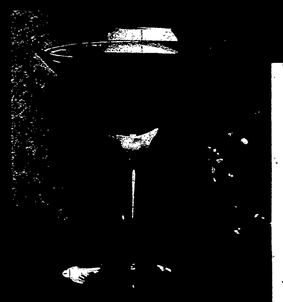
CHOICE OF THE HOUSE

PRIZE RECIPES FOR [illegible]ENT

The World's Greatest Cocktails and Tall Drinks



Ordinary MANHATTAN . . . and the COMFORT* MANHATTAN

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. Try your next one made the *improved* way . . . with Southern Comfort. It's superb, deliciously different . . . yet will delight even the most dedicated Bourbon fan.

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

Make it the way you'd make an ordinary Manhattan, but the results will please you so much you'll have to have another to see if it's true. (You'll find that it is.)

COMFORT* MANHATTAN
As served at the Sheraton-East, New York City

Regular OLD-FASHIONED...and a Smoother OLD-FASHIONED

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 the sugar dissolves. Add two ice cubes, then pour in the whiskey. Stir and add orange slice and cherry. Next time, try the Old-Fashioned that's the smart new fashion, made with Southern Comfort.

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 just add ice and Southern Comfort. Easiest-to-make ever!

THE COMFORT* OLD-FASHIONED
As served at the Gaslight Club Chicago, New York, Washington, and Paris

DRY MARTINI
1 part French (dry) vermouth
4 parts gin or vodka
Stir with cracked ice until cold. Strain, serve in pre-chilled cocktail glass with green olive, cocktail onion, or a twist of lemon peel.

SCREWDRIVER
1 jigger (1½ oz.) vodka
Orange juice
Place two ice cubes in 6-oz. glass, pour in vodka, add orange juice, stir and serve.
Use Southern Comfort instead of vodka, and give a bright new turn to the ordinary Screwdriver.

GIMLET
3 parts gin or vodka
1 part Rose's sweetened lime juice
Shake well with cracked ice; strain into pre-chilled glass. The refreshing gimlet is a welcome change of pace for today's smart "variety" drinkers.

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. The Rob Roy is frequently called the "Scotch Manhattan."

COLD TODDY
¼ teaspoon sugar
1 oz. water.
2 oz. Scotch or Bourbon
Muddle sugar with water. Add ice cubes, liquor; top with twist of lemon peel.
To make a really terrific toddy, try one using Southern Comfort instead of your usual whiskey.

RUM SWIZZLE
Juice of ½ lime
1 teaspoon sugar
2½ oz. light rum
4 dashes bitters
Mix in glass pitcher with lots of finely cracked ice. Stir vigorously until the mixture foams. Serve in double Old-Fashioned glass.

MARGARITA
1 oz. Cuervo tequila
½ oz. Triple Sec
1 oz. lime or lemon juice
Moisten glass rim with fruit rind, spin moist rim in salt. Shake ingredients with cracked ice, strain into glass, sip over salted edge.

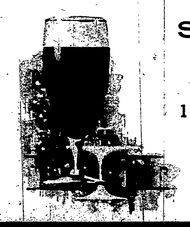
BLOODY MARY
1 jigger vodka
2 jiggers tomato juice
½ jigger lemon juice
Dash Worcestershire sauce
Salt and pepper to taste, shake with cracked ice, strain into 6-oz. glass.

DAIQUIRI
Juice ½ lime or ¼ lemon
1 teaspoon sugar
1 jigger light rum
Shake thoroughly with cracked ice, 'til shaker frosts, strain into glass.
You'll say "Viva!" to a daiquiri made with S.C. instead of with rum (use just ½-tspn. sugar).

WHISKEY MIST
Jigger (1½ oz.) either Bourbon, Scotch or rye
Fill Old-Fashioned glass with shaved ice. Add liquor, twist of lemon peel, stir. Serve with short straw.
Make the mist on the "most wanted" list, with Southern Comfort.

WARD EIGHT
½ oz. lemon juice
½ oz. orange juice
2 oz. rye
4 dashes grenadine
Shake well with cracked ice, and pour into glass without straining. Serve with an orange slice.

