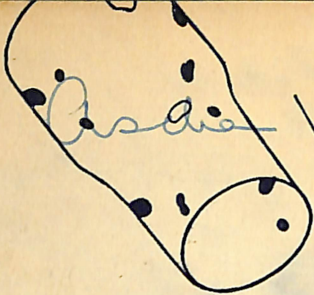
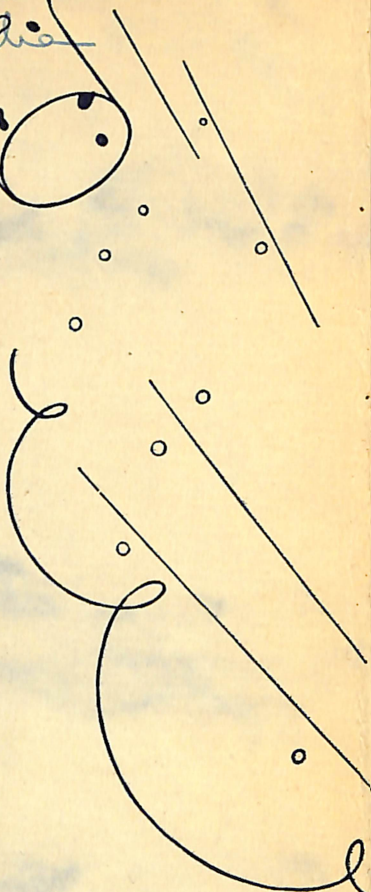


HERE
IS SOMETHING
THAT
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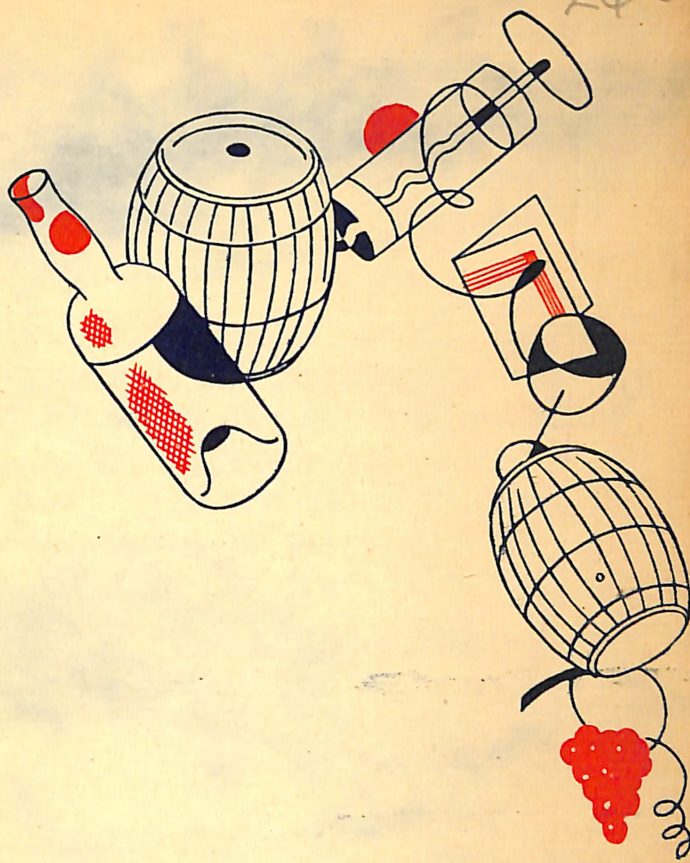
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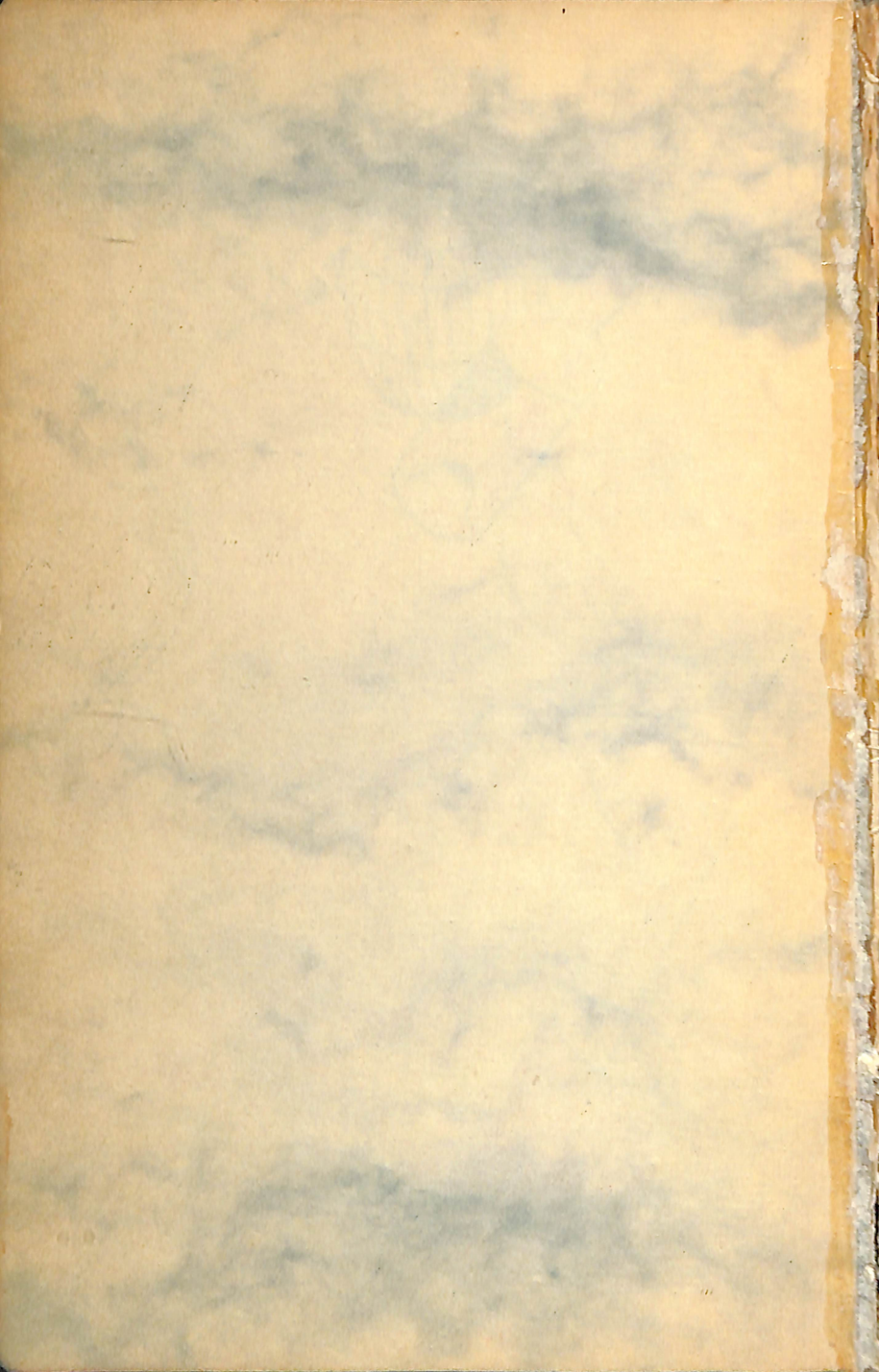


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Here's How

BEING A
SYMPOSIUM of RECIPES of GOOD
CHEER . . . A DICTIONARY FOR
THE WINE CONNOISSEUR AND
A MOST HELPFUL GUIDE TO THE
HOST AND HOSTESS WHO MAY
OR MAY NOT POSSESS A WINE
CELLAR OR COCKTAIL BAR



"Of all drinks, Wine is most profitable, of medicines most pleasant, and of dainty viands most harmless; provided always that it be well tempered with opportunity of the time."

PLUTARCH'S MORALS.



Presented with the Compliments of
THE VICTORIA WINE CO. LTD.
London's Wine Merchants since 1865

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Here's How

WE CAME TO
WRITE "HERE'S
HOW" ♣ ♣ ♣



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MANY books have been written upon the "better things of life" . . . many authors with a pretty taste and judgment of the products of the grape have each in turn dilated upon the eternal question of "What to drink and how to drink it".

In the buying and keeping of vintage and other wines, there is decidedly more than the layman would think. The title of "wine merchant" is often directly misleading, as the mere display of a row of bottles in a window and a score more on the shelves inside does not guarantee you anything—excepting, perhaps, an entire lack of interest on the part of the proprietor in what he is selling. And a disappointment when the cork of your purchase is drawn

The Victoria Wine Company prides itself upon a complete and thorough knowledge of the Vintner's Art.

The wines stocked are, in most cases, shipped direct to the Company in cask, for maturing and bottling in London. The customer is thereby assured of his purchase being in excellent condition, as well as being the best of its kind.

In *HERE'S HOW* is presented a veritable cyclopædia or *vade-mecum* of the cellar, from which the socially inclined reader may glean what suitable information he requires, or just the cocktail recipe he desires for his own or

friends' delectation. The Housewife, too, is not forgotten. There's a section to guide her in the fine art of flavouring soups, puddings and meat dishes, by the introduction of a "little something". A discreet "touch" to a dish will often hang invisible diplomas around her fair neck, by her guests' approval . . . and certainly bring her husband home punctually to dinner six days out of six ! Nor have we neglected to include several trusted and tried "Toddy" recipes, which will effectively disperse the initial sneeze which heralds a cold or chill.

HERE'S HOW is primarily designed to create an additional unit of service to the thousands of customers of the Victoria Wine Company, Limited. It will not, therefore, be out of place to survey briefly the activities and history of the Company.

The Year 1865 saw the foundation of the Victoria Wine Company with one depot.

To-day the Victoria Wine Company, Limited, has over one hundred and fifty Service Branches in London and the Home Counties. Each Branch is there with one purpose to maintain a delivery service of wines, spirits, ales and table waters to private houses in the surrounding districts, as well as serve the "counter" trade in its capacity of a Wine Stores. Each is controlled by a Manager capable of giving advice in the

ordering of wines and spirits. He is responsible for keeping the good will and happy relations that exist between his Company and its valued customers.

The Victoria Wine Company can boast of a state of part-independence of resources. It controls agencies throughout the Empire and over the vast European Continent. The Company has not only a complete Bottling Plant and extensive warehousing, but also maintains very large stocks under Government Bond at the ports of London, Folkestone and Dover. Yet, despite the enormous growth of the Victoria Wine Company, its original policy remains unchanged . . . whether your individual order is for a single half-bottle or a dozen cases, you may expect to receive what has ever been its aim to render the customer . . . unfailing courtesy . . . intelligent, prompt service . . . and the best value obtainable and made possible by the Company's large organisation and buying powers.

TRADE



MARK

Here's How
TO BUY, SERVE
AND KEEP RED
AND WHITE
✻ WINES ✻



*“Though Port should have age
Yet I don't think it sage
To entomb it, as some of your connois-
seurs do,
Till it's losing in flavour and body
and hue;
I question if keeping it does it much
good
After ten years in bottle and three in
the wood.”*

“INGOLDSBY LEGENDS.”
REV. THOMAS H. BARHAM.

Champagne, Claret, Burgundy, Hock, Chablis
. . here come the names dear to the lover of vintages

Let Us Consider

WINE

rich and rare; a cavalcade of history from the sunny vine-clad hills of France, beneath which lie in sleepy seclusion toy red-roofed villages . . . from the Rhineland, where pinnacled castles of fairy tale splendour look down upon those vineyards planted by the Romans somewhere about the second century, and later carried on by the monks . . . where wines of fine quality have been produced for centuries.

Burgundy . . . from the sun-drenched slopes of the Cote d'Or, wine of kingly red and exquisite bouquet . . . nowadays one of the most popular of table wines in the English home. Burgundy was introduced into the British Isles in the year 1512 by Louis XII of France who, by way of a graceful compliment, sent a painted ship containing a rich cargo of this wine in puncheons to James IV of Scotland. Connoisseurs will gratefully toast the memory of such a monarch and a happy thought . . .

Champagne . . . a blithesome wine, sponsored first in this country by a blithesome king, Charles II. And so we could go on . . . tracing a finger over the map of history to find the tendrils of the vine delicately curling around the court and social life of a dozen centuries. But let us instead (this being a guide and not a history book) proceed to survey each and all of the more important and familiar wines of formal and informal occasions.

BURGUNDY comes from the Cote d'Or, a district of thirty odd miles in length, lying between Dijon and Chalon-sur-Saone, and many beautiful wines of famous vintages have emanated from this bountiful district of France, and have been, and still are, much appreciated by all wine connoisseurs

Further south, in the districts of Macon and Beaujolais, a large quantity of wine is also made, and, although generally cheaper than the wine from the Cote d'Or, is both sound and palatable.

CHABLIS is the white wine produced by the famous vineyards of the little town of the same name also situate in the Burgundy district. Similar wines are produced at Pouilly, Meursault and Montrachet. These delicate white wines with the crisp flinty flavour should be served cold, contrary to their red brethren of Burgundy which are served at the temperature of the dining room. Chablis and oysters form a perfect combination.

BORDEAUX WHITE WINES come chiefly from the districts of Graves, Barsac or Sauternes: those from the former being of a dry nature, while those from the Sauternes and Barsac districts are distinctly sweet on the palate; such wines as Chateaux d'Yquem, Filhot and Rieussec are very luscious and ideal with dessert.

CHAMPAGNE is produced in the hilly country around the well-known city of Rheims, and is the result of careful blending of the produce of various delicate vines by the Shipper.

The wine is bottled at an earlier stage than is the case with other wines, and fermentation continues in bottle, thus producing that delightful, natural sparkle which is so much appreciated. Seven years is usually required after the gathering of the grapes before a vintage champagne is shipped to this country.

CLARET is the synonym for red wines made in the country surrounding the old French town of Bordeaux. The Medoc, which is the principal wine-producing district, is comprised of many parishes, the chief and

best known of which are St. Julien, Margaux and St. Estephe, and many famous Chateaux are there situated. St. Emilion, another district, is also famous for many fine wines.

EMPIRE WINES. These wines, chiefly from Australia and South Africa, now enjoy great popularity due not only to their excellent and uniform quality but also to the low prices made possible by preferential rates of duty.

South Africa sends us exceptionally good wine of Sherry character, while from Australia comes the well-known dry wine known as Australian Burgundy. Both Dominions also ship good quality rich wines of port character, ruby, tawny and white, those of Australia being at present in greater demand.

HOCK is made from grapes grown in the vineyards on the banks of the Rhine and is of a higher alcoholic strength than the wine of Moselle, having fuller body and improving greatly with bottle age.

“Auslese” qualifying the name of a German wine indicates the use of selected grapes, while “Spätlese” signifies that the grapes, or “beeren”, have been left to ripen until the last possible moment.

MOSELLE is the product of vineyards on the banks of the river Moselle and its tributaries. The Riesling vine is now chiefly cultivated in this district and it produces wines of distinctive bouquet and delicate aroma ideal, by reason of their comparatively low alcoholic strength, as luncheon wines.

PORT, a very popular wine in England for many years, comes from a circumscribed area in the valley of the river Douro in Portugal; only wines from that particular district are allowed to be sold in this country under the name of Port, all being shipped from Oporto. They are full of vinosity, generally rich in flavour, and most suitable for this country.

Apart from vintage wines, Ports are of three classes: Ruby, having fullness and colour; Tawny, which, having been slowly maturing in casks instead of bottles, has lost colour and fullness while gaining delicacy; White, the favourite rich wine of the women folk.

VINTAGE PORTS are wines made in one particular year and shipped to this country when two years old. They take several years to mature in bottle, and when ready for consumption should always be decanted before being served at table. Great care must be taken when handling these crusted wines to avoid disturbing the sedimentary crust or deposit.

SPARKLING SAUMUR and other Sparkling Wines are made in a similar way to Champagne. Many are sound and very pleasant to drink, but they do not attain the quality of first-class Champagnes.

SHERRY is made from white grapes grown in the district of Jerez in Southern Spain. The wines, as consumed in this country, are blends of several wines of different years that have been allowed to mature separately, until they are uniformly mellow, and in the blending is the whole secret of good Sherry. The richer wines are known as Golden, Amoroso or Oloroso, according to type; the pale, drier wines are known as Finos, Amontillado being a full-bodied Fino; much drier and lighter is the fine Manzanilla—a delicate wine. A very popular style is the Old East India and the Old Brown, which are pleasant, full and rather rich.

