

FROM NEW YORK AND RESTAURANTS AT THE WORLD'S FAIR

46

great
drinks





Now it's easy to **mix**
great drinks
the way New York's experts do

A big part of the fun of visiting New York and its fabulous Fair is the chance to enjoy some of the world's greatest drinks, made by the world's greatest bartenders. But you need not stir from your own bar to savor the same delightful drinks at home. This handy new mixing guide brings you not only the finest recipes gathered from New York's top bartenders, both in town and at the Fair, but some of their professional mixing secrets as well.

You can be an expert, too

These recipes are so simple and easy to follow you'll soon be an expert yourself. You'll have fun making, serving, and sampling the most called-for drinks, using all the most popular basic liquors—Scotch, Bourbon, gin, vodka, rum, and Southern Comfort. You'll also discover how the professionals make even old favorites better. You'll learn the art of “switching” basic liquors, and how it improves the taste of many cocktails. A perfect example is the use of Southern Comfort—itsself the traditional base of many famous “house” drinks—as a *new* base to improve the taste of Manhattans, Old-Fashioneds, Sours, etc. Try it yourself, and see how this simple change perks up drinks you've enjoyed for years!



back-bar secrets

from some of New York's best-known bartenders

In New York's famed restaurants and night spots, many of the world's most skilled bartenders practice their art. From them — for your pleasure — we've gathered some of the secrets that make it easy to mix and serve great drinks.

No substitute for quality

—Above all, use good liquor ... for good reason. No matter what you add in making a cocktail, the taste of the basic liquor still comes through. Quality liquor makes good drinks; poor liquor makes poor drinks.

Don't guess—measure! You can't miss if you use tested, proved recipes and *measure accurately*. Not even highballs should be “eyeballed.” Basic measures: 1 jigger = 1½ oz. Figure on 10 jiggers from a pint,



17 jiggers from a fifth, 21 jiggers from a quart. A dash = 6 drops; a barspoon or teaspoon = ¼ oz. 1 pint = 16 oz.; 1 fifth = 25.6 oz.; 1 quart = 32 oz. (1 pony—a term used in many barbooks = 1 oz.)



When to shake, when to stir

—As a “general” rule **STIR** all drinks made with *clear* liquors, like Martinis or Manhattans. **SHAKE** drinks made with hard-to-blend ingredients such as fruit juices, eggs, cream, etc.—and shake *hard* for 10-15 seconds. Pour immediately after shaking to avoid dilution. To get a “frothy collar,” simply add a tablespoon egg white before shaking.

Pre-chill your glasses—Start cold drinks with cold glasses; they look better, taste better. Chill by filling with cracked or shaved ice. Mix drinks separately, dump ice, dry glasses, pour in drinks. For *frosted* drinks, put wet glasses in freezer or bury in shaved ice. To “sugar-frost,” dampen rim of pre-chilled glass with lemon slice, dip rim in sugar, brush off excess.



Use lots of ice but never twice—There's nothing worse than a lukewarm “cold” drink. Don't skimp on ice! Fresh ice is a “must”; old ice absorbs refrigerator tastes and odors. Use cracked ice for coolers and shaker drinks (some prefer cubes for shaker drinks to reduce dilution). Use “crushed” ice for mists, cubes for highballs and most other drinks.

Which comes first?—As a rule, put sugar, fruit juice and ice in glass first, then add liquor. For a carbonated drink, add ice, liquor, then the mix.



How to improve your old favorites

—Knowledgeable bartenders improve the taste and appeal of such old favorites as the Manhattan, Sour, Old-Fashioned, etc., just by replacing the conventional basic whiskey with Southern Comfort. Made this easier, smoother way, old standbys win new praise! The real secret, of course, is in Southern Comfort's completely unique taste and flavor — a difference which adds a *deliciousness* no other liquor can equal.

Try one of *your* favorite drinks made the traditional way, and then try it with Southern Comfort (see recipes in this guide). The improvement will surprise you! To understand why there is such a remarkable improvement, just make the simple taste test on the following page.



Discover the real difference in basic liquors

The choice of a basic liquor determines the taste of any drink you mix. You can prove this easily. First, pour a jigger of your favorite Bourbon or Scotch over cracked ice in a short glass. Sip it. Then do the same with Southern Comfort. Sip *it*—and you'll discover a completely *different* basic liquor, one that actually tastes *good* straight. Now you understand why Southern Comfort's superb flavor adds so much to so many drinks.



