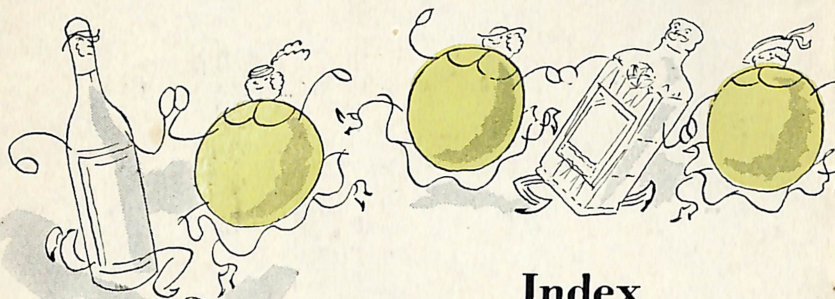


COCKTAIL MEMOIRS
OF
FRESCO LIME

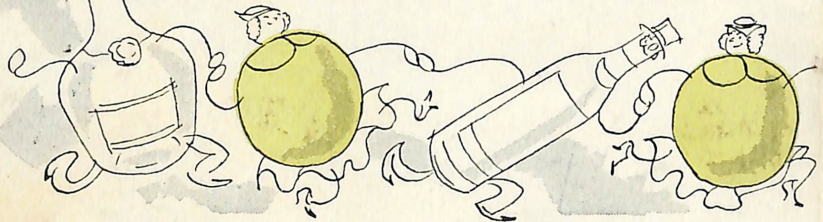


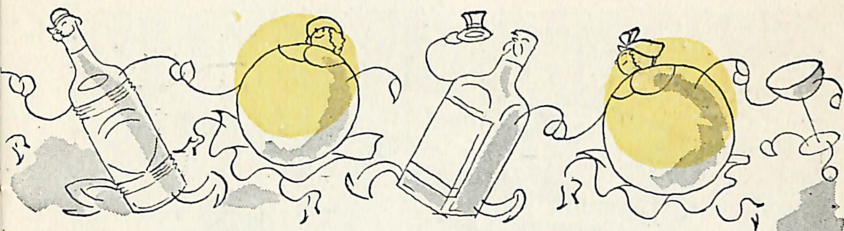
*A tart and aromatic
fruit of the West Indies*



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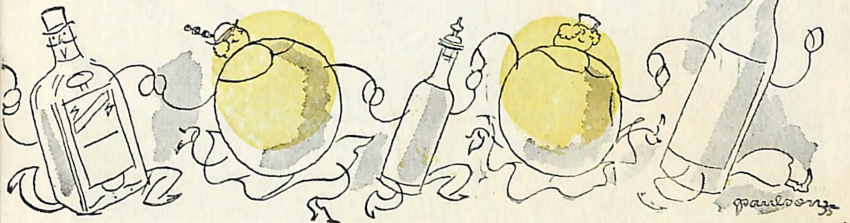
Introduction to BLISS

Squeeze me, gentlemen, I'm Fresco Lime.

I am ever virginal, yet I have been many things to many men. I was bred in the West Indies under starlit skies and sun-filled tropical days, in the land of true romance.

Now that I have given all, I sit down to pen my memoirs, my cocktails. I first encountered civilization when the sweet boys of the English navy discovered my value as a cure for neuritis, scurvy, blood ailments and a dozen other human troubles. And men have been using me ever since.

But before I proceed, I must warn you. If you are easily shocked by the story of one who has often associated with fine and rare liquors then go no further. But if you can understand that I have always lived for the moment, that I have been generous only to my friends (but I have no enemies), then proceed.



panboony

SMOOTH AS RHYTHM

STRAIGHT
OR MIXED



NO IMPORT DUTY
COSTS HALF AS MUCH

RUM COMO CUBANO
Carioca

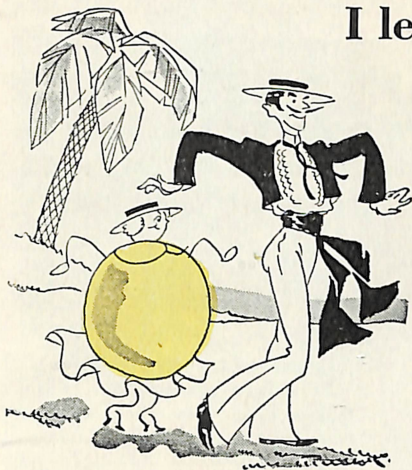
WHAT A
SENSATION!