How to Keep and Serve WINES
--

Wine is a living organism and, being of a delicate constitution, it should be treated with great care and respect. Wines which are not required for current use should be binned in a horizontal position, with labels uppermost, to ensure that the Wine is continually in

contact with the cork; otherwise the cork becomes dry and contracts, with the possible result that the Wine is spoilt by coming into contact with the air. On no account leave Sparkling Wines standing up in the Cellar, lest the Wines lose their sparkling quality.

The cellar temperature should be kept at about 55 degrees Fahr. If no cellar is available, keep all wines intended for early use in a dry place, preferably not by an outside wall, away from all heating apparatus and in the dark or a subdued light. By binning with the labels uppermost it will always be borne in mind that any formation of crust or deposit is opposite the label and the wine will be handled and decanted accordingly. Since all Still Red Wines throw a deposit if kept long in bottle, it is preferable to decant each and every one before serving them at table. To decant a Wine properly and to the best advantage, there are several points to be considered—

- (1) Handle the bottle very carefully to avoid disturbance of the crust or deposit.
- (2) After pulling the cork, wipe the lip of the bottle with a clean cloth.
- (3) Before decanting, see that the decanter is perfectly clean and dry.
- (4) If a Wine contains much sediment, it should be decanted through a clean piece of fine muslin.

Red Wines required for the table should be brought from the cellar to the dining-room if possible twenty-four hours beforehand, and stood up to allow any sediment or loose crust to fall to the punt (bottom of the bottle), and also for them to acquire the temperature of the room.

They should be decanted an hour or so before required for use and the decanter left with stopper out to allow the gases to escape.

White and Sparkling Wines should be slightly iced beforehand, but never should ice be put into the Wine itself. Do not ice more than you require at one time. Repeated icing robs the wine of "life".

Always serve good Wine in fine glass; such glass adds lustre to the colour and appearance, and shows the Wine to its best advantage.

It is difficult to advise what wines should be consumed with food, as individual tastes vary so considerably, but the following are recognised as those which are generally served with various dishes—

Aperitif.—A glass of Dry Sherry (Amontillado or Manzanilla).

With Hors d'Œuvre or Oysters.—Chablis, Hock, Moselle or Graves.

With Soup.—Dry Sherry, Marsala or Madeira.

With Fish.—Hock, Moselle, Graves or Chablis.

With Entrée.—Claret . . . Chianti.

With Roast Meat.—Fine Burgundy or Chateau Claret.

With Poultry.—Claret.

With Game.—Champagne, Fine Burgundy or Chateau Claret.

With Sweets.—Fine Sauternes or Champagne.

With Cheese.—Port, Old Brown Sherry or Madeira.

With Dessert.—Port, Tokay or Sauternes (best growths).

With or after Coffee.—Old Brandy or Liqueurs.

For less formal occasions, Champagne, Claret or Burgundy may be served throughout the meal, but—one word of caution—it is not wise to drink red wines with oysters or other shellfish, nor should a good wine be served with dishes containing vinegar.

. . . and the most important rules of all the foregoing are . . .

. . . do not warm red wines artificially, *e.g.*, by standing too near the fire, but allow them gradually to attain the temperature of your dining room; and . . .

. . . do not spoil the bouquet of fine Champagnes and other wines by over-icing.

WINE BOTTLES MEASURE

	Bottles		Bottles
Nebuchad- nezzar equals	20	Magnum Bottle	2
Balthasar „	16	Imperial Pint	1
Salmanazar „	12	Pint	$\frac{3}{4}$
Methuselah „	8	Nip	$\frac{1}{2}$
Rehoboam „	6	Baby	$\frac{1}{4}$
Jeroboam „	4		$\frac{1}{8}$

HERE'S HOW to choose Wine Glasses:

Wine glasses should be crystal clear to give effect to the bright winking colours of the wine. They should be thin and of fine quality to do full justice to their contents and of generous size; it is better not to fill them to the brim but to allow room for the retention of the bouquet.

HERE'S HOW to select the best Vintages:

Champagne—1917, 1919, 1921, 1923, 1926, 1928, 1929, 1933.

Ports—1904, 1908, 1912, 1917, 1920, 1927, 1935.

Hock and Moselle—1921, 1929, 1933, 1934, 1935.

Bordeaux (Red & White)—1920, 1923, 1924, 1928, 1929, 1933,
1934.

Burgundy—1921, 1923, 1926, 1929, 1933.

HERE'S HOW to draw a cork:

Place the point of the corkscrew in the centre of the cork, twist it carefully down *to the bottom* (a cork is drawn out from the bottom and not half-way) and pull steadily, not with a jerk.

Here's How

TO MIX, SHAKE
AND SERVE ALL
MANNER OF
COCKTAILS



*"I' faith I have not tried these
strange potions of the New World
. . . marry, bring one hither!"*

NOT SHAKESPEARE.

FIRST let us say that these recipes are presented as simply as practicable, being intended especially for the Enthusiastic Amateur rather than the Expert Professional. No equipment is essential other than the ubiquitous shaker, a measure and a glass. The lemon squeezer, spoon, strainer, nutmeg grater and other minor items occasionally required may be surreptitiously abstracted from and, we hope, replaced in the nearest available kitchen.

Since few housewives will, under normal conditions, allow the permanent erection of a bar in a corner of the dining room, the afore-said E.A. must needs confine the essential materials within small compass, expanding according to his enthusiasm, the importance of the occasion and the amount of his income tax assessment.

The following guide may be of assistance when the cocktail cabinet is being replenished:

A list of the ingredients required to make the whole of the cocktails herewith, together with a note of the number of times each ingredient is prescribed.

Finest London Gin	78	times
Italian Vermouth, Martini Rossi	38	”
French Vermouth (or Martini <i>Dry</i>)	37	”
Cognac Brandy	25	”
Angostura Bitters	19	”
Grenadine	18	”
Seville Orange Bitters	18	”
Orange Curaçao, Fockink's	17	”
Cointreau	16	”
Absinthe	12	”
Jamaica Rum	10	”

Scotch Whisky, Bisset's or Crawford's	9	times
Apricot Brandy	8	”
Maraschino	7	”
Ron Bacardi	7	”
Sherry	7	”
Bourbon or Rye Whisky	6	”
Calvados	6	”
Advocaat, Warnink's	5	”
Forbidden Fruit	5	”
Chartreuse, Green	4	”
Chartreuse, Yellow	4	”
Crème de Menthe, Green.	4	”
Crème de Menthe, White.	4	”
Grand Marnier	4	”
Irish Whisky, Power's	4	”
Port, Medium Tawny	4	”
Bénédictine	3	”
“Pash”, Dry	3	”
Vodka	3	”
Anisette	2	”
Champagne	2	”
Crème de Cacao	2	”
Curaçao, Blue	2	”
Bolskummel	2	”
Peach Brandy	2	”
Plymouth Gin	2	”
Swedish Punch	2	”
Cassis	1	”
Cherry Brandy.	1	”
Crème de Noyeau	1	”
Crème de Violette	1	”
Dubonnet	1	”
Fernet Branca	1	”
Ginger Ale	1	”
Guinness' Stout	1	”
Kirsch	1	”
Orange Gin, Booth's	1	”
Peach Bitters	1	”
Peppermint	1	”
Sloe Gin, Booth's	1	”

Also may be required, according to the respective prescriptions, of the following:—

Juice of the lemon, orange, lime, Passion fruit or grapefruit; peel of the lemon, orange or cucumber; fresh cream, strawberries, raspberries, sugar (lump, soft or syrup), crushed chocolate, fresh plucked mint, nutmeg, the white or the yolk of a new-laid egg, pepper, red pepper, Worcestershire sauce and Tomato Catsup.

(N.B.—Possibly all these ingredients make the finest cocktail of all, but unfortunately up to the moment of going to press the correct proportions have evaded us.)

The origin of the word cocktail has given rise to speculation, and yea, even to disputation among the *cognoscenti*; but never to acrimony, since your true

Now We Arrive at the
COCKTAILS

devotee of the cocktail is above all a broad-minded fellow of a cheerful disposition. Some hold to the story that the first cocktail was mixed by accident or in excitement by a beautiful innkeeper's daughter upon the unexpected return of a missing fighting cock, the delicious concoction being consumed as a toast to the tail of the cock. Others are equally convinced that the name derives from a beautiful Mexican Princess named Coctel, of whom a romantic story is told concerning a strange potion of her own brewing.

We, personally, care not; one tale is as good as another to mark the birth of a name which labels an infinity of "shakes" . . . without which appetites for luncheon and dinner would certainly lack that keen edge of anticipation, and Black Mondays be several degrees blacker! Let us then, for immediate or future reference, scan the intriguing recipes hereafter presented for the benefit of Tired Business Men, Bright Young Folk, the Disillusioned and Depressed . . . Old Uncle Tom Cobleigh, *et al!*

Here's How to Mix, Shake and Serve COCKTAILS

Note.—In the absence of special instructions, shake well with plenty of ice, add cherry to sweet, and olive to dry cocktails. All cocktails should be served as cold as possible. A cloth wrapped around the shaker prevents leakage and may save the loss of a finger or so from frost bite.

ABSINTHE COCKTAIL

- 1 Dash Angostura Bitters
- $\frac{1}{3}$ Absinthe
- $\frac{1}{3}$ Maraschino
- $\frac{1}{3}$ Warnink's Advocaat

ADAM AND EVE

- $\frac{1}{3}$ Forbidden Fruit
- $\frac{1}{3}$ Brandy
- $\frac{1}{3}$ Best London Gin

A.D.C.

- $\frac{1}{2}$ Best London Gin
- $\frac{1}{2}$ Cointreau
- $\frac{1}{2}$ Warnink's Advocaat
- $\frac{1}{2}$ Fresh Orange Juice

ADONIS

- 1 Dash Orange Bitters
- $\frac{1}{3}$ Italian Vermouth
- $\frac{1}{3}$ Dry Sherry

ADVOCAAT

PICK-ME-UP

- $\frac{3}{4}$ Warnink's Advocaat
- $\frac{1}{4}$ Fresh Cream poured on top
- Eat with spoon

AFFINITY

- $\frac{1}{3}$ Scotch Whisky
- $\frac{1}{3}$ French Vermouth
- $\frac{1}{3}$ Italian Vermouth
- Dash Angostura Bitters

AFTER DINNER

- $\frac{1}{2}$ Apricot Brandy
- $\frac{1}{2}$ Curaçao

ALASKA

- $\frac{3}{4}$ Best London Gin
- $\frac{1}{4}$ Yellow Chartreuse

ALEXANDER

- $\frac{1}{4}$ Crème de Cacao
- $\frac{1}{4}$ Best London Gin
- $\frac{1}{4}$ Fresh Cream

ALEXANDER'S SISTER

- $\frac{1}{3}$ Best London Gin
- $\frac{1}{3}$ Fresh Cream
- $\frac{1}{3}$ Crème de Menthe

AMERICAN BEAUTY

- 1 Dash Crème de Menthe
- $\frac{1}{4}$ Orange Juice
- $\frac{1}{4}$ Grenadine
- $\frac{1}{4}$ French Vermouth
- $\frac{1}{4}$ Cognac Brandy
- Top with a little Port Wine

APRICOT

- $\frac{1}{4}$ Lemon Juice
- $\frac{1}{4}$ Orange Juice
- $\frac{1}{2}$ Apricot Brandy
- 1 Dash Best London Gin

ARTILLERY

- $\frac{1}{3}$ Italian Vermouth
- $\frac{2}{3}$ Best London Gin

ASTORIA

- 1 Dash Seville Orange Bitters
- $\frac{2}{3}$ Best London Gin
- $\frac{1}{3}$ French Vermouth
- Serve with Stuffed Olive

ATTA BOY

- $\frac{1}{3}$ French Vermouth
- $\frac{2}{3}$ Best London Gin
- 4 Dashes Grenadine

AVIATION

- $\frac{1}{3}$ Lemon Juice
- $\frac{2}{3}$ Best London Gin
- 2 Dashes Maraschino

BAMBOO (DRY)

- 1 Dash Orange Bitters
- $\frac{1}{2}$ Dry Pale Sherry
- $\frac{1}{2}$ French Vermouth
- Squeeze Lemon Peel on top

BELMONT

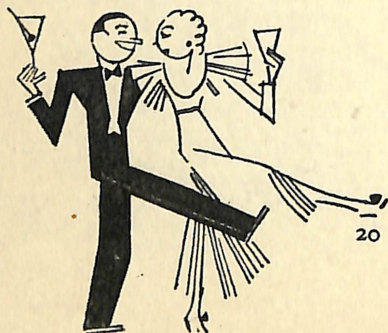
- $\frac{1}{3}$ Grenadine
- $\frac{2}{3}$ Best London Gin
- 1 Teaspoonful of Fresh Cream

BENNETT

- 2 Dashes Angostura Bitters
- $\frac{1}{4}$ Lime Juice
- $\frac{3}{4}$ Best London Gin

BETSY FLANAGAN

- $\frac{1}{2}$ Rum
- $\frac{1}{3}$ Italian Vermouth
- $\frac{1}{3}$ Sugar Syrup
- Dash of Bitters, if desired



BETWEEN-THE-SHEETS

- 1 Dash Lemon Juice
- $\frac{1}{3}$ Cognac Brandy
- $\frac{1}{3}$ Cointreau
- $\frac{1}{3}$ Jamaica Rum

BIJOU

- 1 Dash Seville Orange Bitters
- $\frac{1}{3}$ Plymouth Gin
- $\frac{1}{3}$ Green Chartreuse
- $\frac{1}{3}$ Italian Vermouth
- Mix well with a spoon in a large glass; strain into a cocktail glass, add a cherry or an olive, squeeze a piece of lemon peel on top and serve

BITTER COCKTAIL (6 people)

- 3 Glasses of Best London Gin
- $1\frac{1}{2}$ Glasses of Lemon Juice slightly sweetened
- $1\frac{1}{2}$ Glasses of Green Chartreuse
- Before shaking add a Dash of Absinthe

BLACKTHORN

- 3 Dashes Angostura Bitters
- 3 Dashes Absinthe
- $\frac{1}{2}$ Irish Whisky
- $\frac{1}{2}$ French Vermouth
- Squeeze Lemon Peel on top

BLACK VELVET

- Use long tumbler
- $\frac{1}{2}$ Guinness Stout
- $\frac{1}{2}$ Louis Dornier Champagne
- Pour very carefully

BLENTON

- $\frac{1}{2}$ Plymouth Gin
- $\frac{1}{2}$ French Vermouth
- 1 Dash Angostura Bitters

BLUE BIRD

- 4 Dashes Angostura Bitters
- $\frac{3}{4}$ Wineglassful of Best London Gin
- 5 Dashes Orange Curaçao

BLUE LADY

- $\frac{1}{2}$ Blue Curaçao
- $\frac{1}{4}$ Best London Gin
- $\frac{1}{4}$ Fresh Lemon Juice
- Dash of white of Egg

BLUE MONDAY

- $\frac{1}{2}$ Cointreau
- $\frac{3}{4}$ Vodka

BLUE TRAIN

- $\frac{1}{4}$ Lemon Juice
- $\frac{1}{4}$ Cointreau
- $\frac{1}{2}$ Best London Gin
- 2 Dashes Blue Vegetable Extract

BOOSTER

- 4 Dashes Curaçao
- The white of 1 Egg
- 1 Glass Cognac Brandy
- Shake well and strain into medium-sized glass.
- Grate nutmeg on top

BRAINSTORM

- $\frac{1}{2}$ Wineglass Irish Whisky
- 2 Dashes Benedictine
- 2 Dashes French Vermouth
- Squeeze Orange Peel on top

BRANDY COCKTAIL

- 2 Dashes Curaçao
- $\frac{3}{4}$ Wineglass Cognac Brandy

BRANDY VERMOUTH

- 1 Dash Angostura Bitters
- $\frac{1}{4}$ Italian Vermouth
- $\frac{3}{4}$ Cognac Brandy

BRONX

- The Juice of $\frac{1}{4}$ Orange
- $\frac{1}{4}$ French Vermouth
- $\frac{1}{4}$ Italian Vermouth
- $\frac{1}{2}$ Best London Gin

BULLDOG

Put 2 or 3 lumps of Ice into a large tumbler, add the juice of 1 Orange, 1 glass of Best London Gin. Fill balance with Ginger Ale.