What is Southern Comfort? It's a *special* kind of basic liquor. In the days of the Old South, a discriminating New Orleans gentleman was disturbed by the taste of even the finest whiskies. So he "smoothed his spirits" with some rare and delicious ingredients—and Southern Comfort was born. The formula for this 100-proof liquor remains a family secret, but millions have discovered its satisfying pleasure. Try a bottle. Taste for yourself how it improves so many of your favorite mixed drinks — and how good it is straight, on-the-rocks, or in a highball.

Some like 'em simple

Many people prefer simple drinks—highballs, on-the-rocks, mists. In fact, surveys show that this is the way half of those who drink Southern Comfort enjoy it most, because its unique flavor tastes so good by itself. But even simple drinks can be made better. Use the best liquor you can afford, since its flavor comes through, no matter what you add.

ON-THE-ROCKS For those who really appreciate the taste of fine liquor, just pour a jiggerful over two ice cubes in an Old-Fashioned glass. Some prefer three smaller cubes; they chill faster. A twist of lemon peel adds piquancy.

MIST Popular "on-the-rocks" variation. Fill short glass with crushed or finely cracked ice. Add jigger of liquor; twist of lemon peel.

HIGHBALL Probably the most popular of all drinks. Put two or three large ice cubes in a tall glass; pour in a jigger of liquor. Add soda or water. Simple, yes—but it can be a disaster unless made *right*. Ice should be fresh. Soda, dry or sweet, must be good quality, fresh, and *cold* (to preserve carbonation). If you prefer water, try a bottled spring water, free of chemicals so often found in faucet water. Now, try a truly tremendous highball . . .

COMFORT* HIGHBALL

1 jigger (1½ oz.) Southern Comfort • sparkling water
Twist of lemon peel or juice of ¼ lime (optional)

Pour Southern Comfort over ice cubes; add lime juice or lemon peel. Fill with sparkling water; stir.

**Southern Comfort®*

Mix with a boost of juice...



GIMLET

4 parts gin or vodka
1 part Rose's sweetened lime juice

Shake well with cracked ice. Strain into pre-chilled cocktail glass. You'll enjoy a refreshingly different taste.



DAIQUIRI

Juice ½ lime or ¼ lemon • 1 tspn. sugar
1 jigger (1½ oz.) light rum

Shake with cracked ice until shaker frosts. Strain into cocktail glass.

For a Daiquiri with a difference, use Southern Comfort instead of rum. (Only ½ tspn. sugar.)



SCREWDRIVER

1 jigger (1½ oz.) vodka • orange juice

Put two ice cubes into a 6-oz glass. Pour in vodka; fill glass with orange juice. Stir drink gently.

Tool up for a new taste treat: Mix a screwdriver with Southern Comfort instead of vodka.

A champion from the first round!



COMFORT* 'IN BOURBON

A winner at Jack Dempsey's

½ jigger (¾ oz.) Southern Comfort
½ jigger Bourbon • ½ jigger water

Pour liquors over cracked ice in short glass; add water and stir. Top with a twist of lemon peel.

Welcome to travelers
at the Brass Rail
Restaurants

**Comfort*
Sour**

A sour sure to bring out smiles!
Serve it to welcome *your* guests.

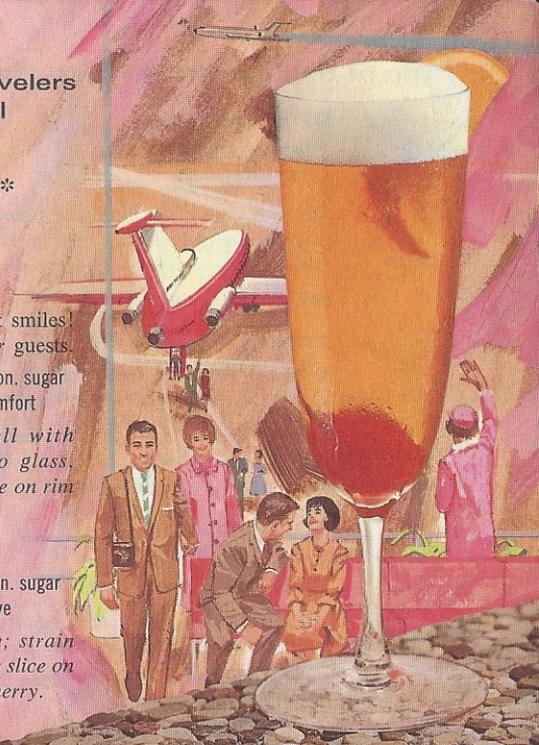
½ jigger lemon juice • ½ tspn. sugar
1 jigger (1½ oz.) Southern Comfort

Shake ingredients well with cracked ice; strain into glass. Serve with an orange slice on rim of the glass and a cherry.