SEND FOR SOUVENIR BOOKLET
OF TREASURED RECIPES

Address: Citrus Dept. **AMERICAN SPIRITS, Inc.**
ROCKEFELLER CENTER — NEW YORK CITY

© American Spirits, Inc.

I learn the CARIOCA



I must admit the Latins know how! And under the influence of Carioca I learned how! The rhumba is dandy, but Carioca is quicker. I succumbed quickly to the pungent flavor, the enticing taste of that drink of delight. The Carioca way is to mix together, then shake, shake, shake, and suddenly you are in an ecstasy of pleasure. I don't guarantee how you'll finish, but here's the way to start:

Carioca Cooler

- 1 Jigger Rum Carioca
- Juice of $\frac{1}{2}$ Fresco lime
- 1 Bottle Coca-Cola
- 2 Cubes ice and stir

The Fresco Cocktail

(World's Champion Cocktail)

by Dan Donnelly, Hotel Biltmore)

- Juice of Fresco lime
- 1 Teaspoonful sugar
- 1 Jigger of Carioca Rum
- Small piece of fresh pineapple, muddled
- Cracked ice, shake ice cold, strain

Hot Rum Punch (Knocks out colds)

- Juice of 1 Fresco lime
- 2 Lumps sugar
- 1 Jigger Rum Carioca
- Fill tall glass with boiling water and stir

Planters Punch

- Juice of 1 Fresco lime
- $\frac{1}{2}$ Teaspoonful sugar
- 1 Jigger Rum Carioca
- Cracked ice—shake well
- Strain into tall glass and add Mint leaves, pineapple and Maraschino cherry

Carioca Collins

- Juice of 1 Fresco lime
- 1 Teaspoonful sugar
- 1 Jigger White Seal Carioca
- Shake well with ice and strain into Collins glass
- Add lump ice, Soda and stir

September Morn

- White of 1 fresh egg
- Juice of $\frac{1}{2}$ Fresco lime
- 1 Teaspoon Nuyens Grenadine
- 1 Jigger Rum Carioca
- Cracked ice and shake well

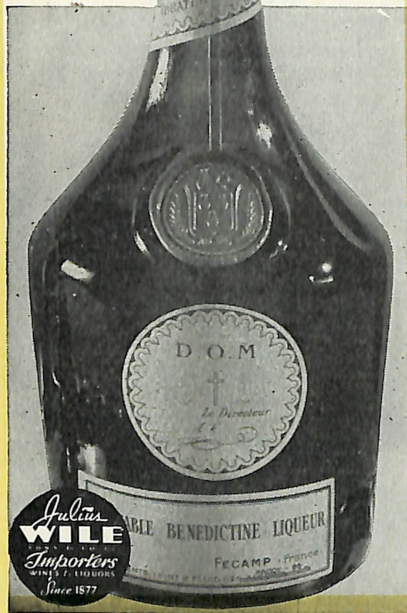
BÉNÉDICTINE

BESTOWS 4 CENTURIES
OF FAME ON THESE

drinks de luxe

D. O. M

Bottled in
France
Since 1510



BÉNÉDICTINE LIQUEUR—There is only *one* genuine Bénédicte, famous as an after-dinner liqueur throughout the world!



B AND B— $\frac{1}{2}$ Bénédicte, $\frac{1}{2}$ Cognac brandy: This suave sophisticated after-dinner drink has a decided Continental vogue.



"QUEEN ELIZABETH" COCKTAIL—Here is the prize-winning recipe in a recent nationwide cocktail contest: $\frac{1}{4}$ Bénédicte, $\frac{1}{4}$ lime juice, $\frac{1}{2}$ dry Vermouth.



BÉNÉDICTINE FRAPPÉ—Pack a cocktail glass with finely-shaved ice. Fill with Bénédicte. Sip through a straw.

Julius Wile Sons & Co., Inc., N. Y. C.



The Monks teach me NEW THINGS

Another lime who had been around told me that the Benedictines knew more than most mixers had forgotten. My curiosity overcame me. I wanted to know about it.