COMFORT* 'n BOURBON
½ jigger Southern Comfort
½ jigger Bourbon
½ jigger water
Pour S.C. and Bourbon over cracked ice in Old-Fashioned glass. Add water, stir, then add a twist of lemon peel.



SCARLETT O'HARA . . . *everybody's fun-time favorite*

Juice of ½ fresh lime
1 jigger (1½ oz.) Southern Comfort
1 jigger (1½ oz.) Ocean Spray Cranberry Juice
Shake well with cracked ice and strain into sour glass.

You don't have to wait for dinnertime to enjoy the famed Scarlett O'Hara. Here's a drink that tastes great any time, anywhere. Enticing as the South's hospitality, as cosmopolitan as the glamorous French Quarter. A drink intriguing as the Rebel belle who inspired it. Wonderful on-the-rocks, too.

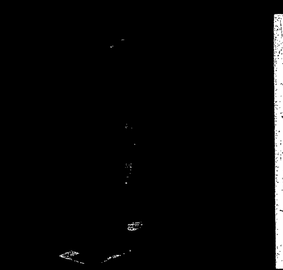
Favorite of gourmets who dine at Antoine's Restaurant, New Orleans

. . . the SOUR . . . *the tart way and the smooth way*

WHISKEY SOUR
½ jigger lemon juice • 1 tspn. 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. For a change of pace from the regular sour, try one that's made the *smoother* way . . .

COMFORT* SOUR
½ jigger lemon juice • ½ tspn. sugar
1 jigger (1½ oz.) Southern Comfort
Shake well with cracked ice, strain, serve with orange slice, cherry. Less sugar, less lemon juice. Good? You'll agree it's the greatest!
As served at the Hotel Mark Hopkins, San Francisco

*Southern Comfort®



COMFORT* COLLINS
In warm weather or cool, this zesty new member of the famed Collins clan is a thirst-quencher extraordinary.
1 jigger (1½ oz.) Southern Comfort • Juice ¼ lime • 7-UP
Blend Southern Comfort and lime juice in a tall glass; add ice cubes, 7-UP, and stir.
As served at the Fontainebleau Hotel, MIAMI BEACH

TOM COLLINS
1 tspn. sugar • ½ jigger lemon juice
1 jigger (1½ oz.) gin, vodka, or tequila • dry soda
Dissolve sugar in juice; add ice, liquor, stir.

GIN 'N TONIC
Juice and rind ¼ lime
1 jigger gin, vodka or tequila
Quinine water (tonic)
Squeeze lime over ice cubes in 8-oz. glass, add rind, liquor, and fill with tonic. Stir. In recent years, tonic coolers have leaped to great new popularity.

COMFORT* 'N TONIC
1 jigger Southern Comfort
Juice and rind ½ lime (optional)
Quinine water
Make it like a gin and tonic . . . and discover another good reason why so many home bartenders have made S.C. part of their stock.

MINT JULEP
4 sprigs mint
1 tspn. sugar
2 oz. Bourbon
Dash of water
Chill glass. Crush mint, sugar in water. Pack with cracked ice, pour whiskey almost to top, and stir until frosted.
Try S.C. instead of Bourbon (no sugar)—superb!

RUM 'N COLA
Juice and rind ½ lime
1 jigger light rum • cola
Squeeze lime over ice cubes in tall glass, add rind, rum, fill with cola and stir.
For a tall cola drink with a delicious difference, use Southern Comfort instead of the rum . . . and you'll make the Comfort* Cola a real favorite.

GIN RICKEY
Juice and rind ½ lime
1 jigger gin • dry soda
Squeeze lime over ice cubes in 8-oz. glass, add gin, lime rind, fill with soda, and stir.
Make brandy, rum, Scotch, and Bourbon rickeys the same way. And now . . . try a rickey made with Southern Comfort. It's a delicious drink.

THE ALAMO
1 jigger (1½ oz.) Southern Comfort
Unsweetened Texas grapefruit juice
Pack 12-oz. glass with cracked ice, add Southern Comfort, fill with juice, stir . . . and you'll remember the Alamo! Easy to make, even easier to drink.