WHISKEY SOUR

½ jigger lemon juice • 1 tspn. sugar
1 jigger (1½ oz.) Bourbon or rye

Shake with cracked ice; strain into glass. Add an orange slice on rim of the glass and a cherry.



By air, land... and water

Via plane, automobile, bus, and subway—or via the revolutionary new Hydrofoil that speeds up the East River from downtown Manhattan to the Fair's own marina—some 70 million visitors are Fair-bound in 1964-1965.



Trio of traditional favorites



DRY MARTINI

1 part French (dry) vermouth
4 parts gin or vodka

Stir with cracked ice until cold. Strain, and serve in pre-chilled glass with green olive, pearl onion, or twist of lemon peel.

For a Vodka-tini: Use vodka instead of gin.



ROB ROY

½ jigger (¾ oz.) Italian (sweet) vermouth
1 jigger (1½ oz.) Scotch • dash Angostura bitters

Stir with cracked ice and strain; serve with twist of lemon peel. (This drink is often called the "Scotch Manhattan.")



COLD TODDY

¾ tspn. sugar • 1 oz. water
2 oz. Scotch or Bourbon

Stir sugar with water in glass. Add ice cubes and liquor. Top with lemon peel twist.

Give your toddy a full body! Mix it with Southern Comfort instead of your usual whiskey.

World of sparkling pavilions and fountains



Fair-goers explore man's past and future amid spectaculars like the Fountain of the Planets. 200 tons of water rise 150 feet in the air . . . capped by a climax of brilliant fireworks.

Perfect prelude to dining at
The New England States Pavilion

Comfort[®] Old-Fashioned

This drink's better flavor will make it a top fashion in your home, too.

Dash Angostura bitters • ½ oz. water
½ tspn. sugar (optional)
1 jigger (1½ oz.) Southern Comfort

Stir bitters, sugar, water in glass. Add ice cubes; pour in S.C. Top with twist of lemon peel, orange slice and a cherry.

ORDINARY OLD-FASHIONED

Dash Angostura bitters • ½ oz. water
1 tspn. sugar
1 jigger (1½ oz.) Bourbon or rye

Stir sugar, bitters, and water in glass. Add two ice cubes; pour in whiskey, and stir. Top with orange slice and a cherry.

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SCARLETT O'HARA

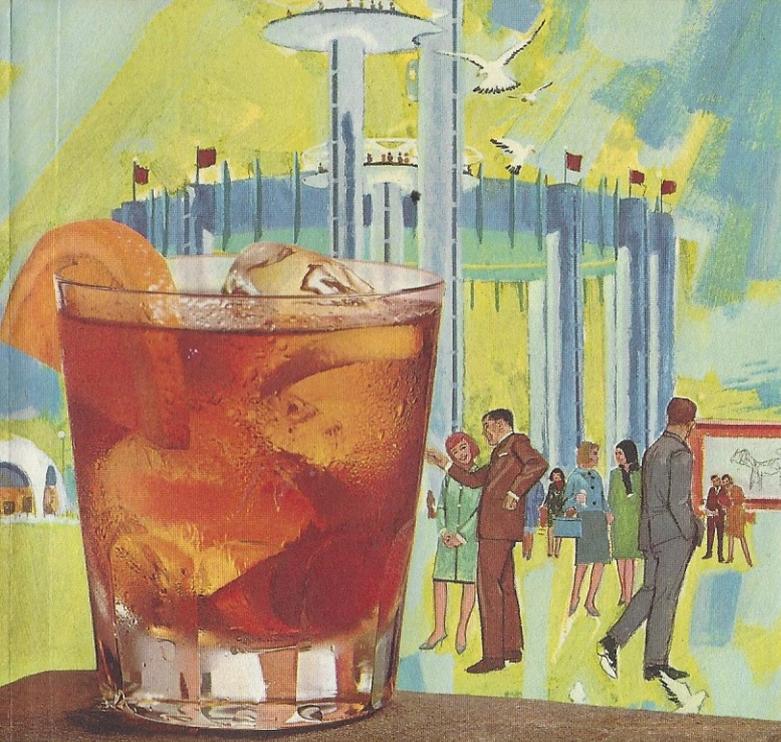
Belle of the Mark Twain Riverboat
Restaurant, Empire State Building

1 jigger (1½ oz.) Southern Comfort • juice ½ fresh lime
½ jigger (¾ oz.) Ocean Spray cranberry juice cocktail

Shake well with cracked ice; strain into cocktail glass.