Ah, bliss! That first reaction to Benedictine! Nectar of the Gods! Benedictine and I discovered that we were perfectly mated. I cannot describe more; you must do it yourself like this:

The Benedictine Cocktail

- 1 Part D.O.M. Benedictine
- 2 Parts Cognac
- Juice of $\frac{1}{2}$ Fresco lime
- Cracked ice and shake well

The Munk

- $\frac{1}{3}$ D.O.M. Benedictine
- $\frac{1}{3}$ Burnetts White Satin Gin
- $\frac{1}{3}$ Fresco lime juice
- Cracked ice—shake thoroughly

St. Moritz Continental

- 1 Part D.O.M. Benedictine
- 1 Part Cora French Vermouth
- 1 Part Burnetts White Satin Gin
- Juice of $\frac{1}{2}$ Fresco lime
- Cracked ice—shake well

Gordon Special

- 2 Parts Gin
- 1 Part D.O.M. Benedictine
- 2 Dashes Garnier Orange Curacao
- Juice of $\frac{1}{2}$ Fresco lime
- Shake well with ice and strain into a cocktail glass containing a piece of fresh pineapple.

The Louisville

- 1 Part Cognac (Remy Martin)
- 1 Dash Nuyens Grenadine
- 2 Parts D.O.M. Benedictine
- Juice of $\frac{1}{2}$ Fresco lime
- Add lump of ice and stir

Queen Elizabeth

- 2 Parts French Vermouth
- 1 part D.O.M. Benedictine
- 1 Part Fresco Lime Juice
- Add ice, shake, and strain into cocktail glass

BURNETT'S WHITE SATIN GINS

Smooth as a Swallow

SOFT as white satin.
Smooth as a Swallow!
And the marvelous
Burnett flavor *comes*
through to make
every mixed gin drink
that much more
pleasing.



**World-Famous for
165 years**

ROUND BOTTLE (DE LUXE) SQUARE BOTTLE (LONDON DRY)

**NAME
your gin**

Sole Distributors: Browne Vintners Co., Inc., New York-Chicago-Los Angeles

GIN is no SIN

I owe a lot to jolly England, for there I first met Burnett's White Satin Gin. You can have your old presentations before the King; Burnett's White Satin is my royal favorite. How he fell for me! It was easy to see that we both knew how to make a party enjoyable.

Friends tell me that Burnett's White Satin has been sweet enough in his own dry way to praise his luscious lime-y. So your own little Fresco now divulges what the two of us did:

White Baby Cocktail

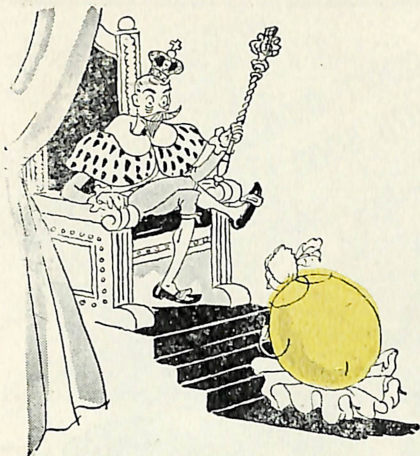
- $\frac{1}{3}$ Cointreau
- $\frac{2}{3}$ Burnett's White Satin Gin
- Juice of $\frac{1}{2}$ Fresco lime
- Cracked ice—shake well

Tom Collins (a long drink)

- Juice of 1 Fresco lime
- 1 Teaspoonful powdered sugar
- 1 Jigger Burnett's White Satin Gin
- Fill with White Rock, add lump of ice and stir

Fresco Gin Rickey (Rickey Glass)

- 1 Jigger Burnett's White Satin Gin
- Juice and rind of $\frac{1}{2}$ Fresco lime
- Sweeten slightly, add lump of ice, fill with seltzer



Pink Lady

- 1 Jigger Burnett's White Satin Gin
- $\frac{1}{2}$ Jigger Nuyens Grenadine
- Juice of 1 Fresco lime
- Dash of Bitters
- Cracked ice—shake well

Sweet & Lovely

- 1 Part Fresco Lime Juice
- 1 Part Burnett's White Satin Gin
- 2 Parts Applejack
- 1 Dash Maraschino
- 1 Dash Nuyens Grenadine
- Cracked ice and shake well

Gin Daisy (long drink)

- 1 Jigger Burnett's White Satin Gin
- 1 Teaspoon Nuyens Grenadine
- Juice of $\frac{1}{2}$ Fresco lime
- Fill with soda, add lump of ice, maraschino cherry, and stir

DON'T SPOIL A GOOD WHISKEY
WITH POOR VERMOUTH... USE

THE ARISTOCRAT
OF VERMOUTHS

SINCE
1835



EXCELLENT whiskey and gin are wasted if you blur their fine taste with poor vermouths. Use Cora; it brings out the best in good liquors . . .

