

Revolution in U.S. drinking habits. Americans have changed their way of drinking. Serving of liquor is an accepted part of almost every social situation, part of the good life. But moderation is the keynote. And variety. And taste. The successful host no longer just "pours a drink." He serves a variety of skillfully-mixed drinks. The well-made cocktail is a new status symbol. Contributing much to this revolution has been Southern Comfort, whose famed drink recipe guides have made mixing easier for millions. It will be easier for you, with the aid of this colorful guide to better drinks.

how to take the guesswork out of drink mixing

If you enjoy good mixed drinks but don't know how to mix them... if you wince when a guest asks for a popular drink you've never made before... here's help. Just save this handy special supplement. Hang it near your home bar. It takes the work... and the guesswork... out of mixing superb drinks. It makes you an expert, a master of mixing. Here's why...

This colorful guide contains the secrets of the experts. Yet the recipes you'll find inside are simple,

easy to follow. You'll enjoy offering your friends famous cocktails mixed the way top spots all across the nation make 'em. Now you, too, will be able to expertly mix drinks made with all of the popular basic liquors—whiskey, gin, vodka, rum, and Southern Comfort. Try a few of them tonight. You'll be amazed at your newfound talents, and at how easy it is. But one of the most valuable tips we can give you is right here on this page...

how to improve your favorite drinks

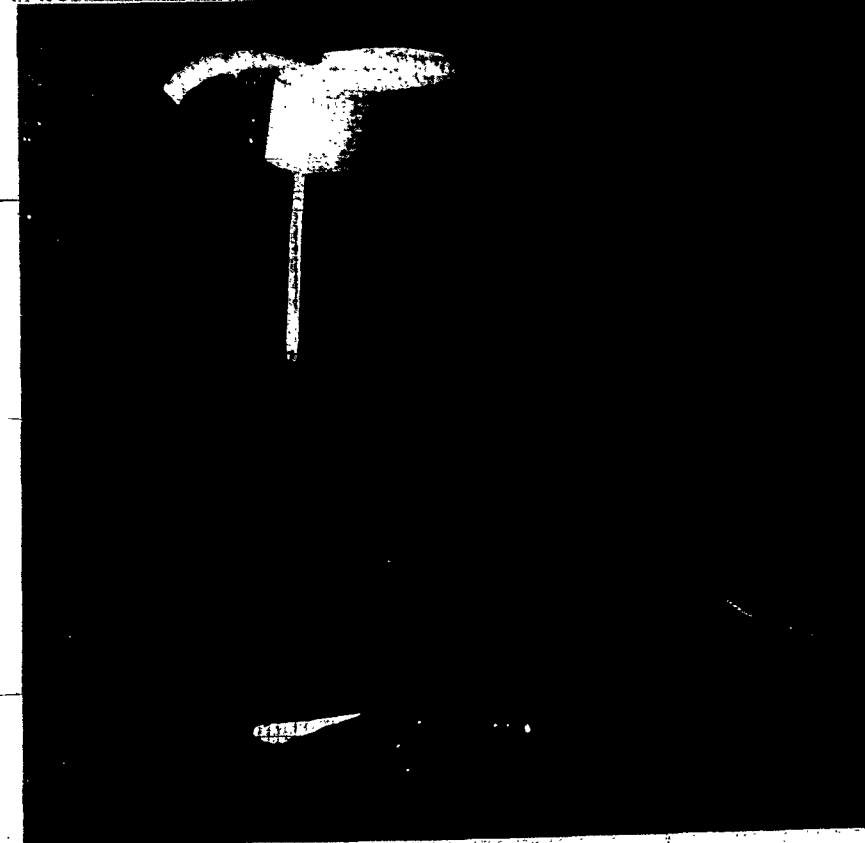
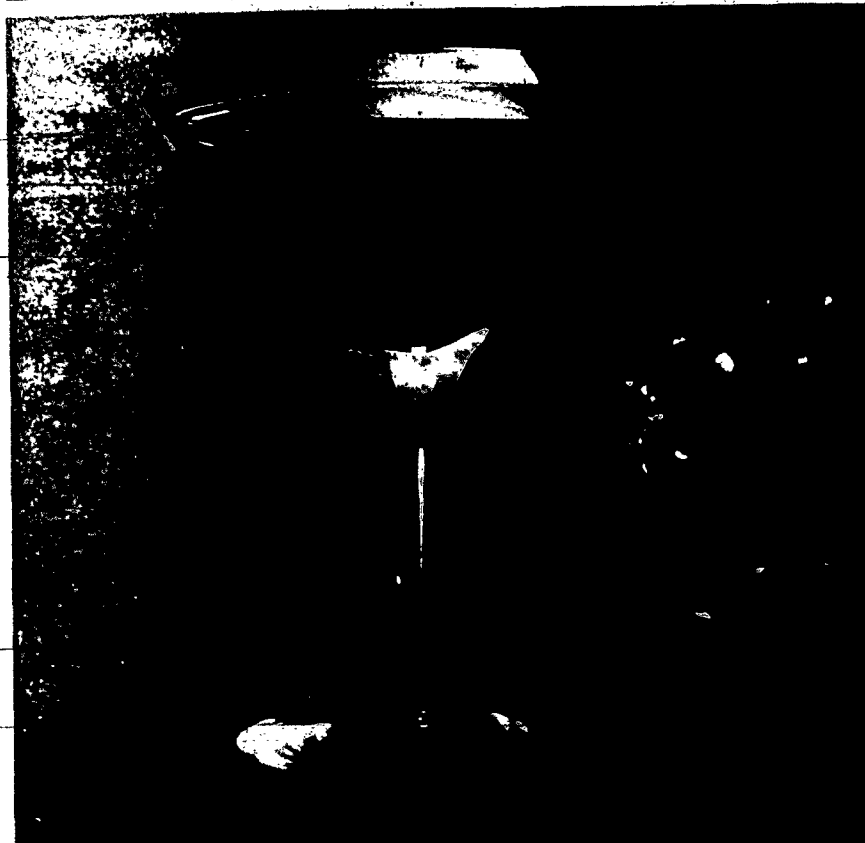
Some of these recipes show you how to improve the taste of longtime favorites... sometimes just by replacing the traditional basic liquor with another. An excellent example is the use of Southern Comfort as the base for your Manhattans, Old-Fashioneds, and Sours. When you serve drinks made this easier, smoother way, your friends will praise your skill as a mixer. Of course, the real secret is the difference of taste and flavor in the basic liquor. It adds a deliciousness no other basic liquor can. You can easily prove this to your own satisfaction. Just