**Southern Comfort[®]*





THE ALAMO

Tall toast of the state of Texas

1 jigger (1½ oz.) Southern Comfort
Unsweetened Texas grapefruit juice

Pack a 12-oz. glass with cracked ice. Pour in Southern Comfort. Fill with grapefruit juice and stir. Take just one cool, smooth sip...and you'll remember the Alamo!



Variety adds to mixing fun

MARGARITA

1½ oz. white Cuervo tequila • ½ oz. Triple Sec
1 oz. lime or lemon juice

Moisten glass rim with the fruit rind, and spin the moist rim in salt. Shake ingredients well with cracked ice, and strain into glass. Sip your drink over the salted edge.



BLOODY MARY

1 jigger (1½ oz.) vodka • 2 jiggers tomato juice
⅓ jigger lemon juice • dash Worcestershire sauce

Salt and pepper to taste. Shake with cracked ice and strain into 6-oz. glass.



RUM SWIZZLE

Juice ½ lime • 1 tspn. sugar
2½ oz. light rum • 4 dashes bitters

Mix in glass pitcher with plenty of finely cracked ice. Stir vigorously until the mixture foams; serve in double Old-Fashioned glass.



On stage! Extravaganzas from round the globe...

From symphonies to sports, talent is international at the Fair! The Amphitheatre's "Wonderworld" show thrills viewers with great acts in water, and on the world's largest revolving stage.



Easy to make...and to enjoy



GIN RICKEY

Juice, rind $\frac{1}{2}$ lime • 1 jigger ($1\frac{1}{2}$ oz.) gin
Sparkling water

*Squeeze lime over ice cubes in 8-oz. glass.
Pour in gin; add the lime rind. Fill with
sparkling water, and stir gently.*

Make brandy, rum, Scotch, Bourbon rickeys the same way.
Or, to really "rev up" the rickey, use Southern Comfort.



LEMON COOLER

1 jigger ($1\frac{1}{2}$ oz.) Southern Comfort
Schweppes' Bitter Lemon

*Pour Southern Comfort over ice cubes in
tall glass. Fill with Bitter Lemon and stir.*



COMFORT* 'N TONIC

1 jigger ($1\frac{1}{2}$ oz.) Southern Comfort
Juice and rind $\frac{1}{2}$ lime (optional)
Quinine water (tonic)

*Squeeze lime over ice cubes in 8-oz. glass.
Add liquor, lime rind; fill with tonic, stir.*

Gin, vodka, or tequila 'n tonic is made the same way.

A high point of
dining at the
Top of the Fair

Comfort^{*} Manhattan

On or off Broadway, Southern
Comfort's talent makes this a favorite.

1 jigger ($1\frac{1}{2}$ oz.) Southern Comfort
 $\frac{1}{2}$ oz. French (dry) vermouth
Dash of Angostura bitters (optional)

*Stir with cracked ice until thoroughly
chilled; strain into glass. Serve with a
cherry. Enjoy a delicious difference!*

ORDINARY MANHATTAN

$\frac{1}{2}$ oz. Italian (sweet) vermouth
1 jigger Bourbon or rye
Dash of Angostura bitters (optional)

*Stir thoroughly with cracked ice and
strain into glass. Serve with a cherry.*



Lights are ablaze for entertainment after dark

In the city as at the Fair,
guests may dine on European
delicacies or American steak
... and the show goes on.
Dawn to dawn, it's the year
for a holiday mood!

TOP O' THE MORNING

Rising star at Sheraton-East

4 oz. orange juice • $\frac{1}{2}$ teaspoon sugar
1 jigger ($1\frac{1}{2}$ oz.) Southern Comfort

*Dissolve sugar in juice in highball glass. Add S.C.;
fill with crushed ice; stir. Add orange slice on rim.*

**Southern Comfort®*





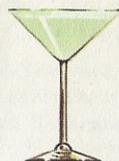
Add extra drama after dinner



ALEXANDER

1 tbspn. (½ oz.) fresh cream
 ¾ oz. cream de cacao
 1 jigger (1½ oz.) Southern Comfort, gin or brandy

Shake ingredients well with cracked ice, and strain into a cocktail glass.