Stir and serve with straw

BUNNY HUG

- $\frac{1}{3}$ Best London Gin
- $\frac{1}{3}$ Scotch Whisky
- $\frac{1}{3}$ Absinthe
- (This is not recommended)

CHAMPAGNE COCKTAIL

- 1 Lump of Sugar soaked in Angostura Bitters
- Iced Champagne
- Squeeze Lemon Peel on top

CHOCOLATE COCKTAIL

- The yolk of a new-laid Egg
- $\frac{1}{4}$ Yellow Chartreuse
- $\frac{3}{4}$ Medium Tawny Port
- Teaspoonful of Crushed Chocolate

CHORUS LADY

- $\frac{1}{3}$ Best London Gin
- $\frac{1}{3}$ Italian Vermouth
- $\frac{1}{3}$ French Vermouth
- Juice of a $\frac{1}{4}$ Orange

CLOSE HARMONY

- $\frac{1}{2}$ Best London Gin
- $\frac{1}{4}$ Ron Bacardi
- $\frac{1}{4}$ Forbidden Fruit
- 4 Dashes Lemon Juice
- 4 Dashes Grenadine



CLOVER CLUB

- 1 White of a fresh Egg
- Juice of $\frac{1}{4}$ of a Lemon
- 1 Teaspoonful Grenadine
- $\frac{2}{3}$ Best London Gin
- $\frac{1}{3}$ Italian Vermouth

COFFEE COCKTAIL

- The yolk of a new-laid Egg
- 1 Teaspoonful of Sugar
- Syrup
- $\frac{1}{3}$ Cognac Brandy
- $\frac{2}{3}$ Medium Tawny Port

COLD DECK

- $\frac{1}{4}$ White Crème de Menthe
- $\frac{1}{4}$ Italian Vermouth
- $\frac{1}{2}$ Cognac Brandy

CORNWALL

- $\frac{1}{3}$ Seville Orange Bitters
- $\frac{1}{3}$ Best London Gin
- Peel of an Olive in the Glass
- and squeeze Lemon Peel
- on top

CORPSE REVIVER

- $\frac{1}{4}$ Italian Vermouth
- $\frac{1}{4}$ Calvados
- $\frac{1}{2}$ Cognac Brandy

CURE FOR HEADACHE

- $\frac{1}{4}$ Fernet Branca
- $\frac{1}{4}$ Italian Vermouth
- $\frac{1}{2}$ Best London Gin

DAIQUIRI

- $\frac{2}{3}$ Ron Bacardi
- $\frac{1}{3}$ Lime Juice
- Sweeten with Grenadine or
- Powdered Sugar

DEAUVILLE

- $\frac{1}{4}$ Cognac Brandy
- $\frac{1}{4}$ Calvados
- $\frac{1}{4}$ Cointreau
- $\frac{1}{4}$ Lemon Juice

DEVIL'S

- $\frac{1}{2}$ Cognac Brandy
- $\frac{1}{2}$ Green Crème de Menthe
- Add pinch of Red Pepper
- on top

DIKI-DIKI

- $\frac{2}{3}$ Calvados
- $\frac{1}{6}$ Caloric Punch
- $\frac{1}{6}$ Grape Fruit Juice

DIXIE

- $\frac{1}{2}$ Best London Gin
- $\frac{1}{4}$ French Vermouth
- $\frac{1}{4}$ Absinthe

DOCTOR

- $\frac{1}{3}$ Lemon Juice or Lime
- Juice
- $\frac{2}{3}$ Swedish Punch

DREAM

- $\frac{1}{3}$ Curaçao
- $\frac{2}{3}$ Cognac Brandy
- 1 Dash Absinthe

DRY MARTINI

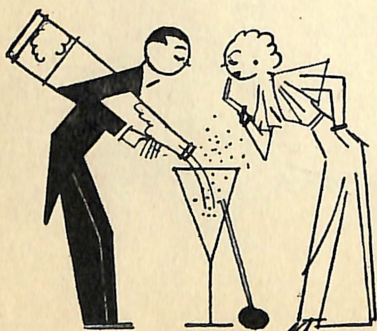
- $\frac{1}{2}$ French Vermouth
- $\frac{1}{2}$ Best London Gin
- 1 Dash Orange Bitters

DUNLOP

- 1 Dash Angostura Bitters
- $\frac{1}{3}$ Dry Pale Sherry
- $\frac{2}{3}$ Jamaica Rum

EAST INDIAN

- Equal parts of French
- Vermouth and Dry Pale
- Sherry, with a dash of
- Seville Orange Bitters



FAVOURITE

- 1 Dash Lemon Juice
- $\frac{1}{3}$ Apricot Brandy
- $\frac{1}{3}$ French Vermouth
- $\frac{1}{3}$ Best London Gin

FLYING SCOTCHMAN (6 people)

- 2½ Glasses Italian Vermouth
- 3 Glasses Scotch Whisky
- 1 Tablespoonful Orange Bitters
- 1 Tablespoonful Sugar Syrup

FUTURITY

- 2 Dashes Angostura Bitters
- $\frac{1}{2}$ Italian Vermouth
- $\frac{1}{2}$ Sloe Gin

GARDEN OF EDEN

- $\frac{1}{4}$ "Pash" Dry
- $\frac{1}{4}$ Forbidden Fruit
- $\frac{1}{8}$ Seager's Gin

GIMLET

- $\frac{1}{4}$ Lime Juice
- $\frac{1}{4}$ Best London Gin
- With or without Soda Water

GIN COCKTAIL

- 4 Dashes Orange Bitters
- 1 Glass Best London Gin

GLAD EYE

- $\frac{1}{2}$ Peppermint
- $\frac{1}{2}$ Absinthe

GLOOM CHASER

- $\frac{1}{6}$ Curaçao
- $\frac{1}{6}$ Grand Marnier
- $\frac{1}{6}$ Grenadine
- $\frac{1}{6}$ Lemon Juice
- $\frac{1}{6}$ Ron Bacardi

GOLDEN DAWN

- $\frac{1}{4}$ Orange Juice
- $\frac{1}{4}$ Apricot Brandy
- $\frac{1}{4}$ Warnink's Advocaat
- $\frac{1}{4}$ Best London Gin
- Dash of Grenadine

GRAPEFRUIT

- 3 Dashes Maraschino
- $\frac{1}{3}$ Italian Vermouth
- $\frac{1}{3}$ Best London Gin
- 1 Tablespoonful Grape Fruit Juice

GREENROOM

- $\frac{1}{2}$ Cognac Brandy
- $\frac{1}{2}$ French Vermouth
- 2 Dashes Curaçao

GUARD'S

- 2 Dashes Curaçao
- $\frac{1}{2}$ Italian Vermouth
- $\frac{1}{2}$ Best London Gin

HARROVIAN

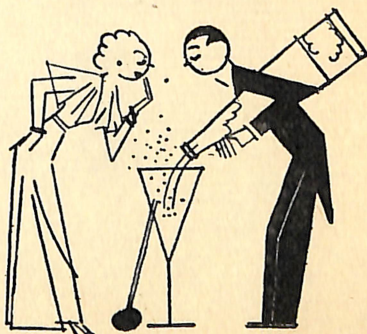
- 1 Dash Angostura Bitters
- 1 Teaspoonful Orange Juice
- 1 Dash Lemon Juice
- 1 Glass Best London Gin

HARVARD

- 2 Dashes Angostura Bitters
- 1 Dash Sugar Syrup
- $\frac{1}{2}$ Cognac Brandy
- $\frac{1}{2}$ Italian Vermouth

HOULA-HOULA

- $\frac{2}{3}$ Best London Gin
- $\frac{1}{3}$ Orange Juice
- 1 Teaspoonful of Curaçao



HONOLULU

- 1 Dash Angostura Bitters
- 1 Dash Orange Juice
- 1 Dash Pineapple Juice
- 1 Dash Lemon Juice
- 1 Glass Best London Gin
- A little Powdered Sugar

HYPNOTISED

- $\frac{1}{3}$ Best London Gin
- $\frac{1}{3}$ Brown Sherry
- $\frac{1}{3}$ "Pash" Dry
- Dash of Orange Curaçao

INK STREET

- $\frac{1}{3}$ Canadian Club Whisky
- $\frac{1}{3}$ Orange Juice
- $\frac{1}{3}$ Lemon Juice

INSPIRATION

- $\frac{1}{2}$ Best London Gin
- $\frac{1}{2}$ "Pash" Dry
- Dash of Peach Brandy
- Dash of Peach Bitters

IRISH

- 2 Dashes Absinthe
- 2 Dashes Curaçao
- 1 Dash Maraschino
- 1 Dash Angostura Bitters
- $\frac{1}{2}$ Glass Irish Whisky
- Add Olive and squeeze
- Orange Peel on top

JOCKEY CLUB

- 1 Dash Orange Bitters
- 1 Dash Angostura Bitters
- 2 Dashes Crème de Noyau
- 4 Dashes Lemon Juice
- $\frac{3}{4}$ Glass Best London Gin

KICKER

- 2 Dashes Italian Vermouth
- $\frac{1}{2}$ Calvados
- $\frac{2}{3}$ Ron Bacardi

LITTLE DEVIL

- $\frac{1}{6}$ Lemon Juice
- $\frac{1}{6}$ Cointreau
- $\frac{1}{3}$ Ron Bacardi
- $\frac{1}{3}$ Best London Gin

LONDON

- 2 Dashes Orange Bitters
- 2 Dashes Sugar Syrup
- 2 Dashes Absinthe
- $\frac{3}{4}$ Glass Best London Gin

LUIGI

- 2 Dashes Grenadine
- 1 Dash Cointreau
- Juice of half a Tangerine
- $\frac{1}{2}$ Best London Gin
- $\frac{1}{2}$ French Vermouth

MAIDEN'S BLUSH

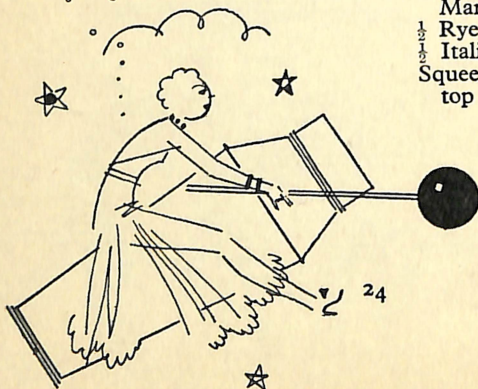
- 1 Dash Lemon Juice
- 4 Dashes Orange Curaçao
- 4 Dashes Grenadine
- $\frac{3}{4}$ Glass Best London Gin

MAIDEN'S PRAYER

- $\frac{1}{2}$ Orange Juice
- $\frac{1}{2}$ Lemon Juice
- Cointreau
- Best London Gin

MANHATTAN

- 2 Dashes Angostura Bitters
- 2 Dashes Curaçao or Maraschino
- $\frac{1}{2}$ Rye or Scotch Whisky
- $\frac{1}{2}$ Italian Vermouth
- Squeeze Lemon Peel on top



MARTINI (DRY)

$\frac{1}{2}$ Dry Martini Vermouth
 $\frac{2}{3}$ Best London Gin

MARTINI (MEDIUM)

$\frac{1}{4}$ French Vermouth
 $\frac{1}{4}$ Martini Italian Vermouth
 $\frac{1}{2}$ Best London Gin

MARTINI (SWEET)

1 Dash Orange Bitters
 $\frac{1}{2}$ Martini Italian Vermouth
 $\frac{1}{3}$ Best London Gin
Squeeze Lemon Peel on top

MAYFAIR

$\frac{1}{2}$ Best London Gin
 $\frac{1}{2}$ Orange Juice
3 or 4 Dashes of Apricot Syrup, flavoured with a little Cloves Syrup

MERRY WIDOW

2 Dashes Absinthe
2 Dashes Angostura Bitters
2 Dashes Benedictine
 $\frac{1}{2}$ French Vermouth
 $\frac{1}{2}$ Best London Gin

MILLIONAIRE

1 White of an Egg
2 Dashes of Curaçao
1 Teaspoonful Grenadine
 $\frac{3}{4}$ Glass Rye Whisky

MONKEY'S GLAND

1 Dash Absinthe
1 Teaspoonful Grenadine
 $\frac{1}{2}$ Orange Juice
 $\frac{1}{2}$ Best London Gin

MOULIN ROUGE

3 Dashes Grenadine
 $\frac{1}{2}$ Apricot Brandy
 $\frac{1}{4}$ Orange Gin
 $\frac{1}{4}$ Lemon Juice

NIGHT CAP

The Yolk of 1 Egg
 $\frac{1}{3}$ Anisette
 $\frac{1}{3}$ Curaçao
 $\frac{1}{3}$ Cognac Brandy

OLD FASHIONED

1 Lump of Sugar
3 or 4 Dashes of Angostura
1 Jigger of Rye Whisky
Crush sugar and Angostura together, add lump of ice
Decorate with a twist of Lemon Peel and a slice of Orange, using medium size tumbler—stir well.
Fill up with Seltzer or Soda Water.

OLYMPIC

$\frac{1}{3}$ Orange Juice
 $\frac{1}{3}$ Curaçao
 $\frac{1}{3}$ Cognac Brandy

ORANGE BLOOM

$\frac{1}{4}$ Italian Vermouth
 $\frac{1}{4}$ Cointreau
 $\frac{1}{2}$ Best London Gin

PARADISE

$\frac{1}{3}$ Best London Gin
 $\frac{1}{3}$ Apricot Brandy
 $\frac{1}{3}$ Orange Juice

PARISIAN

$\frac{1}{3}$ Best London Gin
 $\frac{1}{3}$ French Vermouth
 $\frac{1}{3}$ Cassis



PERFECT

$\frac{1}{3}$ French Vermouth
 $\frac{1}{3}$ Italian Vermouth
 $\frac{1}{3}$ Best London Gin

PERFECT LADY

$\frac{1}{2}$ Best London Gin
 $\frac{1}{4}$ Peach Brandy
 $\frac{1}{4}$ Lemon Juice
1 Dash White of Egg

PETER PAN

$\frac{1}{4}$ Peach Bitters
 $\frac{1}{4}$ Orange Juice
 $\frac{1}{4}$ French Vermouth
 $\frac{1}{4}$ Best London Gin

PICCANINNY

1 Dash Absinthe
1 Dash Grenadine
 $\frac{1}{3}$ French Vermouth
 $\frac{2}{3}$ Best London Gin

PINK LADY

The White of an Egg
4 Dashes Grenadine
 $\frac{1}{3}$ Brandy
 $\frac{2}{3}$ Best London Gin

POLO

The Juice of $\frac{1}{4}$ Lemon or
 $\frac{1}{2}$ Lime
 $\frac{1}{3}$ Italian Vermouth
 $\frac{1}{3}$ French Vermouth
 $\frac{1}{3}$ Best London Gin



PRAIRIE OYSTER

2 Dashes Vinegar
The Yolk of 1 Egg
1 Teaspoonful Worcester-
shire Sauce
1 Teaspoonful Tomato
Catsup
1 Dash of Pepper on top
Do not break the Yolk of
Egg

QUARTERDECK

$\frac{1}{4}$ Dry Sherry
 $\frac{1}{4}$ Scotch Whisky
 $\frac{1}{2}$ Rum
1 Dash of Seville Orange
Bitters
Sweeten with Powdered
Sugar

QUEEN ELIZABETH

1 Dash Absinthe
 $\frac{1}{4}$ Lemon Juice
 $\frac{1}{4}$ Cointreau
 $\frac{1}{2}$ Best London Gin

QUELLE VIE

$\frac{1}{3}$ Kümmel
 $\frac{2}{3}$ Brandy

R.A.C.

2 Dashes Orange Bitters
 $\frac{1}{4}$ French Vermouth
 $\frac{1}{4}$ Italian Vermouth
 $\frac{1}{2}$ Best London Gin
Squeeze Orange Peel on top

RASPBERRY COCK- TAIL (6 people)

Slightly bruise a cupful of
fresh raspberries and add
2 glasses of Gin. Soak
for two hours and strain.
Complete the mixture by
adding a liqueur glass of
Kirsch and 2 glasses of
any White Wine which
is not too sweet, such
as Moselle, Graves or
Chablis. Ice. Shake.
Put a raspberry in each
glass and serve.

RED LION

- $\frac{1}{3}$ Best London Gin
- $\frac{1}{3}$ Grand Marnier
- $\frac{1}{6}$ Orange Juice
- $\frac{1}{6}$ Lemon Juice

R.N.