HONOLULU COOLER
Juice of ½ lime
Hawaiian pineapple juice
1 jigger Southern Comfort
Pack 12-oz. glass with cracked ice. Add the lime juice, then the Southern Comfort. Fill the glass with pineapple juice and stir.

After-Dinner Treats

COMFORT* STINGER
Jigger (1½ oz.) Southern Comfort
½ jigger (¾ oz.) white creme de menthe
Shake well with cracked ice and strain into glass . . . it makes a stinger that's a humdinger! (Regular stinger's made with brandy.)

COMFORT* 'N MINT
½ jigger Southern Comfort
½ jigger (¾ oz.) green or white creme de menthe
Mix Southern Comfort and creme de menthe; pour into toddy glass over cracked ice. Top with fresh mint sprig.

ST. LOUIS COCKTAIL
½ peach or apricot
Chilled Southern Comfort
Place peach or apricot in large sherbet or champagne glass. Add cracked ice, fill with Southern Comfort. Serve with a small spoon and a cocktail straw. Tops off any dinner.

PEACH FLAMBÉ
Canned peaches
Whipped cream
½ oz. Southern Comfort per individual serving
Place two peach halves in dish and add whipped cream. Ignite ½-oz. Southern Comfort in ladle, let it burn for short time, pour slowly over whipped cream.

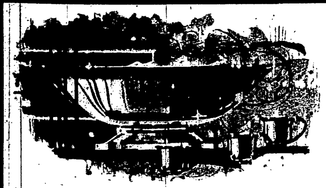
ALEXANDER
1 tbspn. (½ oz.) fresh cream
½ oz. creme de cacao
1 jigger gin or brandy
Shake well with cracked ice and strain into glass.
½ jigger of S.C. instead of the gin or brandy will make a "Smart Alec" that is really dandy!

COMFORT* ROYALE
Hot black coffee
½ oz. Southern Comfort
Fill a tablespoon with Southern Comfort, and balance over coffee cup. Touch a match to the fumes rising from liquor. Then as the blue flame fades, pour slowly into the coffee. It's wonderful.

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 blended before straining it into glass.

SNOWBALL FLAMBÉ
Vanilla ice cream
Toasted shredded coconut
1 oz. Southern Comfort per individual serving
Roll individual ice cream balls in the coconut, place in dishes. Warm Southern Comfort in ladle, ignite, let burn for short time, pour slowly over ice cream.

Eggnog-Punch-Hot Drinks



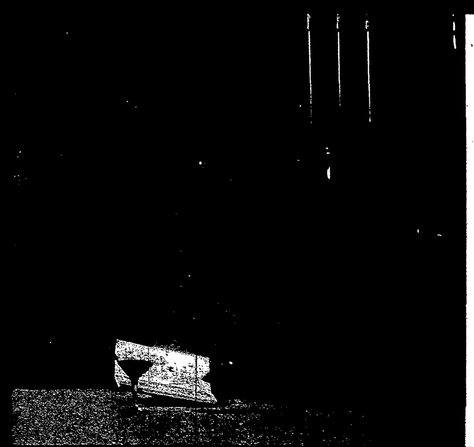
COMFORT* EGGNOG
1 quart dairy eggnog mix
1 cup (8 oz.) Southern Comfort
Pre-chill eggnog mix and Southern Comfort, blend in punch bowl by beating. Dust with nutmeg. Serves 10. Your traditional holiday eggnog reaches new heights of flavor with Southern Comfort. And it's a wonderful idea for a late-night snack, too . . . just blend a jigger of S.C. in a glass of eggnog or milk.

ANNIVERSARY PUNCH
Bottle (fifth) Southern Comfort
1 cup (8 oz.) cranberry juice
1 qt. sparkling water • Dash Angostura bitters
⅜ cup lemon or lime juice • 2 qts. champagne
Pre-cool ingredients. Pour into punch bowl over large piece of ice. Add champagne last, and garnish with decoratively-cut fruit slices. Serves 20 people. They'll all love it!

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 and mix in punch bowl, adding the champagne last. Add the ice and garnish with orange slices. Serves 25 people . . . and puts punch in any party.