GRASSHOPPER

¾ oz. fresh cream • 1 oz. white creme de cacao
 1 oz. green creme de menthe

Shake well with cracked ice or mix in electric blender. Be sure that the drink is thoroughly chilled before straining into glass.



COMFORT* 'N MINT

½ jigger (¾ oz.) Southern Comfort
 ½ jigger green or white creme de menthe

Mix Southern Comfort and creme de menthe. Pour into short glass over cracked ice. Top with fresh mint sprig. Add straw.

Visitors find symbols of the city's own romance

Memories of New York are many things: skyscrapers and Fifth Avenue . . . the restless tempo of bustling Times Square crowds . . . or quietly seeing Central Park from a Hansom cab.

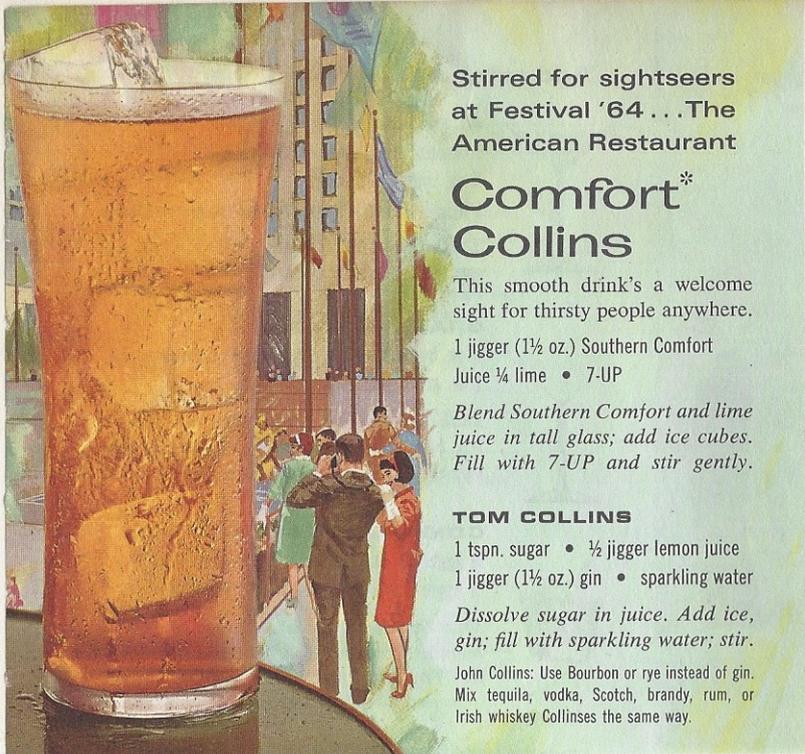


COMFORT* STINGER

A hit at Sardi's and Sardi's East

1 jigger (1½ oz.) Southern Comfort
 ½ jigger (¾ oz.) white creme de menthe

Shake well with cracked ice and strain into glass. Smooth? It's superb! (Ordinary stinger: Use brandy.)



Stirred for sightseers
at Festival '64 . . . The
American Restaurant

Comfort* Collins

This smooth drink's a welcome
sight for thirsty people anywhere.

1 jigger (1½ oz.) Southern Comfort
Juice ¼ lime • 7-UP

*Blend Southern Comfort and lime
juice in tall glass; add ice cubes.
Fill with 7-UP and stir gently.*

TOM COLLINS

1 tspn. sugar • ½ jigger lemon juice
1 jigger (1½ oz.) gin • sparkling water

*Dissolve sugar in juice. Add ice,
gin; fill with sparkling water; stir.*

John Collins: Use Bourbon or rye instead of gin.
Mix tequila, vodka, Scotch, brandy, rum, or
Irish whiskey Collinses the same way.

Take the tall drink view

MINT JULEP

4 sprigs fresh mint • 1 tspn. sugar
Dash of water • 2 oz. Bourbon

*Chill glass. Crush mint, sugar in
water. Pack with cracked ice; pour
in whiskey; stir till glass is frosted.*

For a really jubilant julep, use S.C., no sugar



COMFORT* COLA

Juice and rind of ½ lime
1 jigger (1½ oz.) Southern Comfort • cola
*Squeeze lime over ice cubes in tall
glass. Add rind, Southern Comfort.
Fill with cola and stir.*

For a Cuba Libre, use light rum instead of S.C.