- $\frac{1}{3}$ Lime Juice
- $\frac{2}{3}$ Jamaica Rum
- Sweeten with Powdered Sugar

ROLLS ROYCE

- 1 Dash Benedictine
- $\frac{1}{4}$ French Vermouth
- $\frac{1}{4}$ Italian Vermouth
- $\frac{1}{2}$ Best London Gin

ROYAL ROMANCE

- $\frac{1}{2}$ Booth's Dry Gin
- $\frac{1}{4}$ Grand Marnier
- $\frac{1}{4}$ "Pash" dry
- 1 Dash Grenadine

RUM ORANGE

- $\frac{1}{4}$ Orange Juice
- $\frac{1}{4}$ Italian Vermouth
- $\frac{1}{2}$ Myers's Fine Old Jamaica Rum
- Pinch of powdered Cinnamon

RUSSIAN

- $\frac{1}{3}$ Crème de Cacao
- $\frac{1}{3}$ Dry Gin
- $\frac{1}{3}$ Vodka

SENSATION

- 3 Dashes Maraschino
- 3 Sprigs Fresh Mint
- $\frac{1}{4}$ Lemon Juice
- $\frac{3}{4}$ Best London Gin

SEPTEMBER MORN

- White of 1 Egg
- $\frac{1}{2}$ Lime or Lemon Juice
- $\frac{1}{2}$ Myers's Fine Old Jamaica Rum
- 1 Teaspoonful Grenadine

SERVICE

- $\frac{1}{3}$ Italian Vermouth
- $\frac{1}{3}$ Brandy
- $\frac{1}{3}$ Whisky
- 3 Dashes of Angostura

SHAMROCK

- 3 Dashes Green Crème de Menthe
- 3 Dashes Green Chartreuse
- $\frac{1}{2}$ French Vermouth
- $\frac{1}{2}$ Irish Whisky

SHERRY TWIST

- (6 people)
- 1 Glass Cognac Brandy
- 1 Glass French Vermouth
- 3 Glasses Pale Dry Sherry
- $\frac{2}{3}$ Glass Cointreau
- $\frac{1}{3}$ Glass Lemon Juice
- 1 Small Piece Cinnamon

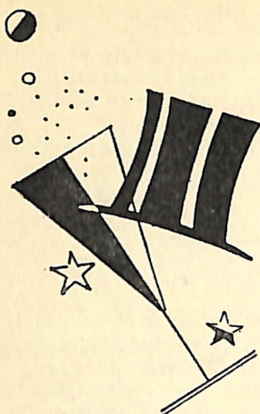
SIDECAR

- $\frac{1}{3}$ Lemon Juice
- $\frac{1}{3}$ Cointreau
- $\frac{1}{3}$ Cognac Brandy

SILENT THIRD

- $\frac{1}{3}$ Cointreau
- $\frac{1}{3}$ Scotch Whisky
- $\frac{1}{3}$ Lime Juice





SILVER

- 2 Dashes Maraschino
- 2 Dashes Seville Orange Bitters
- $\frac{1}{2}$ French Vermouth
- $\frac{1}{2}$ Best London Gin

SILVER STREAK

- $\frac{1}{2}$ Kummel
- $\frac{1}{2}$ Best London Gin

SMILER

- 1 Dash Angostura Bitters
- 1 Dash Orange Juice
- $\frac{1}{4}$ Italian Vermouth
- $\frac{1}{4}$ French Vermouth
- $\frac{1}{2}$ Best London Gin

SNOWBALL

- $\frac{1}{8}$ Crème de Violette
- $\frac{1}{8}$ White Crème de Menthe
- $\frac{1}{8}$ Anisette
- $\frac{1}{8}$ Fresh Cream
- $\frac{1}{3}$ Best London Gin

SO-SO

- $\frac{1}{8}$ Grenadine
- $\frac{1}{6}$ Calvados
- $\frac{1}{3}$ Italian Vermouth
- $\frac{1}{3}$ Best London Gin

SOUL KISS

- $\frac{1}{6}$ Orange Juice
- $\frac{1}{6}$ Dubonnet
- $\frac{1}{3}$ French Vermouth
- $\frac{1}{3}$ Rye Whisky
- Slice of Orange

STAR

- 1 Teaspoonful Grape Fruit Juice
- 1 Dash Italian Vermouth
- 1 Dash French Vermouth
- $\frac{1}{2}$ Calvados
- $\frac{1}{2}$ Best London Gin

STINGER

- $\frac{1}{4}$ White Crème de Menthe
- $\frac{3}{4}$ Cognac Brandy

STRAWBERRY

Pass 1 lb. of strawberries through a hair-sieve, and pour the juice into the shaker, together with the juice of an orange and a dash of Scotch Whisky. Add a few pieces of ice.

SUNSHINE

- 1 Dash Angostura Bitters
- $\frac{1}{3}$ Italian Vermouth
- $\frac{2}{3}$ Best London Gin

TAMMANY

- $\frac{1}{4}$ Rye Whisky
- $\frac{1}{4}$ Lime Juice
- $\frac{1}{2}$ Rum

TANGLEFOOT

- $\frac{1}{3}$ Caloric Punch
- $\frac{1}{3}$ Ron Bacardi
- $\frac{1}{6}$ Orange Juice
- $\frac{1}{6}$ Lemon Juice

TANGO

- 2 Dashes Curaçao
- The Juice of $\frac{1}{4}$ Orange
- $\frac{1}{4}$ French Vermouth
- $\frac{1}{4}$ Italian Vermouth
- $\frac{1}{2}$ Best London Gin

TANTALUS

- $\frac{1}{3}$ Forbidden Fruit
- $\frac{1}{3}$ Brandy
- $\frac{1}{3}$ Lemon Juice

TEMPTER

- $\frac{1}{2}$ Medium Tawny Port
- $\frac{1}{2}$ Apricot Brandy

THISTLE

- $\frac{1}{3}$ Italian Vermouth
- $\frac{2}{3}$ Scotch Whisky
- 1 Dash of Orange Bitters
- Serve with Lemon Peel

TRINITY

- $\frac{1}{3}$ French Vermouth
- $\frac{1}{3}$ Italian Vermouth
- $\frac{1}{3}$ Best London Gin

TUXEDO

- $\frac{1}{6}$ Sherry
- $\frac{2}{6}$ Best London Gin
- $\frac{3}{6}$ Italian Vermouth

UNION JACK

- $\frac{1}{3}$ Grenadine
- $\frac{1}{3}$ Maraschino
- $\frac{1}{3}$ Green Chartreuse
- Use liqueur glass and pour ingredients carefully so that they do not mix.

VICTORIA

- 1 Dash of Orange Bitters
- $\frac{1}{4}$ French Vermouth
- $\frac{1}{4}$ Italian Vermouth
- $\frac{1}{2}$ Sloe Gin

VIRGIN

- $\frac{1}{3}$ Forbidden Fruit
- $\frac{1}{3}$ White Crème de Menthe
- $\frac{1}{3}$ Best London Gin

VODKA BLUES

- $\frac{1}{3}$ Crushed Ice
- $\frac{1}{3}$ Vodka
- $\frac{1}{3}$ Blue Curaçao

WANDA'S DREAM

- $\frac{1}{3}$ Booth's Dry Gin
- $\frac{1}{3}$ Grand Marnier
- $\frac{1}{3}$ Dry Martini Vermouth
- Piece of Cucumber Peel

WHITE LADY

- $\frac{1}{4}$ Lemon Juice
- $\frac{1}{4}$ Cointreau
- $\frac{1}{2}$ Best London Gin

WONDERFUL

- 2 Dashes Parfait d'Amour
- $\frac{1}{3}$ Bols Geneva
- $\frac{2}{3}$ Warnink's Advocaat

XANTHIA

- $\frac{1}{3}$ Cherry Brandy
- $\frac{1}{3}$ Yellow Chartreuse
- $\frac{1}{3}$ Best London Gin

YELLOW PARROT

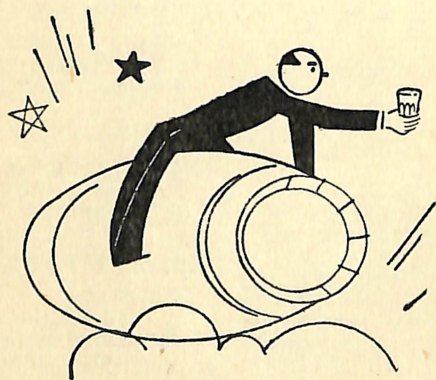
- $\frac{1}{3}$ Absinthe
- $\frac{1}{3}$ Yellow Chartreuse
- $\frac{1}{3}$ Apricot Brandy

E. & O. E.

(Note to the bone weary—Turn to page 59 and meet Jerry, who will introduce some excellent ready-mixed cocktails.)

THAT AFTERTHOUGHT

HERE'S HOW a blank space will
inspire the Enthusiastic Amateur to
add a cocktail recipe of *his own*.



"Ne nimium."

VERB. SAP

Here's How

TO KNOW AND
APPRECIATE GOOD
ENGLISH ALE
TOGETHER WITH
A SHORT BUT
LEARNED TREATISE
UPON CIDER AND
AN ADDENDUM
HELPFUL TO THE
THROWING OF A
PRETTY DART

*"Good ale, the true and proper drink
of Englishmen. He is not deserving
of the name of Englishman who
speaketh against ale, that is good
ale."*

"LAVNGRO", GEORGE BORROW.

THERE is a small handbook issued by the Brewers' Society in conjunction with their Beer is Best publicity campaign, in which, under the heading In Praise of Beer, a number of excellent reasons are given why Beer is good for Englishmen of all stations at all times. We make no excuse for quoting a typical extract from this entertaining little work, which so aptly puts the case for Ale in a nutshell.

To the average man, his pint of beer in the evening, amongst his friends, acts as a shock-absorber between himself and his daily tasks and troubles. With his pint of beer he gets the right outlook on his day's work and puts it back where it belongs. A pint of beer and a talk with his friends clear his mind of petty irritations and leave it refreshed and comforted for a sound night's sleep. There is an old proverb which says "Good ale is a key to the heart," and the position is summed up neatly by an eminent judge who has remarked, "When two or three men meet and are allowed to sup their ale, as they were in pre-war days, the return to their native social habit of discussing the affairs of their world over a pipe and a glass will do much to make them contented and happy!"

Good Ale has been truly termed the "Wine of England"; no other country can boast of brewing so perfect in its flavour, its mellow strength and its purity. Centuries of brewing have each added their quota of precise knowledge to the delicate art, and to-day great Brewing Houses are carrying nobly the tradition of English Ale, the food,

drink, comforter and friend of teeming millions of Englishmen.

Here are the Materials of GOOD ENGLISH ALE

BARLEY-MALT—Barley is rich in the two chief kinds of nourishment which a man must have—*i.e.* the muscle-building foods and the energy-giving foods.

SUGAR.—The greatest energiser we know, sugar is extracted from the malt in the brewing and is retained in the beer.

HOPS.—Hops, when they are boiled with the “wort” (a substance which filters through the grain of the malt in the brewing) impart their aromatic essence and give your beer that bitter tang which so encourages your appetite and helps your digestion by making the digestive juices flow more freely.

YEAST.—Rich in nutritious substances, a source of vitality, a food itself.

. . .

Here's How to Get ALE IN PERFECTION

Each Branch of the Victoria Wine Co., Ltd., carries large stocks of bottled Beer and Stout. Every care is taken in storage to preserve its prime condition whilst awaiting your order. The process of bottling most beers to-day ensures that they reach the table in star-bright clear condition, but the sedimentary beers

require time to settle down after movement. These latter beers should be held up to the light before opening the bottle in order to ascertain that any natural sediment has settled, and care should be taken in pouring not to disturb this sediment unduly.

CASK BEERS.—Many hospitable people like to offer their friends that perfect product—beer drawn straight from the wood, and most of the well-known brands are readily obtainable in casks of convenient sizes. The most popular size for the small household is the pin, of approximately four and a half gallons capacity; then comes the firkin of about nine gallons. The simple procedure involves merely an order for delivery to the Victoria Wine Company, whereupon a burly representative will deposit the welcome cask in its duly appointed place, insert the tap into its appropriate home (an expert business this), and leave you to the tranquil enjoyment of England's national beverage.

LAGER BEERS.—The brewing of Lager has from time immemorial been the prerogative of the German, Dutch and Swedish Houses. Latterly, however, several English breweries have met with conspicuous success in the brewing of this light, agreeable beverage. Competent judges are of the opinion that the best British Lagers are equal to the finest Continental brews in every respect.

Draught Lager is now a popular vogue at fashionable parties, and several Lagers are now available in syphon casks of moderate capacity, which require no other apparatus or technical knowledge in their use.

Here's How to Make MULLED ALE

Put a quart of good Ale in a saucepan, add 1 tablespoonful of castor sugar, a pinch of ground cloves, a pinch of grated nutmeg and a good pinch of ground ginger. Bring nearly to boiling point, add a wineglassful of Jamaica Rum or Cognac Brandy, and serve hot.

ON CIDER . . .

Good cider can only be made from a special form of Cider apple which is grown largely in the West of England; there are many varieties, the best known being the "Foxwhelp" and "Kingston Black". These apples are very sweet, have little acidity, and an astringent quality which gives the Cider made from them both character and body.

This beverage has many claims to favour for general household use; it has a delightfully refreshing character and, while containing just sufficient alcohol to stimulate appetite and digestion, is quite suitable for all but the very youngest members of the family. It has also been recognised for many years by the medical profession as one of the best preventatives and cures for gout and rheumatism, and to have exceptional properties as a tonic.

The Ciders produced in the respective cider-making counties differ considerably in style and flavour, the choice being one of individual taste; here they are—all excellent—we suggest you try each in turn . . .
de gustibus non est disputandum.

DEVONSHIRE: "VICTORIA" Brand (The Victoria Wine Co., Ltd.).

"SYMONS' " (Jno. Symons & Co., Ltd.)

HEREFORD: "BULMER'S" (H. P. Bulmer & Co., Ltd.).

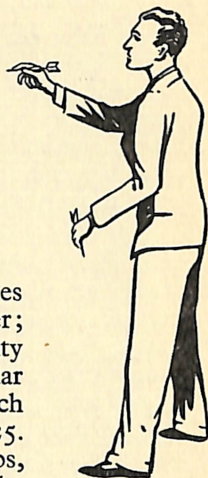
SOMERSET: "LORNA DOONE" (The Victoria Wine Co., Ltd.).

NORFOLK: "GAYMER'S" (Wm. Gaymer & Co. Ltd.).

THE COMPLEAT DART THROWER



DARTS is one of the finest games of skill ever invented. It demands a keen eye, a steady hand, mental judgment and a head for figures and for beer.



The dart board is circular, two inches thick and eighteen inches in diameter; its face is divided by wires into twenty segments valued from 1 to 20 in irregular sequence. The Bull's-eye, a half-inch circle, counts 50 and the "outer" 25. In addition there are two circular strips, the outer strip counting double the number of the segment concerned and the inner strip treble.

The board stands five feet eight inches from the Bull's-eye to the ground, the thrower stands nine feet away from the board and the loser stands everyone a drink.

Three darts are used, each player throwing all of them in turn.

Scoring—Before a player can score, a dart must be lodged in the narrow double strip; after this, each dart scores according to the values stated above. The total score required is always an odd number—usually 301 or 501 (1001 in team games). Each score obtained is subtracted from the agreed total and the winner is he who first reaches 0 with a double . . . It is essential to end with a double.

(*N.B.*—The references herein to a double relate to numbers, but there is nothing in the rules preventing the winner ending with another kind of "double".)

Here's How

TO ADD PIQUANCY
AND INTEREST TO
VARIOUS DISHES . .
AS WELL AS TO
BRING OUT THEIR
INDIVIDUAL
FLAVOURS BY THE
DISCREET ADDI-
TION OF WINES
AND SPIRITS § §



*"Come, Come! Good wine is a good
familiar creature if it is well used—
Exclaim no more against it."*

"OTHELLO." Act II, Scene III.
SHAKESPEARE.

A Word or Two on COOKING . . .

The habits and prejudices of a race must change with the world it lives in. The Englishman of a century ago did not regard a meal as a meal unless the table and side-board groaned beneath the weight of a gargantuan joint of beef flanked with sundry delicacies as game-pie, York ham, steak pudding and other solid epics of edibility. The diner then had both leisure and stomach to take a big proportion of the menu "on board" . . . and round off the lot with a bottle of crusted port—to himself! Our Georgian ancestors were hearty, full-blooded fellows, with little to do in the way of business—and lots of time to do it in. But nowadays we are made of sterner stuff, and the speed of this age has regulated our diet, though we are none the less appreciative of the joys of the table; perhaps we are luckier than our forebears, since moderation produces a delicacy of palate and a wider survey in our choice of dishes. Which brings us to the use of Wines and Spirits as flavouring-agents in soups, sweets and meats. There is no doubt that the Connoisseur is right when he affirms that such flavouring not only inspires the appetite but brings out the full and true nature of the particular dish.