2 styles—Cora Italian Vermouth, made in Italy; Cora French (dry) Vermouth, made in France.

TRY THE CORA CONTINENTAL

Use highball glass—1 jigger Italian, 1 jigger French, twist of lemon peel dropped in glass, lump of ice and dash of seltzer.

Distributors: McKesson & Robbins, Incorporated • New York, N. Y.



Those Vermouth TWINs — AH!

I'm crazy about these twins! Cora Vermouth is one of the sweetest, most delightful friends I've ever had. She mixes perfectly everywhere; she's accepted in the very best circles; she's grand! But her brother, Cora French-Dry Vermouth, is even more popular. He has that certain exhilarating effect on one. I recommend his satisfying technique!

Palm Beach Cocktail

- 2 Parts Burnetts White Satin Gin
- 1 Part Cora Italian Vermouth
- 1 Part Fresco Lime juice
- Crushed ice—shake very cold

Shanghai Cocktail

- 1 Part Cora Italian Vermouth
- 2 Part White Curacao
- 3 Parts Rye Whiskey
- Juice of 1/2 Fresco lime
- Cracked ice—shake well

Westchester Special

- 1 Part Cora French Vermouth
- 2 Parts Bourbon Whiskey
- Juice of 1/2 Fresco lime
- Crushed ice—shake very cold

Madison

- 1 Part Cora French Vermouth
- 2 Parts Applejack
- 1/2 Fresco lime
- Cracked ice—shake well

Man-in-Love

- 1 Part Carioca Rum
- 2 Dashes Nuyens Grenadine
- 2 Parts Cora French Vermouth
- Juice of 1 Fresco lime
- Cracked ice—shake well

Royal Hawaiian Special Cocktail

- 2 Parts Old Schenley Rye
- 1 Part Fresco lime juice
- 1 Part Cora Italian Vermouth
- 2 Bar spoons D.O.M. Benedictine



COINTREAU...
Perfect after-
dinner liqueur...
heart of the
Side-Car cocktail.

Have you tried these other delicious
Cointreau liqueurs . . .

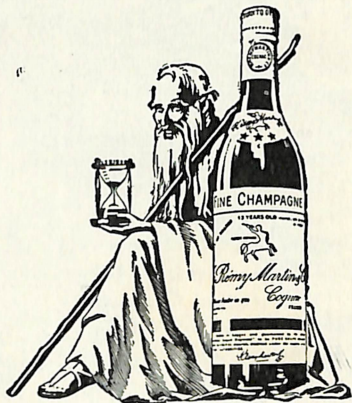
Creme de Menthe—Cointreau
Creme de Cacao—Cointreau
Cherry Cordial—Cointreau
Apricot Cordial—Cointreau

COINTREAU
the seductive liqueur

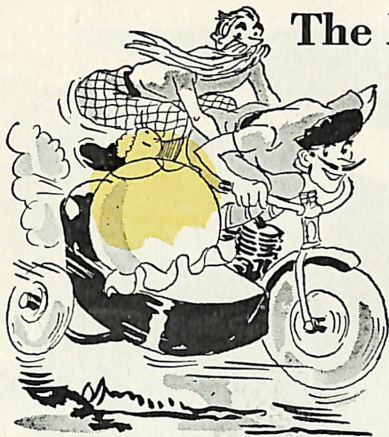
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RÉMY MARTIN

Cognac brandy
of great age



Centaure 8 years old
★★★ 12 years old
V. O. 25 years old
V. S. O. P. 45 years old
AGE INCONNU . . . Age unknown . .
every drop more than 100 years old



The French know HOW

Now I want you to meet two of the dearest friends anyone like me ever had.

One is named Cointreau and travels with the very best people, often in a side-car. The other is Remy Martin Cognac.

The three of us knew so many, many different ways to enjoy ourselves. But enough of teasing! Here are some of the ways I buried myself deep in pleasure with these intoxicating companions:

Frank Sullivan Cocktail

- $\frac{1}{3}$ Cointreau
- $\frac{1}{3}$ Remy Martin Cognac
- $\frac{1}{3}$ Raphael Quinquina
- Juice of $\frac{1}{2}$ Fresco lime
- Cracked ice—shake very cold.