PLANTER'S PUNCH

Juice of ½ lemon • juice of ½ orange
4 dashes Curacao • 1½ oz. Jamaica rum

*Shake and pour into tall glass filled
with cracked ice. Stir. Decorate with
fruit; serve with straws.*



A bow to tradition, too

New sights blend with old
in the nation's largest city,
but thousands still return to
salute the famous lady
guarding the harbor.



HONOLULU COOLER

Aloha at the Hawaiian Pavilion!

Juice ½ lime • 1 jigger (1½ oz.) Southern Comfort
Hawaiian pineapple juice

*Pack tall glass with cracked ice. Add lime juice,
Southern Comfort. Fill with pineapple juice; stir.*



RESTAURANT
of the
VOLCANOS

Try COFFEE SOUTHERN®

superb new liqueur with true coffee flavor

At last! The perfect coffee liqueur — one whose true coffee flavor makes it the ideal after-dinner cordial, or frappé (over shaved ice). It also blends superbly with other liqueurs and ingredients . . . adds that inspired extra touch to desserts, too. COFFEE SOUTHERN, made to a secret formula, uses a rare blend of the finest imported coffees to produce this liqueur of unexcelled quality.

COFFEE AND COINTREAU

1 part Coffee Southern • 1 part Cointreau

Pour liqueurs over ice in a short glass; stir gently.

COFFEE WITH CREAM

1 part Coffee Southern • 1 part gin or vodka • 1 part fresh cream

Shake ingredients with cracked ice until chilled. Strain into cocktail glass.

HAPPY GRASSHOPPER

½ oz. Coffee Southern • ½ oz. Creme de menthe • ½ oz. brandy • ½ oz. fresh cream

Shake with cracked ice until thoroughly chilled; strain into cocktail glass.

And for special occasions...add a punch line to parties with these bowlsful of cheer

COMFORT* EGGNOG

1 quart dairy eggnog mix • 1 cup (8 oz.) Southern Comfort
Pre-chill ingredients. Blend in punch bowl by beating; dust with nutmeg. Serves 10 . . . Made this way, your traditional holiday eggnog reaches new heights of flavor.

PARTY PUNCH

Bottle (fifth) Southern Comfort • 4 oz. Jamaica rum
1 cup (8 oz.) pineapple juice • 4 oz. lemon juice
1 cup grapefruit juice • 2 qts. champagne or sparkling water
Pre-cool ingredients; mix in punch bowl, adding champagne last. Add ice; garnish with orange slices. Serves 25.

*Southern Comfort®



Coffee Southern . . . now being introduced, and available only in limited quantities.

(Write for dealer's name.)

Save over 1/2 on these Southern Comfort Steamboat Glasses

Each set a \$7.95 value. Save \$4.45 per set.

A. LONG DRINK GLASS

For Collinses, coolers, highballs, tall drinks.

Set of 8 glasses (12-oz. size)

\$350

B. DOUBLE OLD-FASHIONED

All-purpose! Highballs, on-the-rocks, even coolers.

Set of 8 glasses (15½-oz. size)

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C. ON-THE-ROCKS GLASS

For on-the-rocks, mists, popular "short" highballs.

Set of 8 glasses (8-oz. size)

PLUS matching

Master Measure glass all 9 only

\$350

D. ON-THE-ROCKS STEM GLASS

New shape for on-the-rocks, other "short" drinks.

Set of 6 glasses (6-oz. size)

\$350

E. MASTER MEASURE GLASS

This versatile single glass enables you to pour all the correct measures. Marked for ¾ oz.

(½ jigger); 1½ oz. (jigger); 3 oz. (double).

Sold
alone

\$50¢

F. "STEAMBOAT" NAPKINS

Color-mated to glasses, say "Smooth Sailing."

Two packages of 40 each, \$1.00 value, only

25¢

(Print your name and address)

Order items desired by letter and send check or money order to:

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1220 N. Price Road,
St. Louis, Mo. 63132

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Provinces of Ontario and British Columbia.*

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FROM NEW YORK AND RESTAURANTS AT THE WORLD'S FAIR

46 great drinks

and how to mix
them at home

These striking contemporary
glasses can be yours at
only \$3.50 per set! See spe-
cial offer on previous page.

A.

B.

D.

E.

F.

C.