Before getting well into our stride, let us say that the prefixing of the word "Cooking"

before an honoured name, such as "Cooking Brandy" or "Cooking Sherry," finds no favour in our eye. Instead it reminds us of one wily old fellow who, in the certainty that his domestic staff will regard the label as meaning "Fit only for Cooking", insists upon our fixing the damning tag to his own particularly fine choice of old brandy.

To a certain extent we must go abroad to learn of the delicacies deriving their particular appeal from the skilful blending of the appropriate wine in the course of their preparation, since we do not intend to restrict suggestions to such well-known annual visitors as Christmas pudding, Brandy sauce, or even Trifles, all of which have for so many years been improved by the addition of Old Ale, Sherry, or Rum. They call for no special comment, and appear regularly in the popular press to herald the approach of the Christmas season.

So we give a selection of Continental dishes, all well worth trying, and none calling for a higher degree of skill than is available in a contented British home.

RECIPES

SILDESALAT or HERRING SALAD

Soak 10 salt herrings in cold water for 5 to 6 hours. Remove from the water, and dry the fish. Take the same weight of cooked veal, the same of potatoes, beetroot and apples and 2 small pickled cucumbers. Cut all the ingredients in small cubes and put in a salad bowl. Mix 2 tablespoons of vinegar with 2 of

oil, a little sugar, 1 wineglass of Claret and the juice from the beetroot. Pour this dressing over the salad and let stand for 12 hours. Before serving, cover with a sauce made with 2 tablespoons of oil and 2 of vinegar, seasoned with salt and pepper. The oil and vinegar are put in a double saucepan and stirred till the mixture becomes quite thick. Garnish the salad with hard-boiled egg and beetroot.

WEINSCHAUMSUPPE or SPARKLING WINE SOUP

Put 3 whole eggs in a saucepan and beat to a cream with 3 tablespoons of sugar. Add the juice and finely chopped peel of a $\frac{1}{2}$ lemon, 1 teaspoon of flour, 1 pint of water and 1 pint of sparkling Moselle. Simmer on a slow fire, beating continuously, but do not let the soup boil. When hot, remove the lemon peel and serve. It should be light and frothy.

HVID SAGOSUPPE or WHITE SAGO SOUP

Put $2\frac{1}{2}$ ozs. of sago in a saucepan containing 3 pints of boiling water with the juice of a lemon, 2 ozs. of raisins and $\frac{1}{2}$ lb. of sugar and boil for about 20 minutes until the sago is transparent. Beat 2 eggs, put them in the soup tureen and add the sago soup gradually, mixing thoroughly. Add Sherry according to taste.

LES FILLETS DE SOLE AU CIDRE or FILLETS OF SOLE WITH CIDER

Put the fillets in a fire-proof dish, season them with salt and pepper, sprinkle with 2 or 3 chopped shallots and pour over them 1 or 2 glasses of Cider according to the number of fillets. Cook in a moderate oven for about 15 to 20 minutes, or till the fish is tender. When done, put the cider in a small saucepan, add 3 or 4 tablespoons of butter, a little flour, stir well, till it begins to thicken slightly and is perfectly smooth, add 1 teaspoon of chopped parsley and pour over the fish.

SAUCISSES AU VIN BLANC or SAUSAGES WITH WHITE WINE

Put the sausages in a pan with plenty of butter, and place in a moderate oven. When half cooked, sprinkle them with a little flour, add 1 glass of White Wine, season with salt and pepper and simmer on a slow fire till they are done. Just before serving, mix in 1 or 2 tablespoons of cream. Have ready slices of bread previously fried to a golden colour in butter, put these on a hot dish and on them lay the sausages. Pour the sauce over them and serve very hot.

RINONES SALTEADOS AL JEREZ or KIDNEYS SAUTÉS WITH JEREZ

Remove the fat and skin from a few lambs' kidneys, slice them and cut in small pieces. Cook on a brisk fire in a little lard, seasoning with salt and pepper. In 3 to 4 minutes remove from the pan and drain in a colander. Put 1 tumbler of Sherry in a frying pan and reduce by half. Then add to it 1 tablespoon of Worcester sauce and cook the kidneys in this sauce for a few minutes. Put on a hot dish, sprinkle with chopped parsley and garnish with small triangular croutons of fried bread.

MAIALE UBRIACO or "INTOXICATED PORK"

This dish consists of loin of pork, well seasoned with salt and pepper, and browned in 1 or 2 tablespoons of oil in a deep frying pan, with several cloves of garlic and chopped parsley. A generous supply of red Chianti wine is then added, and the meat is simmered till the wine has reduced by half. To serve, put the meat on a hot dish and pour the sauce over it.

KONIJN MET PRUINEN or RABBIT WITH PRUNES

Cut the rabbit into neat joints, put in an earthenware vessel and cover with a marinade consisting of $\frac{2}{3}$ of Red Wine and $\frac{1}{3}$ of vinegar, salt, peppercorns, 1 or 2 bayleaves, thyme, marjoram, fennel and other aromatic herbs. It should stand in this for 24 hours. Remove the pieces of rabbit from the marinade, dry them carefully, and brown to a light colour in butter. Add 1 tablespoon of flour, and mix well with the butter. Season highly with salt and pepper. Cover with Red Wine, and add 1 lb. of prunes, previously soaked in cold water for 12 hours. Bring to the boil and simmer till the meat and prunes are quite tender. Just before serving, add 1 tablespoon of gooseberry jam.

DODINE DE CANARD or STEWED DUCK

Put the duck, jointed, in a casserole and season with salt, pepper and mixed spices. Add 2 large onions, a sprig of parsley, thyme, a small piece of bay-leaf, 2 small glasses of Brandy and 1 pint of Claret. Let it stand for a few hours. Put 1 large tablespoon of olive oil and $3\frac{1}{2}$ ozs. of pork fat in an earthenware casserole and, when hot, put in the pieces of duck, and brown them for about 15 to 20 minutes. Add the wine, etc., in which they have soaked, clove of garlic, and 7 ozs. of mushrooms. Simmer very gently for 1 or $1\frac{1}{4}$ hours. Serve in the casserole in which they were cooked. Nouilles, or ribbon macaroni are served at the same time as the dodine.

PUDIM DE OVOS or EGG PUDDING.

Boil 1 lb. of sugar with a small strip of grated lemon rind, cinnamon and 2 ozs. of lard (unsalted) till it turns to a fairly consistent syrup. Remove from the fire and, after a few minutes, gradually beat in the yolks of 12 eggs with 1 wineglass of Port or Madeira. Coat a mould with a thin layer of caramel, pour the mixture into it, place in a saucepan of boiling water and cook for $\frac{3}{4}$ of an hour. The mould should have a lid or be covered in some other way.

Here's How

TO NIP A COLD OR
CHILL IN THE BUD
. . . . FOLLOWED IN
MORE CHEERFUL VEIN
BY SUB-SECTIONS ON
PARTY "CUPS" AND THE
THROWING OF PARTIES



*"Give strong drink unto him that is
ready to perish, and Wine unto
those that be of heavy hearts."*

*"Let him drink, and forget his
poverty, and remember his misery
no more."*

PROVERBS, Chap. XXXI, v. 6 & 7.

FOR YOUR VERY GOOD HEALTH!

Alcohol plays an important part in the ordering of health. Everybody knows the Scriptural admonition to "take a little wine for thy stomach's sake" and wisely acts upon that principle. Life goes at a greater pace to-day; more than ever must we depend upon a moderate taking of wines and spirits to refresh and hearten us for the daily round . . . your doctor will prescribe a regular modicum of alcohol as a physical necessity for most men and women over forty. Not only does it restore nervous energy, but acts as a brain stimulant . . . smoothing over the cares and anxieties of life. For the invalid, or convalescent, there will be found much virtue in the excellent tonic-wines such as Buckfast, Wincarnis, Vibrona or Hall's. Then, again, we would particularly recommend for general use as a pick-me-up and strengthener Warnink's Advocaat, the renowned and skilfully-prepared liqueur composed of the yolks of new-laid eggs and fine brandy. On page 45 we have appended a short list of "reminders" with which wives and mothers may successfully play the part of the family doctor . . . at least, where the more common complaints of colds, chills, etc., are concerned.

HERE'S HOW . . .

TO NIP A COLD IN THE BUD

$\frac{1}{3}$ of a tumbler Scotch Whisky, the juice of a lemon. Fill with boiling water and drink between blankets.

(or) 1 tablespoonful of honey, $\frac{3}{4}$ gill of Jamaica Rum. Fill up with boiling water to taste. Grate nutmeg on top.

(or) Into a saucepan put 2 lumps of sugar, a slice of lemon, 1 piece of cinnamon and $\frac{1}{2}$ pint of good Claret. Boil and drink hot between blankets.

(or) Buy a bottle of whisky and have plenty of hot water handy. Soak your feet in hot mustard and water, light a candle and get into bed. Keep sipping the hot whisky and water, preferably sweetened with honey, until you can see two candles. Continue the treatment until you see three candles, then snuff out the middle one, turn over and go to sleep.

TO CURE A MORNING HEADACHE

Cocktail of $\frac{1}{4}$ Fernet Branca, $\frac{1}{4}$ Italian Vermouth, $\frac{1}{2}$ Dry Gin. Shake well and strain into cocktail glass. (Fernet Branca, an Italian vegetable extract, is a wonderful headache cure.)

TO KEEP OUT RAW AND WINTRY WEATHER

One small wineglassful of Warnink's Advocaat. Fill up with fresh milk. Shake well and strain into long tumbler. Grate a little nutmeg on top.

1 fresh egg, 1 dessertspoonful sugar, $\frac{3}{4}$ gill of Cognac Brandy, Jamaica Rum, Best London Gin or Whisky. Shake up with fresh milk and strain into large tumbler. Grate nutmeg on top.

1 fresh egg, $\frac{1}{4}$ gill Curaçao, $\frac{1}{2}$ gill Cognac Brandy. Shake up with fresh milk and strain into large tumbler. Grate nutmeg on top.

TO PROVIDE A GENERAL TONIC

A small wineglassful of Warnink's Advocaat (egg-brandy) taken about 11 a.m. daily.

(or) The yolk of a fresh egg, sugar to taste, $\frac{1}{2}$ gill of Dry Pale Sherry (Manzanilla), add grated nutmeg on top.

(Port may be substituted for the sugar and Sherry.)

TO CURE THE EFFECTS OF UNWISE INDULGENCE IN MIXED DRINKS

Equal parts of lemon juice and Worcester Sauce with soda water.

(or) Angostura Bitters and soda water.

TO RELIEVE COUGHS

$\frac{1}{2}$ gill Warnink's Advocaat, 1 tablespoonful honey. Stir well and fill up slowly with fresh milk into large tumbler.

TO RELIEVE INDIGESTION

A small wineglassful of Gin and Fockink's White Crème de Menthe or peppermint in equal parts.

TO RELIEVE NEURALGIA

A liqueur glass of Cognac Brandy swallowed very slowly.

TO RELIEVE SEA-SICKNESS

We hopefully suggest Champagne, but cannot guarantee its invariable success.

HERE'S HOW to Mix and Serve PARTY and DANCE "CUPS"

Party time is usually Dancing time as well, and that indicates frequent raids on the Buffet in search of that something which will refresh, revive, but not necessarily intoxicate. The wise Party-thrower will therefore be well advised to include one or two of the following Cups, if his or her name would be well spoken of in taxis, tubes and trains on the homeward trail of the guests.

RECIPES FOR CUPS

CHAMPAGNE

1 Bottle good Champagne	Few dashes Maraschino
1 large bottle Soda Water	3 Slices Orange
$\frac{1}{2}$ gill Brandy	2 small pieces Pineapple
$\frac{1}{4}$ gill Curaçao	6 Grapes

STILL HOCK OR MOSELLE

The ingredients should be similar to above, but a peach (in slices) should be substituted for the pineapple.

CLARET

1 bottle good Claret	$\frac{1}{4}$ gill Sherry
1 large bottle Soda Water	2 slices Orange
$\frac{1}{2}$ gill Brandy	2 slices Lemon Peel
$\frac{1}{4}$ gill Curaçao	Small sprig of Borage
Add sugar to taste	

CIDER

1 bottle Cider	3 slices Orange
1 large bottle Soda Water	2 small pieces Pineapple
$\frac{1}{2}$ gill Brandy	Small sprig Borage or
$\frac{1}{4}$ gill Curaçao	Cucumber Peel
Few dashes Maraschino	

All Cups should be suitably iced before being served.

BEER CUP

$\frac{1}{4}$ pint of water, 1 glass of Golden Sherry, the juice of 2 lemons and the fine rind of 1, 1 tablespoonful of castor sugar, a few leaves of fresh mint, a pinch of grated nutmeg. Allow the whole to stand in a jug for 20 minutes, strain into a glass jug, add a few pieces of cracked ice and 1 bottle of Pale Ale or Lager Beer and serve.

(Note—We candidly do not think this is worth the trouble, and anyway we have never tried it. We did start to make it once, but unfortunately drank all the available beer during the 20 minutes' wait.)

SHANDY GAFF

Equal quantities of Pale Ale and Old English Ginger Beer poured into a jug with a few pieces of cracked Ice. Add a dash of any good liqueur if liked.

Here's How to Throw a Party

While the suggestions and hints contained in this book have been mainly for small intimate parties, many readers may find that they are committed to entertaining larger numbers—forty or more guests at one time. The difficulty of combining the duties of both Host and Butler then arises, with the result that either the unfortunate host spends all his time mixing drinks, or the even more unfortunate guest goes without.

Obviously something must be done to restore the Host to his proper position among his visitors and at the same time to free him entirely from all the worries incidental to entertaining at home on a large scale. More is required than just hiring glasses . . . the need is for complete equipment and a trained efficient staff. This service is available, and at a surprisingly small cost, for all manner of parties including Wedding Receptions, Garden Parties, House Warmings, Christening Parties, Cocktail Parties, Coming-out Parties (Brixton, Dartmoor or The Scrubs) and just Parties. Here are particulars . . .

A small service charge covers the provision of a Bar, table linen, all sorts of glasses, the shakers, ash trays and all the little odds and ends that make up complete equipment and with them the services of one or more

attendants who are real experts in the art of mixing and serving drinks . . . their white jacketed presence adds considerably to any occasion.

The drinks themselves are supplied at ordinary store prices. Ample quantities are provided—unopened bottles being collected and credited in full.

Additionally a complete catering service may also be provided. For this it is usual to quote a price “per head”. Charges vary somewhat according to the numbers involved, ranging from 2/- per head for the customary Cocktail Buffet menu including hot chipolata sausages, up to 5/- per head for sumptuous displays, including Caviare and other luxuries.

This is a typical 2/- menu—

Smoked Salmon Canapes
Various Cocktail Savouries
Finger Rolls
Bridge Rolls

—
Six kinds of Sandwiches

—
Various Cheese Savouries
Celery Chips
Cocktail Biscuits

—
Hot Chipolata Sausages
(served on cocktail sticks)

—
Salted Almonds—Salted Peanuts

The following menu suitable for a Wedding Reception is very popular and costs from 2/6

Asparagus Rolls
Smoked Salmon Canapes

Patties of { Crab
Lobster

Barquettes of Foie Gras
Bridge Rolls of Chicken

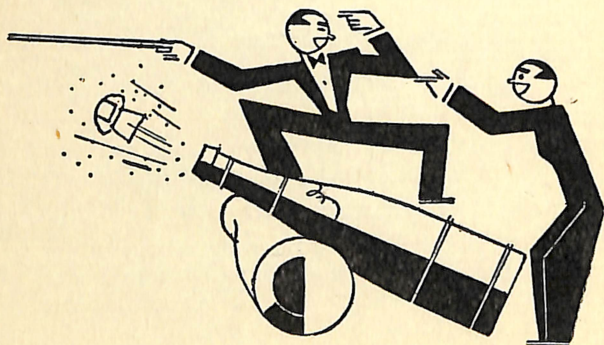
Fresh Fruit Salad
Whipped Cream

French Pastries
Chocolate Eclairs

Coffee

Before giving your next party it will be worth while to find out more about this service.

Particulars may be obtained at any Service Branch of the VICTORIA WINE CO. LTD., or direct from the Manager of the Home Service Section, 12/20, Osborn Street, London, E. 1. Telephone Bishopsgate 5875 (Extension 2).



A FEW LONG COLD DRINKS

GIN SLING—A sherry glass of Gin in a tumbler, fill up with Lemonade and plenty of ice. Add a piece of cucumber.