Brandy Fizz

- Juice of 1 Fresco lime
- $\frac{1}{2}$ Teaspoon sugar
- 1 Jigger Remy Martin Cognac
- Cracked ice—shake well

Courtney Ryley Cooper

- $\frac{1}{4}$ Cointreau
- $\frac{1}{4}$ Remy Martin Cognac
- $\frac{1}{4}$ Dubonnet
- Juice of 1 Fresco lime
- Cracked ice—shake well

The Side Car Cocktail

- $\frac{1}{3}$ Cointreau
 - $\frac{1}{3}$ Remy Martin Cognac
 - $\frac{1}{3}$ Fresco lime juice
- Dip the rim of the glass in lime juice, then in crystallized sugar—for a frosted appearance.
- The secret of the Side Car Cocktail is the Cointreau in it.

The White Lady Cocktail

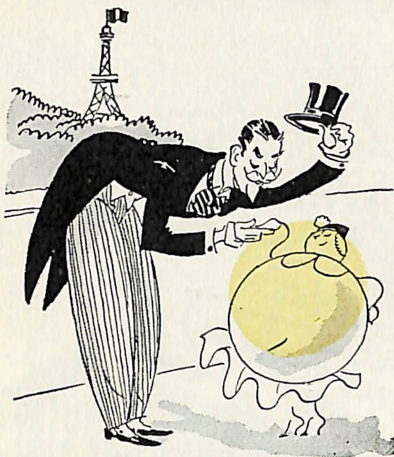
- $\frac{1}{3}$ Cointreau
- $\frac{1}{3}$ Burnett's White Satin Gin
- $\frac{1}{6}$ Fresh Cream
- Juice of $\frac{1}{2}$ Fresco lime
- Shake well with cracked ice

Between the Sheets Cocktail

- $\frac{1}{3}$ Cointreau
- $\frac{1}{3}$ Remy Martin Cognac
- $\frac{1}{3}$ Carioca Rum
- $\frac{1}{2}$ Fresco lime
- Cracked ice—shake well

MOST POPULAR SINCE 1802





Union Club Special

- Juice of $\frac{1}{2}$ Fresco lime
 White of one egg
 1 Teaspoon Nuyens Grenadine
 1 Teaspoon Orange Curacao
 1 Dash Sirop d'Orgeat
 1 Jigger Old Rye Whiskey
 Shake well with lump ice

Clover Club Royale

- 1 Jigger Burnetts White Satin Gin
 $\frac{1}{2}$ Jigger Nuyens Grenadine
 Juice of $\frac{1}{2}$ Fresco lime
 Half the white of a fresh egg
 Cracked ice — shake well — add
 sprig of mint

The Demi Virgin

- 4 Parts Burnetts White Satin, Gin
 1 Part Nuyens Grenadine
 Juice of $\frac{1}{2}$ Fresco lime
 Dash of Orange Bitters
 Cracked ice—shake well

I get in the PINK with GRENADINE

To me there will always be just one grenadine—and that's good old NUYENS'. I can always depend on it to give cocktails the smoothness, flavour and colour we bon vivants demand.

When the recipe calls for grenadine, I want the genuine NUYENS' — made from luscious ripe pomegranates, continuously since 1802.

P.S.—No one can make Sirop d'Orgeat (the almond flavouring) like Nuyens'.

Waldorf Astoria Cocktail

- 1 Teaspoonful Nuyens Grenadine
 1 Jigger Applejack
 Juice of $\frac{1}{2}$ Fresco lime
 Cracked ice—shake well

Millionaire Sour

- Juice of $\frac{1}{2}$ Fresco lime
 1 Teaspoonful Nuyens Grenadine
 1 Jigger Bourbon Whiskey
 Cracked ice—shake well
 Serve in cocktail glass with piece
 of pineapple

Orgeat Delight

- $\frac{1}{2}$ Jigger Nuyens Sirop d'Orgeat
 $\frac{1}{2}$ Jigger Burnetts White Satin Gin
 Juice of $\frac{1}{2}$ Fresco lime
 Cracked ice—shake well

Ask for Schenley's

**WHITE LABEL
BLENDED WHISKEY**

"LIKE THE
OLD DAYS —
TRUE AMERICAN
TASTE"



R-77

*"It's
the Cream!"*

ALSO SCHENLEY'S RED LABEL BLENDED WHISKEY!