TOM & JERRY
1 egg
½ jigger (¾ oz.) brandy
1 tspn. sugar • ½ jigger rum
Beat egg yolk, white separately. Blend, add sugar, beat. Add liquor, stir. Pour in mug, adding hot milk or water, nutmeg.

HOT BUTTERED RUM
Jigger Jamaica rum
Stick cinnamon • Lump sugar
lemon peel + dab butter
Mix ingredients in Old-Fashioned glass, add boiling water, and stir.
Superb with Southern Comfort (omit sugar)!



Even simple drinks can be improved

Probably three out of four drinks made at home are simple highballs, on-the-rocks, or mists. But there is a *right* way and a *wrong* way to make these drinks. Enjoy them more the right way.

HIGHBALL—easy to make, easy to ruin
Easy to make . . . a jigger of liquor, ice, soda or water. Easy to ruin? Yes! Ice should be *fresh;* old ice absorbs refrigerator odors, or tastes. Soda, whether dry or sweet, should be top quality, and *cold* (it holds carbonation better). Instead of faucet water, often full of chemicals which mask your liquor's subtle flavor, next time try a bottled spring water, such as Mountain Valley Water. *For a completely distinctive highball, see below.*

ON-THE-ROCKS—fast and simple
Good way to appreciate fine liquor. Just pour jigger of your favorite liquor over two ice cubes in an Old-Fashioned glass. Can't be improved? Sure it can. Use more ice cubes and crack them; your drink chills faster, tastes better. Twist of lemon adds piquancy.

MIST—ice is the secret
Fill Old-Fashioned glass with finely-cracked ice, add jigger of liquor, twist of lemon peel. Many experts say the slight dilution liberates the true flavor of your liquor.

EASIEST WAY to enjoy Southern Comfort
is on-the-rocks or in a mist. Surveys show that's how more than half of our Southern Comfort users enjoy it . . . because its naturally rich flavor is so good by itself. And many more swear by the zestfully different Comfort* Highball . . . try it yourself and learn why.

COMFORT* HIGHBALL
1 jigger (1½ oz.) Southern Comfort • dry soda • Twist of lemon peel or juice of ¼ lime (optional)
Pour Southern Comfort over ice cubes in highball glass; then add lime juice or lemon peel, fill with soda and stir.
*Southern Comfort®

mixing's easy with these tips from the experts

for success—measure!
Magic formula for consistently successful drinks is *exact* measurement of the finest ingredients. Bad guesses make bad drinks. Basic Measures: 1 *jigger*=1½ oz. 1 *pony* = 1 oz.; 1 dash=4 to 6 drops.

which sugar is best?
Finely granulated sugar won't cake, mixes faster, makes clearer drinks. Confectioners' sugar (often called "powdered") is not for drinks. Always dissolve sugar before adding liquor.

don't skimp on the ice!
Use cracked ice for shaker drinks, cubes for highballs. When pre-mixing drinks, add ice when ready to serve.

chilled glasses—better drinks!
Before mixing, fill glasses with shaved or cracked ice, let stand. When mixture is ready, dump ice, dry glasses, and pour.

when to shake? to stir?
A drink made with *clear* liquors needs only stirring with ice (the Stinger's an exception). *Shake* drinks made with hard-to-blend ingredients like fruit juice, eggs, cream, sugar . . . and shake *hard.*

secret of the frosted glass
For frosted drinks, put wet glasses in the freezer or bury in shaved ice. To "sugar-frost," dampen rim of pre-cooled glass with lemon slice, then dip rim in sugar for a few seconds. Brush off excess.

how much liquor will you need?
Biggest factor in planning is to have *enough!* There's nothing worse than a dry well. Figure each guest for *four* 1-jigger drinks (total, 6 oz.); it'll average out! Use the handy chart below to determine how many bottles you'll need. 1 pint = 16 oz., or 10 jiggers plus normal spillage. 1 fifth = 25.6 oz., a fraction over 17 jiggers. 1 quart = 32 oz., or a bit over 21 jiggers.

No. of Persons*	Total No. of Ounces	No. of Fifths**	No. of Quarts**
4	24	1	¾
6	36	1½	1⅛
8	48	2	1½
10	60	2½	2
12	72	3	2¼

*Averaging four 1½-oz. drinks each **Approximate

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