WHISKY FIZZ—A sherry glass of Whisky in a tumbler, a teaspoonful of powdered sugar and Lime Juice to taste. Fill up with Soda Water and ice.

RUM HIGHBALL—Two or three lumps of ice in a tumbler, half a sherry glass of Rum, fill up with Ginger Ale. Add a slice of Lemon.

RUM COW—A sherry glass of Rum in a tumbler. Fill up with milk.

MINT JULEP—Half fill a tumbler with crushed ice and add one teaspoonful of castor sugar. Place a few sprigs of fresh mint in the glass and add a sherry glass of Old Jamaica Rum. Stir well and fill up with crushed ice. Add slices of orange, lemon, pineapple and cherries on top.

ICED LAGER—Open the bottle and pour carefully.

AND TWO WELL-TRIED PUNCHES

HOT PUNCH

$\frac{1}{2}$ pint Rum
 $\frac{1}{2}$ pint Brandy
 $\frac{1}{2}$ lb. Sugar

A large Lemon
 $\frac{1}{2}$ Teaspoonful Nutmeg
1 pint of Boiling Water

Rub sugar over lemon until it has absorbed all yellow 'skin. Then put sugar in punch bowl, add lemon juice and mix the two well. Pour over them boiling water—stir well. Add Rum, Brandy and Nutmeg. Be sure and mix all ingredients well.

HOT SPICED RUM

Put into a tumbler 2 or 3 teaspoonfuls of sugar and dissolve in a little boiling water. Add:—

1 gill of Rum
1 piece of Butter as large as a small walnut

1 teaspoonful of Spices
(Cinnamon, Cloves)

Fill glass with boiling water. Stir well before serving.

A Note or Two Upon LIQUEURS . . .

Liqueurs, those potent distillations of myriad colours and pure delight, form a time-honoured ritual in the best interests of digestion. When coffee is about to be served, let the host approach his buffet, key in hand, and, unlocking the oaken door, remove reverently one by one the bottles square and squat, rotund and cylindrical, or what shape you will . . . and after tendering for his guests' choice, measure the precious syrups of gold, of amber, emerald and crimson, into the tiny glasses by their attendant coffee-cups.

To describe each and every liqueur in the calendar would fill a heavy volume, although Cognac is the only Liqueur which some Connoisseurs recognise. However, here is a list of the more important names with a note of their main characteristics.

ADVOCAAT is a peculiar Liqueur, peculiar in the sense that it is not only a delicious luxury but also a fine tonic and invalid food. It is made from fresh eggs emulsified in fine brandy with sugar and has a most fascinating flavour.

CURAÇAO, one of the oldest Liqueurs, is chiefly made from spirit, sugar and dried orange peel; but there are a great many different varieties of Curaçao, because there are many distillers who make this Liqueur, and each has his own method.

It is the same with other Liqueurs. There are, for instance, a great many varieties of cherries, many different qualities of brandies, and many ways of distilling Liqueurs from cherries; cherry brandy, cherry whisky, kirsch, maraschino, noyau, are all primarily made from cherries, but they are all quite distinct; and in each category of these Liqueurs there are varying degrees of flavour, taste, strength, price and quality.

Stone fruit, such as apricots, peaches, cherries, and sloes make very good Liqueurs; black currants (or cassis) also give excellent results. Mint is of all herbs the most extensively used by distillers in the making of Liqueurs justly popular for their digestive properties called "Peppermint", or Crème de Menthe, left white or coloured green, made with brandy or grain spirit. Caraway seeds used in medicine for their stimulant and carminative action, are largely used in the distillation of KUMMEL; and from the anise fruit, which is a good stomachic, ANISEED and ANISETTE are distilled.

THE LIQUEURS

- ABSINTHE—Aniseed, almost colourless, very strong spirit.
- ADVOCAAT (WARNINK'S)—Vanilla, Egg colour.
- ANISETTE—Aniseed, colourless, sweet.
- APRICOT BRANDY—Apricot, golden, sweet.
- AQUAVIT—Strong, golden or colourless spirit.
- AURUM-DI-PESCARA—Orange, pale gold colour, sweet.
- BÉNÉDICTINE, D.O.M. — Distinctive, dark golden colour, sweet.
- CALORIC PUNCH—Slight Aniseed, yellow, sweet.
- CALVADOS—Apple, colourless, dry.
- CASSIS—Blackcurrant, deep red, sweet.
- CHARTREUSE—Aromatic, green or yellow, sweet.
- CHERRY BRANDY—Cherry, deep rose colour, sweet.
- COINTREAU—Orange, colourless, sweet.
- CORDIAL MEDOC—Plum flavour, dark red, not too sweet.
- CRÈME DE MENTHE—Peppermint, green or white, sweet.
- CRÈME DE CACAO—Cocoa, chocolate colour, very sweet
- CRÈME DE NOYAU—Almond, white or pink, rather sweet.
- CURAÇAO—Orange, usually golden, sweet.
- DRAMBUIE—Scotch Whisky, golden colour, honeysweet.
- FORBIDDEN FRUIT—Bitter sweet Grape Fruit, Rich Tawny, sweet.
- GRAND MARNIER—Orange, golden, medium sweet.
- KIRSCH—Bitter Almond, usually colourless, dry.
- KUMMEL—Caraway, colourless, usually sweetened.
- MARASCHINO—Bitter Cherry, colourless, sweet.
- PEACH BRANDY—Peaches, golden, sweet.
- PRUNELLE—Plums, pale green, sweet.
- SLOE GIN—Sloes, ruby, sweet.
- VAN DER HUM—Tangerine, russet brown, sweet.
- VODKA—Almost tasteless, colourless, dry.

A Brief Note on CIGARS

HERE'S HOW TO CHOOSE AND STORE CIGARS

Somewhere it is told how our Salvation Yeo, that stalwart of the Virgin Queen, made a primitive cigar by "rolling a piece of tobacco leaf up neatly to the size of his little finger." Much science, thought and experience has since that day been devoted to the production of this most wholesome weed, but the finest cigars still come—as they always have done—from Cuba, and the most famous tobacco growing district is the western portion of the Island, Vuelta Abajo.

A great deal of the tobacco is exported for blending all over the world, but the cigars actually grown, blended and made in Havana, owing to the peculiar climatic conditions, are acknowledged superior to those produced in any other part of the world.

Havana Cigars are made entirely by hand and the makers are artists at their work. The average workman will make about 100 medium-size cigars per day.

The Cuban Government, in protection of the industry, by law insists on its green Guarantee label being placed round all boxes of genuine Havana-made Cigars; this is a great protection to smokers who otherwise might be deceived.

Owing to labour and other difficulties, several of the well-known manufacturers, whose names have been household words for generations, have recently transferred their factories from Cuba to the U.S.A. Chief amongst these are the well-known La Corona, Henry Clay, Bock and M. Valle. The stocks of the

original Havana manufacture of these brands are now practically exhausted, but there are still world-famous manufacturers producing cigars in Havana itself, namely, Larranaga, Punch (J. Valle y Ca), Romeo y Julieta and Upmann.

HERE'S HOW TO CHOOSE A GOOD CIGAR

The choice of an oily glossy outside-leaf wrapper of the cigar usually shows the likelihood of the best flavour such as is appreciated by connoisseurs. A dull, light leaf shows that the filler has no "character" and will be flavourless.

To put a cigar to one's ear and pinch it to see whether there is a crackle, as a guide to its "condition", is a fallacy, as it is likely to damage the cigar, and, anyhow, even a fresh and fairly wet one will give some crackling sound. The feel of firmness in a cigar, and the absence of a cold (damp) feeling when it is taken into the hand, is more likely to indicate its smoking "condition", and there should be a noticeable space between the top of the cigar and the inside of the box, owing to the drying-in while "conditioning" having slightly shrunk the cigar, since it was packed wet.

HERE'S HOW TO KEEP CIGARS IN GOOD CONDITION

Ideally, cigars should be kept in an even and constant temperature of about 65 degrees, which can only be ensured by rooms being constantly heated night and day, as a change of temperature is apt to spoil the condition very rapidly.

For the average consumer, the best way to keep cigars is to store them in a cupboard in a living-room, but it is imperative that this cupboard should be against an inside wall, not too near the fireplace.

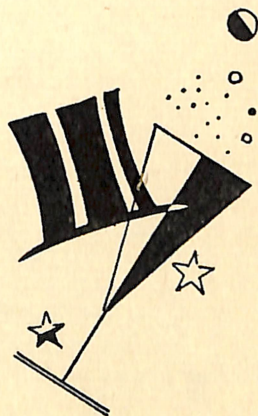
Tobacco will readily absorb moisture, as also any strong scent to which it is exposed. It is, therefore, necessary, for the proper maturing of Havana Cigars, that they should be kept in a receptacle exclusively devoted to them.

Many complaints against the cigar itself are solely attributable to careless storing. The finest-flavoured Havana Cigar is soon ruined, and its original character destroyed, if it is not properly kept.

A fine cigar should be smoked slowly, otherwise the combustion will be imperfect and the greater part of its delicate aroma lost

BRITISH CIGARS -

This term does not mean that the tobacco used is British grown but that the cigars have been blended and made in England. For obvious climatic reasons the British Cigar makers cannot hope to produce an article quite as good as the best native product of Cuba, but an excellent cheap cigar is made by the use of imported Havana leaf.



AND . . .

Here's How

A DISCERNING
DISCIPLE WILL
PERCEIVE THE
MERITS OF SUNDRY
WELL-KNOWN
ARTICLES PRE-
PARED WITH SKILL
AND SCIENCE FOR
HIS DELECTATION
AND DELIGHT &

*“The time has come,” the Walrus said
“To talk of many things.”*

“THROUGH THE LOOKING GLASS.”

LEWIS CARROLL

Introducing 'Jerry'



Here he is . . . one of the brightest boys that ever stepped within the pages of a bright book . . . for a few minutes! Jerry has a profound knowledge of "joie de vivre" and is known to every Club from the Athenæum to the Junior Slate, besides every Bar from China to Peru. He doesn't like regular employment—of the kind you and I know—but we'll guarantee his sticking the present job he's on. And that's as *compère-extraordinary* to those good things enumerated on the following pages. He's tried 'em all at one time or another, so you can take his advice without hesitation. . . . Jerry *knows!*

"Here, I say . . ." The Discerning Disciple has just chipped in. Who is he? . . . Oh, a dry old stick Jerry collected a few days ago. He was hanging round a still in the Highlands delicately sniffing the heather-laden breeze

. . . waiting for the next bus back to the West End and looking for a kindred spirit. He found it in Jerry.

"See here, Jerry," plaintively murmured the D.D., "there are a whole heap of good folk with their products outside, and we've got to introduce them. Well, who the dickens comes first? We can't push one good laddie before the other you know."

Jerry smiled the smile of the Just. "Easy, perfectly easy, my dear old Dithering Disciple. . . . We just take 'em alphabetically! Come along . . . it's time to go!"

And so they first call upon Mr. Warnink . . .



"The Discerning Disciple"



Jerry says—

“I advocate
Advocaat!”

This delicious Dutch liqueur is an emulsion of the yolks of NEW LAID EGGS and fine Brandy and forms a perfect food and tonic during illness and convalescence.

Delicate persons and children derive great benefit from a tablespoonful occasionally during the day.

**BUT IT
MUST BE**

WARNINK'S—THE ORIGINAL ADVOCAAT

The Discerning Disciple says—



BE EXPLICIT

—ORDER

BISSET'S

GOLD LABEL

Scotch WHISKY

FOR ALL OCCASIONS



To those who
 appreciate
 a finer **KUMMEL**



It is interesting to note that Erven Lucas Bols have for several hundred years manufactured, near Amsterdam, the original Dutch Kümmel from a secret formula handed down by Lucas Bols who founded the firm in 1575.

This fine Kümmel, the healthiest of all liqueurs, is double distilled from pure grain spirit and Dutch caraway seed, the best in the world.

Ask for

BOLSKUMMEL
 VERY DRY TO SUIT THE ENGLISH PALATE



The Discerning Disciple
 says—

Here's How

To recognise **BOOTH'S**
OLD MATURED DRY GIN

Observe the bottle — hexagonal . . . and the label—**BOOTH'S** bottle this Gin themselves and guarantee it.

Now pour a little into a large brandy glass; shake it around under your nose and savour the seductive aromatic bouquet; then, with due appreciation and sense of gratitude to those who made this thing possible, sip . . . that's **BOOTH'S**, that was. Straw-coloured because it is matured in wood.

Here's How

TO AVOID
**COLDS AND
INFLUENZA**

TAKE

**BUCKFAST
TONIC WINE**



REGISTERED BUCKFAST TRADE MARK

MADE BY THE MONKS OF BUCKFAST ABBEY

OBTAINABLE AT EVERY BRANCH OF THE VICTORIA WINE CO



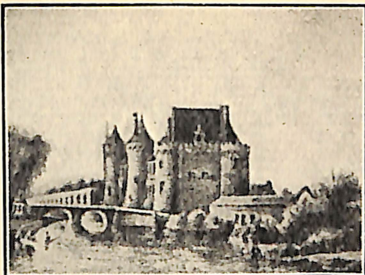
Jerry says it's as
easy as A B C to
remember—

Ah! Bulmer's Cider

*A glass of Bulmer's Woodpecker
Cider stimulates appetite and
aids digestion. Try it with
your mid-day and evening
meals.*

'WOODPECKER' 10 $\frac{1}{2}$ ld.
(Medium Sweet)
or **'DRY' CIDER** Per Flagon
(In England and Wales only)

H. P. BULMER & CO. LTD., CIDER MAKERS, HEREFORD.



The Château de Jarnac in the XVth Century

COURVOISIER COGNAC BRANDIES

*"He who aspires to be a hero
must drink brandy."*—

(Dr. Johnson)

It was in the course of the 10th Century that the Arabian philosopher Abu-Ebn-Sina added the word "Alcohol" (Al Kohl) to the vocabularies of Europe, and distilled spirits have been produced ever since. But it was not until the 17th Century that the products of the Province of which Angoulême is the capital, became renowned for the special qualities of their eaux-de-vie. The two principal towns in this Province, Cognac and Jarnac, have become the centre for the production of the spirit now known in this country as Brandy. The historic interest of Jarnac is not inferior to that of Cognac, and it is notable that the CHATEAU COURVOISIER stands to-day on the site of the Château de Jarnac of the 15th Century. This was the property of the Comtes de Jarnac, whose successors were the well-known Rohan family.

BY APPOINTMENT

Make
a good
third
with a
Crawford's
and
splash!



“You needn't dress
for DRESSLER'S!”

says Jerry

Whether the social occasion be formal or informal offer your friends the finest continental draught Lager Beer—DRESSLER'S. This famous Brewing House has recently introduced stainless-steel cylinders, containing 5 and 10 litres respectively of their celebrated Export Lager, for use in the home. This innovation ensures that you get perfectly-conditioned ice-cold lager from a tap turned by a circular key which is removable when not required.

The cost? 5 litres (over a gallon) is only 11/- and 10 litres 20/-. The cylinders, being expensive productions, are returnable when empty. Order one *to-day*!

DRESSLER'S EXPORT LAGER

The Discerning Disciple says

Here's How

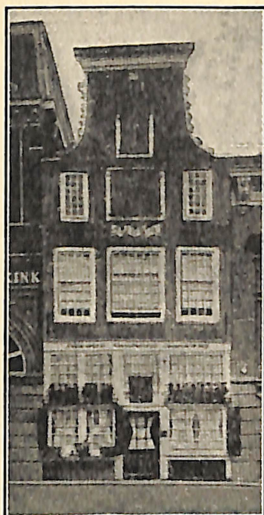
to keep FERREIRA'S
PURPLE CLUSTER
PORT



Don't!—Drink it. Serve it to all

your family and your friends, not forgetting yourself. You'll be popular! Drink it out of good size glasses, not too full, and drink it often; and don't forget to provide the walnuts.

Port, as our ancestors for generations have understood the word, can only come from Portugal, and FERREIRA'S are the largest growers in that country.



*The Old House
at Amsterdam*

FOCKINK DUTCH LIQUEURS

The House of Fockink was established in 1679, and the old building at Amsterdam where Wynand Fockink first distilled his liqueurs over 250 years ago still exists, and has recently been placed by the Dutch National Commission for Archæology and Art on the list of Archæological Monuments. Hundreds of visitors are attracted to this old building, where they have an opportunity of tasting the famous Fockink Orange Curaçao and other liqueurs in exactly the same environment as that of 250 years ago

BY APPOINTMENT



Here's How

to recognise the mark
of an excellent Sherry.