BLUE LABEL—BOTTLED IN BOND

Under U. S. Government Supervision



Get High with Rye

Meet Schenley Rye! — He's never failed me yet. When a party needs enlivening, when I feel low in spirits, when I want an evening of bliss, I always feel myself lucky to be floating around with Schenley Rye. He's never harsh, never crude, never too overpowering. He's the fashion in highballs, the life of any cocktail. He's the women's pet, the men's pal. To know him is to love him—like this:

Whiskey Fizz

- 1 Jigger Schenley's Rye Whiskey
- 1 Teaspoonful powdered sugar
- 1/2 White of fresh egg
- Juice of 1 Fresco lime
- Add ice cubes and shake well
- Strain into tall glass—fill with White Rock

Pall Mall

- 1/3 Schenley's Cream Whiskey
- 1/3 Nuyens Grenadine
- 2 Dashes Applejack
- Juice of 1/2 Fresco lime
- Cracked ice and shake well

Julius Bismark

- Juice of 1/2 Fresco Lime
- 2/3 Schenley's Rye
- 1/3 Apple Brandy
- 2 dashes simple syrup
- 2 dashes Creme de Rose
- Cracked ice—shake well

Fresco Whiskey Sour (tall glass)

- 1 Jigger Schenley's Cream Whiskey
- 1 Teaspoon powdered sugar
- Juice of 1 Fresco lime
- Cracked ice — shake well — add seltzer

Biltmore Whiskey Punch

- Juice of 1 1/2 Fresco limes
- Dash of orange juice
- 1 Jigger Schenley's Cream Whiskey
- 1 Teaspoonful sugar
- Fine ice and shake well
- Strain—add Maraschino cherry

Whiskey Special

- 2/3 Schenley's Cream Whiskey
- 1/3 Cora French Vermouth
- Juice of 1/2 Fresco lime
- 2 Drops Orange Bitters
- Cracked ice—shake well



1877



1886



1882



1896

PIERRE SMIRNOFF

Est. Moscow 1818
Purveyor

To the Imperial Russian Court 1886-1917

● Smart America now thrills to the taste of Smirnoff Vodka . . . exclusive favorite of the old Russian court. This imperial liquor gives utmost distinction to cocktails, highballs, rickeys. Specify Smirnoff Vodka for your mixed drinks and acquaint yourself with its silken smoothness.

STE. PIERRE SMIRNOFF FLS.

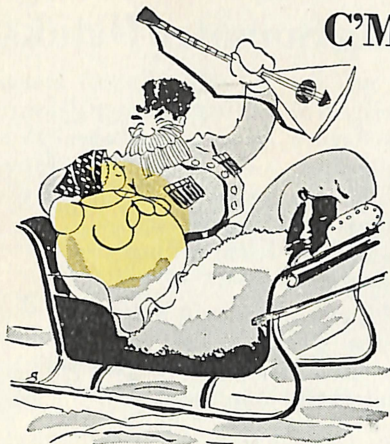
232 Madison Ave., New York - Paris - Nice

Smirnoff
VODKA



NO IMPORT DUTY-
Smirnoff Vodka is now made in America from the original formula just as Smirnoff made it for the last three czars.

C'MON! we're Russian



I used to think that everything about Russia was cold until I met a famous favorite of the Czar's court—Smirnoff Vodka. His manner was so smooth, so seductively satisfying, that I decided to treat myself to Vodka at every opportunity. What you'll like best is that after a night with him you'll feel wonderful the morning after. I can say no more except to reveal that this was our special delight:

Volga Cocktail

- 2 Parts Smirnoff Vodka
 - 1 Part Orange juice
 - 1 Part Fresco lime juice
 - Dash of Bitters
 - 2 Dashes Grenadine
- Shake

Katinka Cocktail

- 4 Parts Smirnoff Vodka
 - 1 Part Apricot Brandy
 - Juice of $\frac{1}{2}$ Fresco lime
- Shake

Cossack Cocktail

- $\frac{1}{2}$ Smirnoff Vodka
- $\frac{1}{2}$ Cognac
- Juice of $\frac{1}{2}$ Fresco lime
- Teaspoonful sugar syrup, frappe well. Strain.

Grand Duchess Cocktail

- 2 Parts Smirnoff Vodka
- 1 Part Rum
- Juice of $\frac{1}{2}$ Fresco lime
- $\frac{1}{4}$ to $\frac{1}{2}$ Part Grenadine

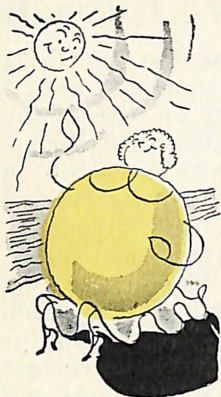
Vodka Collins

- Juice of $\frac{1}{2}$ Fresco lime
 - $\frac{1}{2}$ Tablespoon powdered sugar
 - 1 Jigger Smirnoff Vodka
- Shake in tumbler—fill with club soda. Add ice. Decorate with mint if desired.