try it in one of the universally popular drinks shown at right. Make one the regular way, with your favorite whiskey. Then make one with Southern Comfort. See how this simple change perks up drinks you've enjoyed for years... adds flavor and smoothness that beats anything you've tried before. And perhaps the best test of all is to sip a jigger-full of Southern Comfort poured over ice cubes, the way thousands enjoy it most. You'll recognize the difference immediately. Like many before you, you'll wonder what makes Southern Comfort so good...



Delicious straight... great for mixed drinks

WHAT IS SOUTHERN COMFORT? It's a special kind of liquor. Back in the days of the Old South, a New Orleans gentleman was disturbed by the taste and odor of even the finest whiskeys. So he developed a way to "smooth his spirits" with some rare and delicious ingredients. And Southern Comfort was born. Today, its formula is still a family secret... but millions have discovered its pleasure. Try it often. Taste for yourself how it improves your favorite drinks, and how great it is straight or in highballs.



OLD-FASHIONED

the regular recipe..... improved recipe

1 lump sugar • splash of dry soda
Dash Angostura bitters
Jigger (1½ oz.) Bourbon or rye
Top with orange slice and cherry

Muddle sugar, bitters, and soda in Old-Fashioned glass until sugar dissolves. Add two ice cubes, pour in whiskey, stir. Add orange slice and cherry. Taste it. Then make one with the recipe at right. Compare them. Southern Comfort's taste improves this famous drink tremendously.

No sugar, please • splash of dry soda
Dash Angostura bitters
Jigger (1½ oz.) Southern Comfort
Add cherry, orange slice and lemon twist

Stir bitters and soda, then add ice and Southern Comfort. You'll be amazed at how this simple change of basic liquor improves the taste of this great drink.
COMFORT® OLD-FASHIONED
As served at the Guelight Club, Chicago, New York, Washington, and Paris

MANHATTAN

the regular way..... the improved way

½ oz. Italian (sweet) vermouth
1 Jigger (1½ oz.) Bourbon, blend, or rye
Dash of Angostura bitters (optional)

Stir with cracked ice until thoroughly chilled, strain into cocktail glass and serve with cherry. A fine drink—but now you can make it even better. The Southern Comfort recipe creates a better-tasting Manhattan that will please even the most dedicated Bourbon fan...

½ oz. French (dry) vermouth
1 Jigger (1½ oz.) Southern Comfort
Dash of Angostura bitters (optional)

Mix the same as an ordinary Manhattan. But the combination of dry vermouth and the superb taste of Southern Comfort makes all the difference in the world.
COMFORT® MANHATTAN
As served at the Sheraton-East, New York City

SOUR

the tart way..... the smoother way

½ Jigger lemon juice • 1 tsp. sugar
1 Jigger (1½ oz.) Bourbon or rye

Shake well with cracked ice, strain into glass. Serve with orange slice on rim of glass, and cherry. Sound good? Sure is, but you can go it one better. The secret is in replacing the basic liquor with the good taste of Southern Comfort. Try it, and see how it smooths out a Sour.

½ Jigger lemon juice • ½ tsp. sugar
1 Jigger (1½ oz.) Southern Comfort

Shake well with cracked ice, strain, serve with orange slice, cherry. Less sugar, less lemon juice. You'll be surprised how much better this new Sour tastes.
COMFORT® SOUR
As served at Hotel Mark Hopkins, San Francisco

↓ LIFT THIS PAGE ↓ 46 PRIZE RECIPES ↓ Perfect for hanging in home or rathskeller!