Most Sherries are good, but some excel, and for the wise man nothing but the best is good enough; therefore should he look for the following mark:

VINTAGE

which is the badge of a fine old medium dry Sherry shipped by the house of GARVEY, famous shippers of fine Sherries since 1780. For the man who seeks a richer wine, then GARVEY'S selected FLOR DE JEREZ—soft, luscious Oloroso—will undoubtedly please him greatly.

GRAHAM'S GOLDEN LAGER

**BRITISH -
and PROUD of it!**

When Graham's Golden Lager began to be brewed at Alloa in Scotland, it was soon ascertained that a British Lager could be made equal to, and possibly superior to, any Continental Lager. That the public appreciate the quality of Graham's Golden Lager is proved by the fact that the sales of this Article are fast approaching the total consumption of all imported Lager.

GRAHAM'S GOLDEN LAGER

BREWED & BOTTLED IN G^o BRITAIN

Here's How



TO GAIN AN ENVIABLE
REPUTATION AS A "GOOD
MIXER"

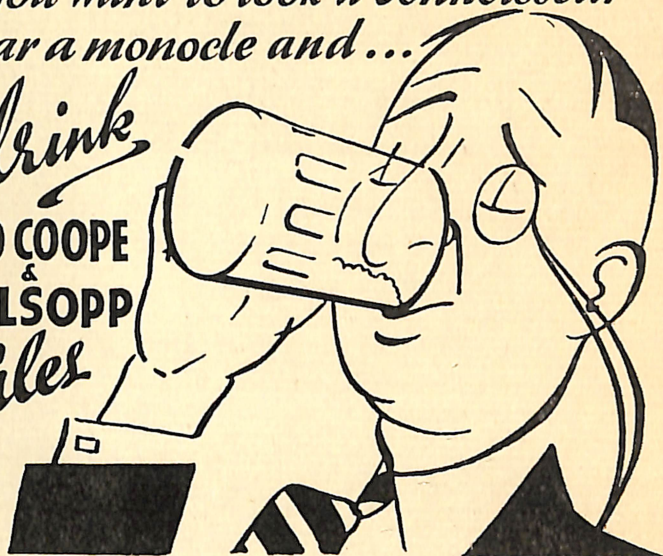
A short cut to social success is to buy a few bottles of "HERE'S HOW" GENUINE WINE COCKTAILS. These are expertly-mixed and ready to serve, in four popular varieties. Your guests will appreciate them and congratulate you on your skill as a "shaker".

Per full size bottle
MARTINI or GOLDEN PALM - - 3/6
SCOTCH EXPRESS or SIX BELLS - 4/6

*obtainable at all branches of the
VICTORIA WINE CO. LTD.*

*If you want to look a connoisseur
wear a monocle and ...*

drink
**IND COOPE
&
ALLSOPP**
Ciles



Jerry recommends

KIA-ORA

REAL FRUIT DRINKS

The ideal ingredients for
your cocktails; or as
delicious long drinks

KIA-ORA—GOOD HEALTH





A word with YOU!

Champagne occasions should be joyful affairs free from all worry and care.

There will be no occasion to worry if you are sure that the Champagne is perfect, and to make sure that it is **See that it is**

LANSON PÈRE ET FILS
BY APPOINTMENT



*“What’s the
principal
ingredient
of a Cocktail?”*



‘Martini’ of course! A cocktail without “Martini” would be like lemonade without the lemon . . . simply “not done”! Made from a well-matured natural wine in which various beneficial herbs are introduced, Martini is not only valuable as an appetiser but as a quick energiser to the person who is tired. Try it as a long drink with soda or plain water . . . see how it rebuilds your vitality!

NOTE.—For a Dry Cocktail use DRY MARTINI.
MARTINI & ROSSI, TURIN



*Dom Perignon, the Blind Monk,
tasting the Grapes*

MOËT & CHANDON CHAMPAGNE

BY APPOINTMENT

“Sparkling” Champagne was discovered by the great Benedictine monk Dom Perignon just 250 years ago. Such was his

skill and the delicacy of his palate that even when he became blind he readily identified the grapes of various districts by their flavour and would so blend the wine as to secure the best results. By a series of experiments he found a way of regulating the fermentation, and succeeded in perfecting a sparkling wine which leapt forth from the bottle and overflowed the glass. Dom Perignon was cellarer of the Abbey of Hautvillers, which is in possession of the House of MOËT & CHANDON, whose name is famous throughout the World.



Jerry says—

REAL RUM

Revives — Restores —
Refreshes

BUT
it must be

MYERS'S
“Planters' Punch”
BRAND

STRENGTH
15 U.P.

Per 18/6 bottle

Age-mellowed for over 8 years in oaken puncheons and bottled in Jamaica, B.W.I. Get your Myers's Jamaica Rum cocktail booklet free from any of our branches. Myers's Fine Old Jamaica Rum obtainable at all the Victoria Wine Co.'s branches

Indispensable in Every Home



The Discerning Disciple says—

“You’re wrong about ‘pash’ . . . this is the real story!”

Good morning What? Not so good! Did you have “PASH” with your gin last night? No? Well, old boy, just take my advice—next time have nearly as much “PASH” (that is, “PASH” Dry Passion Fruit Juice) mixed with your gin, and avoid that hangover. That doesn’t help you now? “Here’s How”. Half a wine glass of neat “PASH” Dry the morning after the night before will put you right in half an hour. Try this! Ha! Ha! Fixed, what?

To-day, “PASH” Dry Passion Fruit Juice not only makes your cocktails and improves your gin sling, but is great as a pick-me-up taken neat the morning after.

“PASH” DRY PASSION
FRUIT JUICE



Jerry says—

“When people ask for Irish Whiskey— they mean **Power’s!**”

Three Points for **Power’s** Popularity

- Absolute purity—guaranteed maturity . . . the maturity of age.
- Exquisite flavour, perfect in aroma, smooth to the palate and of fine body.
- Power’s Whiskey is pure pot still, unmixed with patent still spirit.

POWER’S Genuine
Dublin Pot Still **WHISKEY**





The "D.D." says—

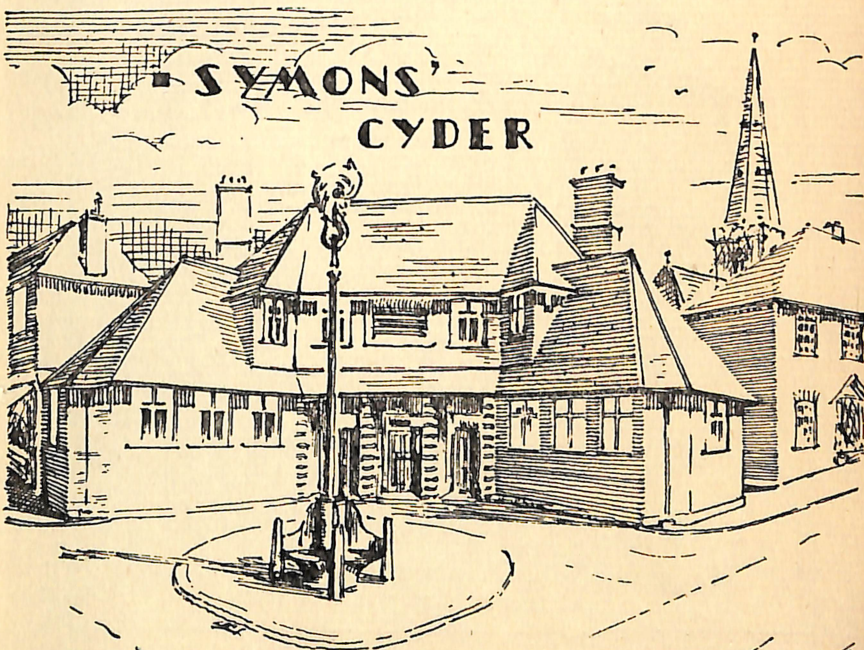
“TRY A GIN-

AND-LIME

MADE WITH

ROSE'S LIME JUICE”

Since 1865 Rose's Lime Juice and Lime Juice Cordial (sweetened) have been famed for their delicious health-giving properties. ROSE'S is an ideal all-the-year-round beverage, and a splendid addition to the cocktail cabinet.



*“He’s a Dark
Horse . . . but he
knows all about
good port and sherry.
Let’s join him !”*



From the grape to the glass—from the Vineyards of Portugal and Spain to your table; every detail from the pressing of the grapes to the bottling of their wines is under the supervision of SANDEMAN.

Picture the grapes mellowing in the valleys of the Douro and the vineyards of Jerez; see the juice flowing from the vats, endowed with the special characteristic of its native climate and soil. Watch it when the vintagers are paid and have returned happy to their homes, and the wine, too, finds a home for a time in SANDEMAN'S vast stores at Oporto and Jerez.

And then the last scene of all—when the wine after years of maturing is shipped to England and all parts of the world. It is a picture bright with all the colours of Portugal and Southern Spain. A pleasant thought when you sip your SANDEMAN to-night.

You can tell it's

**SANDEMAN
PORT AND SHERRY**

PORTS AND SHERRIES
FAMOUS SINCE 1790



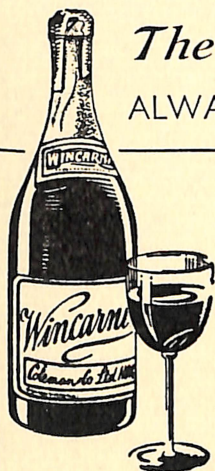
“ beer is best
when cellar cool ;
but I have no cellar ,”

says Jerry



“That is why I order a beer which is
not affected by moderate icing in a
domestic refrigerator . . .

TAYLOR WALKER'S PALE OR BROWN, IN BOTTLE”



The best of all tonic wines . . .

ALWAYS KEEP A BIG BOTTLE HANDY

Frayed nerves, lack of energy, sleeplessness and depression, and the remedy—a very pleasant one—is a short course of Wincarnis. This fine old tonic wine is specially reinforced with extracts of beef and malt. A glass two or three times a day will buck you up tremendously.

Wincarnis enriches and renews the blood supply, so ensuring adequate nourishment for the nerves and tissues. Wincarnis quickly restores lost energy and builds up your resistance to colds and illness. To drink it is to enjoy sound sleep and good digestion.

*Put it on your wine
merchant's order*

WINCARNIS
The wine of LIFE!

3/3, or champagne-quart size 5/6

FINALLY . . .

Here's How

TO OBTAIN AT THE
SHORTEST NOTICE
AND IN THE MOST
ECONOMICAL MANNER
ALL OR ANY OF THE
GOOD THINGS OF LIFE
ENUMERATED AND
DISCOURSED UPON
HEREIN ♣ ♣ ♣

"Mercury attends upon Bacchus"
TITLE OF ALLEGORICAL PICTURE
(not yet painted)

. . . SERVICE!

To each reader this word will have some immediate association . . . to the tennis player, a fault perhaps; to the vicar, an unruly choirboy; to the gardener, a berry-clustered tree.

But to each and every manager of the Victoria Wine Company it is the very reason of his being. He has been placed in charge of a Service Branch solely to ensure that the customers of the company may be supplied with what they want when they want it. The buyers have searched the world's markets; the selected wines have been slowly matured in the Company's whitewashed vaults; a hundred vehicles in the familiar blue and yellow have transported them from the central warehouses to the Service Branches but to the branch manager this is as nought—it is *he* who gives that extra service upon which the Company's reputation stands. He will advise on brand or vintage and will undertake to obtain the rarest and most obscure of wine or liqueur the customer can desire; he will arrange the supply of white-coated barmen, of temporary cocktail bars, of glasses or what you will; above all, he will ensure that a telephone call brings you whatever you desire in surprisingly short time. Test him. . . he will be delighted; you will find his telephone number amongst the following. London comes first, in postal districts, followed by the branches in Outer London and finally, the Country.

Telephone or personal call THESE BRANCHES OF THE VICTORIA WINE CO., LTD., ARE PROMPTLY AT YOUR SERVICE . .

LONDON BRANCHES

WEST CENTRAL

New Oxford Street, W.C.1—42, Hart Street...Holborn 8942

WEST

Bayswater, W.2—24, Chepstow Mansions...Bayswater 0793

Bayswater, W.2—24, Hereford Road.....Bayswater 0470

Chiswick, W.4—159, High Road.....Chiswick 2396

Ealing, W.5—2, The Mall.....Ealing 1315

Ealing, W.5—33, High Street.....Ealing 1207

Ealing, West, W. 13—185, Uxbridge Road.....Ealing 2458

Kensington, W.8—244, High Street

Kensington, W.8—13, Stratford Road.....Western 0529

Kensington, W.14—1, Charleville Road.....Fulham 0642

Kensington, W.14—64, North End Road.....Fulham 3476

Kensington, W.14—6, Maclise Road...Shepherd's Bush 4223

Maida Hill, W.9—2, Bristol Gardens.....Abercorn 1915

Notting Hill, W.10—32, St. Lawrence Road...Ladbroke 1375

Notting Hill Gate, W.11—32, Pembridge Rd. Bayswater 5108

Paddington, W.2—83, Praed Street.....Paddington 6962

Portman Square, W.1—65, George Street...Welbeck 5780

Shepherd's Bush, W.12—368, Uxbridge Road

Shepherd's Bush 3816

Shepherd's Bush, W.12—35, Goldhawk Road

Shepherd's Bush 4886

SOUTH-WEST

Balham, S.W.12—65, Bedford Hill.....Streatham 3607

Balham, S.W.12—45, Balham Hill.....Balham 1560

Battersea, S.W.11—11, Battersea Rise.....Battersea 6471

Brixton Hill, S.W.2—No. 104.....Tulse Hill 2509

Brixton Hill, S.W.2—No. 270a.....Tulse Hill 5720

Brompton, S.W.3—307, Brompton Road...Kensington 7847

Brompton, S.W.10—279, Fulham Road.....Flaxman 4579

Chelsea, S.W.3—123, King's Road.....Flaxman 2255

Clapham Road, S.W. 9—No. 374.....Macaulay 2136

East Sheen, S.W.14—184, Upper Richmond Rd. Prospect 4131

Kensington, S.W.5—147, Earl's Court Road...Frobisher 3745

Kensington, S.W.5—123, Warwick Road...Frobisher 4869

Kensington, S.W.5—165, Old Brompton Rd. Kensington 2131

Kensington (S.), S.W.7—152a, Cromwell Rd...Western 0693

Pimlico, S.W.1—136, Tachbrook Street.....Victoria 4264

SOUTH-WEST (continued)

Pimlico , S.W.1—160a, Ebury Street.....	Sloane	8857
Putney , S.W.15—250, Upper Richmond Road... Putney		0433
Streatham , S.W.16—119, High Road.....	Streatham	0479
Tooting , S.W.17—29, Upper Tooting Road	Streatham	4629
Wandsworth , S.W.18—98, East Hill.....	Battersea	3755
Wandsworth , S.W.18—46, West Hill.....	Putney	0184
Wimbledon , S.W.19—10, Ridgway.....	Wimbledon	0986
Wimbledon , S.W.19—10, The Broadway... Wimbledon		0988

NORTH

Bowes Park , N.11—45, Goring Road.....	Bowes Park	1623
Crouch End , N.8—25, Broadway Parade... Mountview		4518
Finchley, Church End , N. 3—159, Ballards Lane		
	Finchley	3420
Holloway , N.7—113, Holloway Road.....	North	2201
Holloway, Upper , N.19—49, Junction Road	Archway	3909
Muswell Hill , N.10—1, Royal Parade.....	Tudor	4523
Palmers Green , N.13—324, Green Lanes	Palmers Green	1402
Southgate , N.14—Enfield West Station (Und.)	Barnet	2083
Southgate , N.14—27, Hampden Way.....	Enterprise	1947
Stoke Newington , N.16—1, Albion Parade, Albion Road		
	Clissold	5224
Stoke Newington , N.16—64, Green Lanes... Clissold		6763
Tottenham , N.17—560, High Road.....	Tottenham	2706