Vodka Bee's Knees Cocktail

- Dissolve 1 part honey by thoroughly stirring in 1 part Fresco lime juice. Then add 4 to 5 parts Smirnoff Vodka. Shake.

Refreshing Summer Drinks



Besides their use in cocktails, Fresco limes make many delightful cooling summer drinks. The delicious flavour of Fresco limes, plus their fragrant aroma, creates real happiness on hot days. Fresco limes are splendid on seafood, in salads and mayonnaise.

Be sure to ask for **FRESCO** limes. Others are not "just as good."

Use a Fresco Lime Squeezer in extracting the juice of Fresco Limes. You will secure enough of the Aromatic Oil from the peel to impart that delightful bouquet.

Iced & Hot Tea

Fresh Fresco limes greatly improve the taste of iced tea or hot tea.

To 1 cup hot tea, add $\frac{1}{2}$ Fresco lime. To tall glass iced tea, add juice of 1 Fresco lime and squeezed rind of $\frac{1}{2}$ lime. Stir well.

Tomato Juice Cocktail (A Real Delight)

- 1 Can Tomato juice
- Juice of 1 Fresco lime
- 1 Teaspoon Worcestershire sauce
- Salt, pepper and sugar to taste
- Mix well, chill and serve

Fresco Lime Mint Julep

- Juice of 1 Fresco lime
- Rind of $\frac{1}{2}$ of squeezed lime
- Teaspoonful sugar
- Crush a piece of mint leaf
- Plain or carbonated water
- Add ice, stir well. Add fresh sprig of mint; add maraschino cherry

Fresh Fresco Lime—Coca Cola
To each glass of Coca-Cola add juice of $\frac{1}{2}$ Fresco lime.

Grape Juice Fresco Lime Punch
1 Cup tea $\frac{1}{4}$ Cup sugar
1 Cup grapejuice
Juice of 3 Fresco limes
Stir thoroughly, ice and add water to taste

Fresco Lime Rhubarb Punch
(Will Make You Live 100 Years)

- $1\frac{1}{2}$ Lbs. Rhubarb
- $\frac{1}{4}$ Cups sugar
- $\frac{3}{8}$ Cups shredded pineapple
- 2 Cups water
- $\frac{3}{4}$ Cup orange juice
- $\frac{1}{4}$ Cup Fresco lime juice
- Cook rhubarb; strain. To quart of hot juice resulting, add sugar. Chill, then add other fruit juices. Dilute with 1 to 2 quarts ice water.

Frozen Desserts and Dainties

Lime Cream Sherbet

- 1½ Cups sugar
- Few grains salt
- 3 Cups milk
- ½ Pint cream
- ¾ Cup fresh Fresco lime juice or Rose's lime juice

Mix sugar and lime juice and add gradually milk and cream; then salt. Freeze and serve.

Lime Concord Cream

- 1 Pt. cream
- 1¼ Cups grapejuice
- ⅓ Cup sugar
- Pistachio nuts finely chopped
- Fresco lime juice

½ Cup heavy cream
Mix cream, grapejuice and sugar. Add lime juice to taste; freeze and serve.

Lime Cream Rice

- | | |
|---------------|---|
| ½ Cup rice | 1½ Tablespoons Fresco lime juice or Rose's Lime Juice |
| ½ Cup sugar | Grated rind of 1 Fresco lime |
| Whites 2 eggs | 2 Tablespoons powdered sugar |
| 3 Cups milk | ¾ Teaspoon salt |
| Yolks 2 eggs | |

Pick over rice; cover with cold water; let soak over night. Drain; put in double boiler; add milk and cook until soft. Add sugar, lime rind, lime juice, salt and egg yolks, slightly beaten. Cook until thick, turn into buttered pudding dish and cool. Beat whites of eggs until stiff; gradually add powdered sugar and lime extract. Cover top of pudding with meringue. Bake at 300°F. for 8 minutes, 275°F. for 15 minutes.

