which were translated and printed in a very similar way...



When he received the new series of French ads in 1937, the fans with "BENEDICTINE" around the globe, and the poster with "BENEDICTINE" on the Ecuador line, I assume he asked his "friend" Amelia and her husband to help him organize a commercial event, and perhaps a bottle of Benedictine was shipped around the world in Amelia's plane. After Amelia's tragic end, he never used these 1937 French ads as a model.

Gallagher's 1940 discovery was not published. Gallagher was sure that he had found the remains of Amelia's skeleton, but the English authorities "judged" the skeleton a little too "masculine" and did not follow up. Besides, we were in the middle of a world war... and this affair was buried until 1998!

If the news had been published, the presence of a bottle of Benedictine next to the bones would not have failed to attract the attention of Julius Wile.