NORTH-WEST

Belsize Park , N.W.3—26, England's Lane	Primrose Hill	3231
Cricklewood , N.W.2—83, Cricklewood Broadway		
	Gladstone	4596
Finchley Road , N.W.3—No. 339a.....	Hampstead	4250
Golders Green , N.W.11—20, North End Road		
	Speedwell	1068/9
Hampstead , N.W.3—62, Hampstead High Street		
	Hampstead	3016
Hampstead Road , N.W.1—No. 115.....	Euston	4069
Hendon , N.W.4—7, Finchley Lane.....	Hendon	1545
Hendon , N.W.9—6, Sheaveshill Parade.....	Colindale	8304
Kilburn , N.W.6—213, Belsize Road.....	Maida Vale	2148
Kilburn , N.W.6—339, High Road.....	Maida Vale	5508
Kingsbury , N.W.9—2, Grand Parade.....	Colindale	6768
Mill Hill , N.W.7—10, Station Parade.....	Mill Hill	1484
Mill Hill , N.W.7—7, The Parade, Holders Hill Road		
	Finchley	1517
Regent's Park , N.W.1—220, Baker Street... Welbeck		3971/2
St. John's Wood , N.W.8—21, High St....	Primrose Hill	2719
South Hampstead , N.W.6—15, Goldhurst Terrace		
	Maida Vale	1006
West Hampstead , N.W.6—267, West End Lane		
	Hampstead	2146
Willesden , N.W.10—2, High Street, Harlesden	Willesden	0550

EAST

Chingford, E.4—118, Station Road.....	Silverthorn	1394
Clapton, E.5—92, Chatsworth Road.....	Amherst	4377
Poplar, E.14—187, East India Dock Road.....	East	2919
Stratford, E.15—124, The Grove.....	Maryland	3280
Whitechapel, E.1—12, Osborn Street.....	Bishopsgate	5875

SOUTH-EAST

Anerley, S.E.20—93, Penge Road.....	Sydenham	7397
Blackheath, S.E.3—21, Tranquil Vale.....	Lee Green	0481
Brockley, S.E.4—291, Brockley Road.....	Tideway	2820
Crystal Palace, S.E.19—94, Anerley Road	Sydenham	6613
Dulwich, West, S.E.21—5, Croxted Road...	Gipsy Hill	1905
Forest Hill, S.E.23—59, Park Road.....	Forest Hill	5207
Herne Hill, S.E.24—142, Norwood Road...	Tulse Hill	4714
Lee, S.E.12—17, Burnt Ash Hill.....	Lee Green	0480
Lee, S.E.13—326, Lee High Road.....	Lee Green	0458
Lewisham, S.E.13—269, High Street.....	Lee Green	3134
New Eltham, S.E.9—81, Avery Hill Road...	Eltham	2061
Norwood, Upper, S.E.19—9, Central Hill...	Gipsy Hill	1771
Peckham, S.E.15—193, Queen's Road.....	New Cross	2984
Peckham, S.E.15—277, Rye Lane.....	New Cross	4233
Sydenham, S.E.26—265, Kirkdale.....	Sydenham	7752
Sydenham, S.E.26—89, Sydenham Road...	Sydenham	8731

OUTER LONDON

Beckenham,—149b, Croydon Road, Elmers End	Beckenham	3949
Beckenham,—3, Rectory Road.....	Beckenham	0186
Brentford,—186, High Street.....	Ealing	0498
Bushey,—76a, High Street.....	Bushey Heath	1530
Cockfosters,—5, Cockfosters Parade.....	Barnet	0513
Cranford,—8, Berkeley Parade, Bath Road...	Hayes	802
Croxley Green,—Croxley Green Station (Met.)	Rickmansworth	887
Croydon, East,—87, George Street.....	Croydon	2059
Croydon, West,—136, North End.....	Croydon	2092
Edgware,—Canons Park Station (Met.).....	Edgware	2008
Edgware,—3, Queensbury Station Parade...	Edgware	0982
Elstree,—12, High Street.....	Elstree	1407
Enfield,—Cambridge Road		
Esher,—7, High Street.....	Esher	404
Ewell, West,—478, Chessington Road.....	Ewell	2772
Greenford,—1, The Crescent.....	Waxlow	1243
Harrow,—317, Station Road.....	Harrow	0566
Harrow Weald,—5, Leybourne Parade, Uxbridge Road	Stanmore	322
Hounslow,—277, High Street.....	Hounslow	1473
Kenton,—195, Kenton Road.....	Wordsworth	1025
Kingston,—180, London Road.....	Kingston	2970
Loughton,—10, Church Hill.....	Loughton	341

OUTER LONDON (continued)

Morden,—3, Ravensbury Court, Bishopsford Road	Mitcham	2776
North Cheam,—129, London Road.....	Fairlands	9020
Northwood Hills,—6, The Broadway.....	Northwood	1268
Oxhey,—103, Eastbury Road.....	Watford	5014
Pinner,—23, High Street.....	Pinner	143
Potters Bar,—149, High Street.....	Potters Bar	967
Purley,—933, Brighton Road.....	Uplands	2238/9
Richmond,—1, The Arcade, George Street...	Richmond	0669
Sidcup,—87, High Street.....	Footscray	2339
Staines,—69, High Street.....	Staines	38
Stanmore,—Metropolitan Station.....	Stanmore	632
Surbiton,—36, Victoria Road.....	Elmbridge	2249
Sutton (Surrey),—204, High Street.....	Vigilant	0904
Thornton Heath,—920, London Road Thornton Heath	Thornton Heath	1209
Upminster,—68, Station Road.....	Upminster	313
Watford,—9, Faircross House, High Street.....	Watford	3288
Welling,—4, Welling Way.....	Woolwich	2388
Wembley Hill,—2, Neeld Parade.....	Wembley	1440
West Wickham,—13, Croydon Road.....	Spring Park	2494
Worcester Park,—362, Malden Road.....	Derwent	2044

AND HERE are the COUNTRY BRANCHES

Aylesbury,—4, Walton Street.....	Aylesbury	180
Bognor Regis,—Craigwell Estate—		
Boscombe (Hants.),—581, Christchurch Rd...	Boscombe	923
Chatham,—66, High Street.....	Chatham	2119
Chelsfield (Kent),—10, Windsor Parade—	Opening Shortly.	
East Grinstead,—41, High Street.....	East Grinstead	132
Gravesend,—169, Windmill Street.....	Gravesend	832
Great Missenden,—High Street.....	Great Missenden	171
Hatfield,—170, St. Albans Road.....	Hatfield	2526
Leighton Buzzard,—23, Bridge St...	Leighton Buzzard	3113
Redhill,—15, London Road.....	Redhill	214
Shenfield,—Southend Road.....	Brentwood	1172
Slough,—7, Belgrave Parade, Bradley Road...	Slough	731
Southend-on-Sea,—1, Earls Hall Parade, Prittlewell	Southend	3551
Southend-on-Sea,—38, High Street.....	Marine	67512
Southsea,—18, King's Road.....	Portsmouth	6564
Westcliff-on-Sea,—153d, Hamlet Court Rd...	Southend	4896
Westcliff-on-Sea,—42, The Ridgeway, Chalkwell Park	Leigh	7403
Weybridge,—24, Church Street.....	Weybridge	211
Windsor,—16, Park Street.....	Windsor	12

EPILOGUE to our distant friends

. . . first our apologies in that at present we have no Service Branch within your borders and a pious hope that the time may come.

Still may we serve from headquarters, from where go out vast quantities of wines and spirits to private and "trade" customers throughout Great Britain.

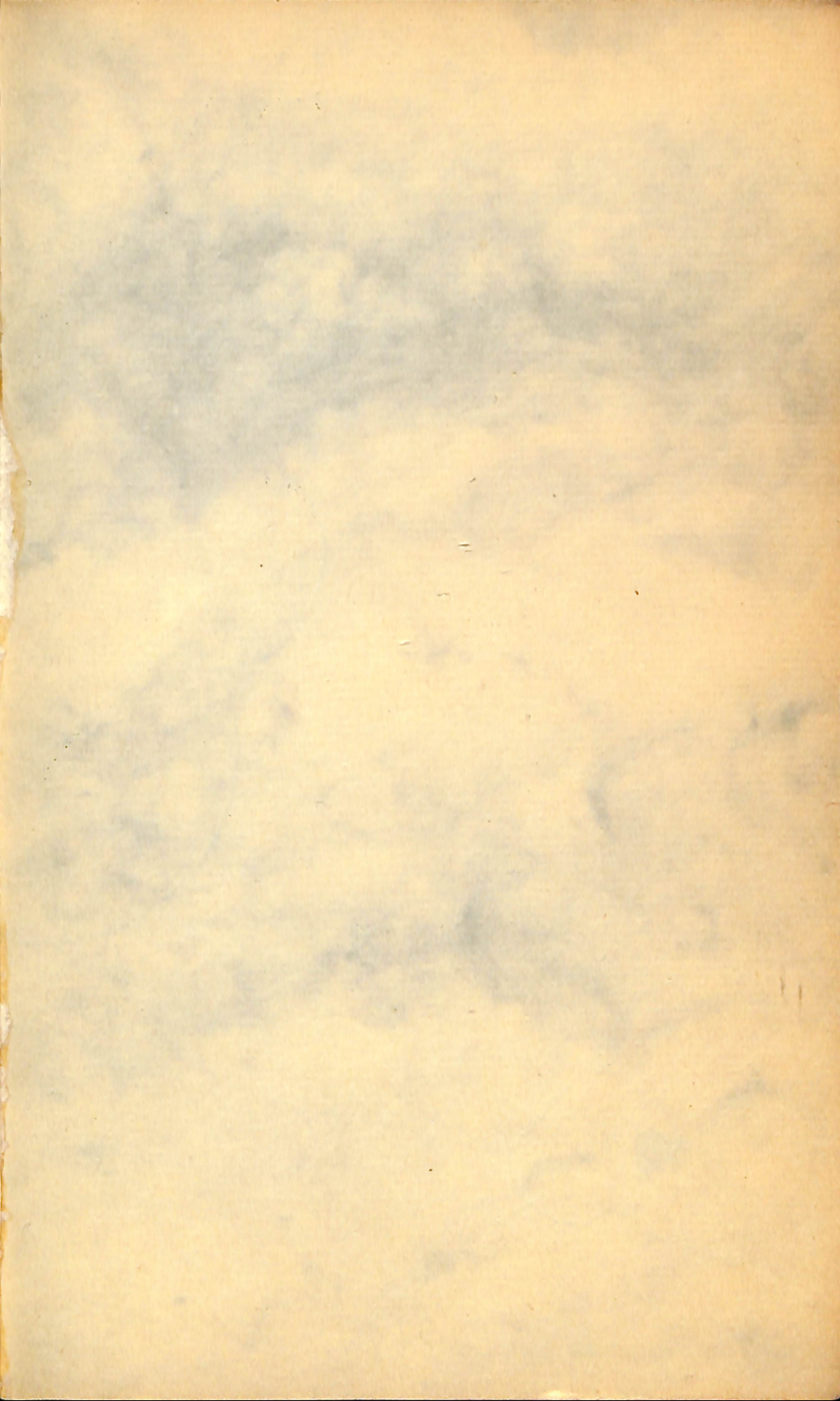
We shall be very pleased to send a minimum of six bottles of wines or spirits *carriage paid* to any part of Great Britain. Accounts will gladly be opened on approved references, bankers' or trade, or a trial order may be placed C.O.D. if desired.

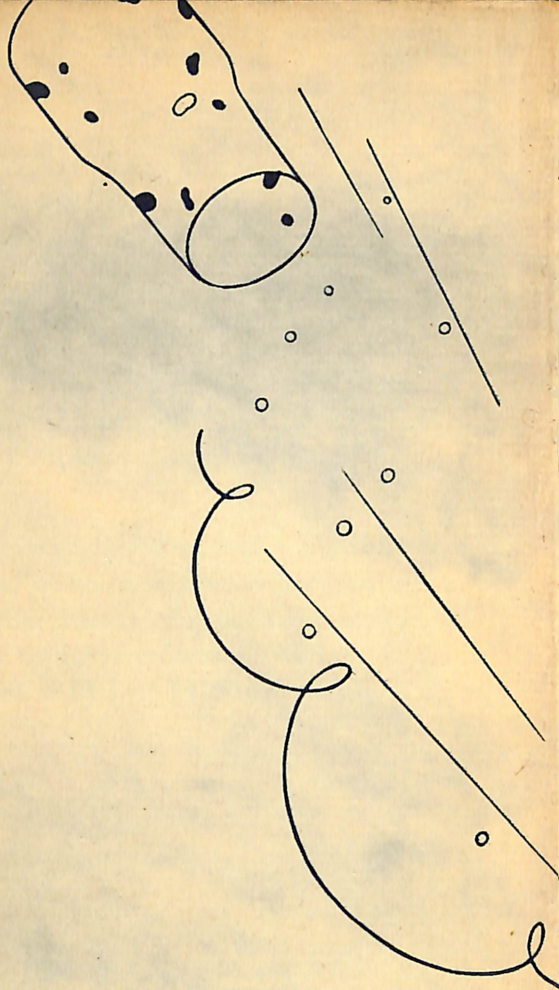
Please address enquiries, orders or remittances to

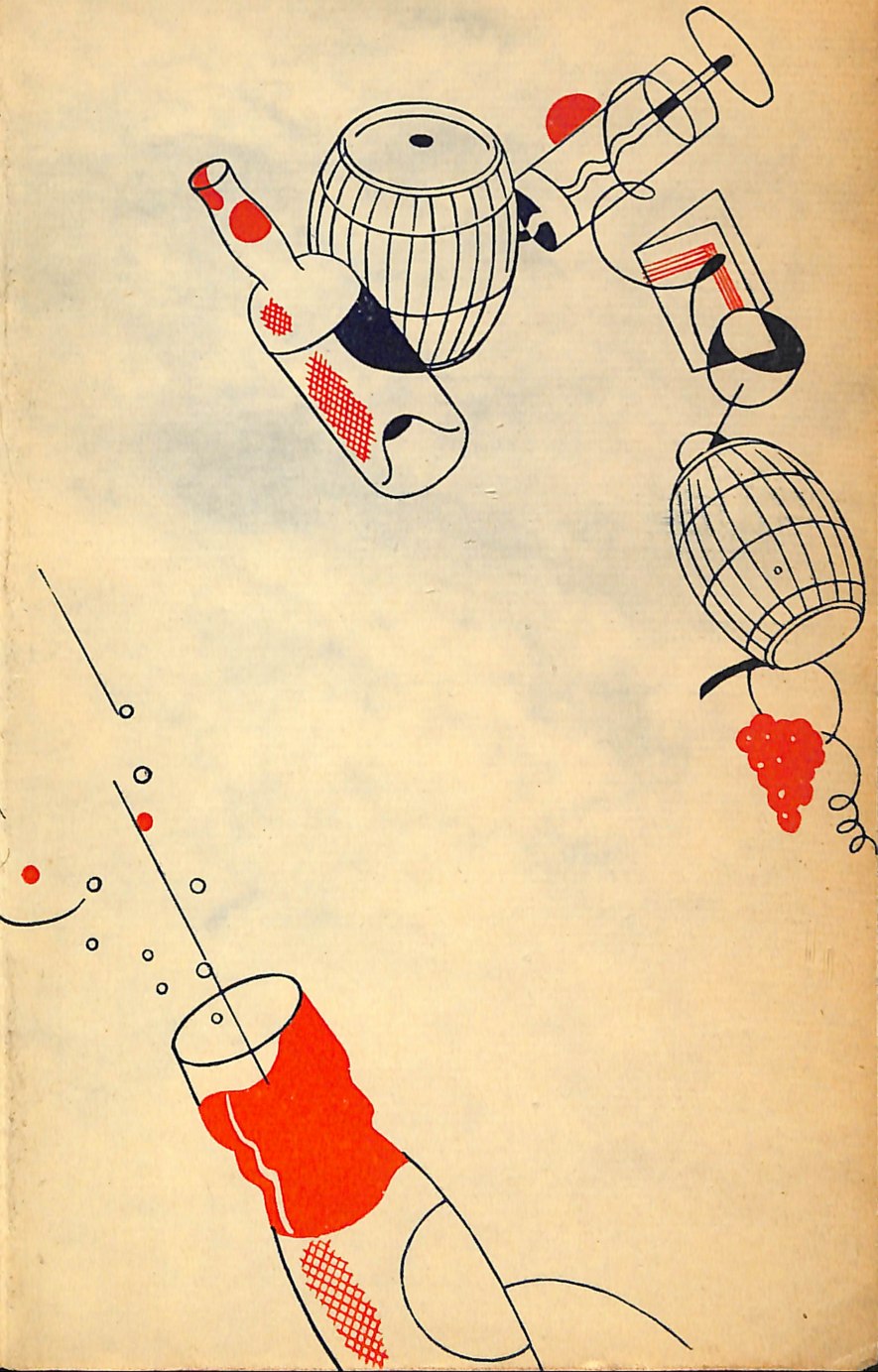
THE MANAGER,
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