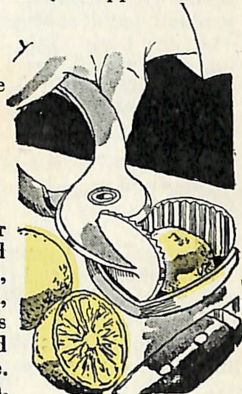
Waldorf Lime Ice (For Six People)

- 1½ Tablespoons gelatin
- Juice of 3 oranges
- 2 Egg whites
- 8 Cups of water
- 3½ Cups of sugar
- Juice of 7 Fresco limes

Dissolve gelatin in 2 cups of water. Add sugar; when dissolved mix together with 6 cups of cold water and fruit juice. Turn into refrigerator pan to freeze. Beat egg whites and whip into the ice after it has frozen for ¾ of an hour.

Icebergs

Dissolve 2 cups sugar in 3 cups boiling water; cool; add ¾ cup fresh Fresco lime juice or Rose's lime juice and color with leaf green and freeze. Serve in glasses and sprinkle with finely chopped nuts.



Lime Pies and Desserts

Lime Chiffon Pie

- 1 Cup sugar
 $\frac{1}{2}$ Teaspoon salt
1 Level tablespoon gelatin
1 Teaspoon grated lime rind
- $\frac{1}{2}$ Cup Fresco lime juice
 $\frac{1}{4}$ Cup cold water
4 Eggs

Soak gelatin in cold water for 5 minutes; add $\frac{1}{2}$ cup of sugar, lime juice and salt to beaten egg yolks and cook over boiling water until of custard consistency; to this mixture add grated lime rind. Put in softened gelatin and stir thoroughly. Cool. When mixture begins to thicken, fold in stiffly beaten egg white to which the other $\frac{1}{2}$ cup of sugar has been added. Fill baked pie shell till filled. Just before serving, spread over pie thin layer whipped cream.



Lime Prune Whip

- $\frac{1}{3}$ Lb. prunes
Whites 5 eggs
 $\frac{1}{2}$ Cup sugar
 $\frac{1}{4}$ Tablespoon fresh Fresco lime juice or Rose's lime juice

Rub cooked prunes through strainer, add sugar and cook 5 minutes. Beat whites of eggs stiff and gradually add cold prune mixture; add lime juice. Pile lightly in baking dish which has been buttered, bake 20 minutes in slow oven; serve with custard sauce or whipped cream.

Lime Coconut Cream Filling

- Juice and grated rind of 1 lime
1 Cup shredded cocoanut
2 Egg yolks
1 Cup powdered sugar

Mix lime juice and rind with sugar and yolks of eggs slightly beaten; cook ten minutes in double boiler, stirring constantly; then add cocoanut. Cool, and use as filling.

Delicious Lime Pie

- 1 Cup boiling water
1 Cup cold water
2 Eggs
1 Package lime gelatin
 $\frac{1}{4}$ Cup sugar
1 Fresh Fresco lime

Dissolve gelatin in boiling water, add lime juice and graded rind. Slightly beat yolks of eggs, add sugar, cold water and pinch of salt; cook in double boiler only long enough to thicken. Remove from fire and add to gelatin. When slightly set, beat in stiffly beaten egg whites. Add to baked pie shell. Put in ice box to set.

Lime Cake Icing

- 1 Cup confectioners' sugar
1 Tablespoon warm cream
1 Tablespoon fresh Fresco lime juice or Rose's lime juice

Blend well until thick enough not to run (adding either sugar or milk as needed); spread on cake.

FRESCO LIMES — LIMEYS and VITAMIN C

WHY are English seamen called "Limeys"? Why is the use of lime juice compulsory on all merchant and naval British ships even today? Scurvy (lack of Vitamin C) was for centuries a dread scourge of the seas.

Capt. Cook on the first leg of his arduous voyage around the world discovered fresh limes in the West Indies. The amazing cures of scurvy, effected after a few days sojourn in these islands, caused him to hail his discovery as a remarkable scientific discovery. He supplied his vessels with lime juice and attributed the excellent health of his men largely to its regular use. This discovery has been confirmed in many ways since then during the past centuries.

Fresco limes are genuine West Indian limes. They are specially cultivated on a few of the West Indian islands. Their aromatic oil content and delightful flavor make them unsurpassed for drinks, beverages and household uses.

As a tonic to sharpen the appetite to eliminate uric acid, a glass of warm water with the juice of a half a Fresco lime will work wonders. It is prescribed by many physicians to those afflicted with neuritis, acid stomach and diabetic tendencies.

Fresco limes are wrapped in specially treated waxed paper to prevent evaporation of the precious oil in the peel. Insist upon Fresco limes—they are different and better.

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