



laired

APPLE

How to Serve



***Let's sip the Apple Brandy,
Till our hearts beat gay within.***

-ANONYMOUS

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Stafford Brothers
and
Laird & Company

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JACK

and a Collection of Celebrated Recipes

by

The Authors of "One Hundred Ways"

**A RITUAL OF HOW AND WHEN TO ENJOY
ONE OF NATURE'S GIFTS TO MANKIND**



**To all who really wish to become expert
and enjoy an enviable reputation, read
thoughtfully pages 5-8 before attempt-
ing to prepare or serve any mixtures.**



APPLE JACK

or Apple Brandy (Cider Brandy) has been favorably known for years in many sections, but only comparatively recently in elite urban circles, as a basic ingredient which, when properly mixed with fruit juices, sweetenings, etc., produces several mixtures amazingly pleasing to the taste and enlivening to the spirits.

Now that Apple Jack has completed its rapid rise to celebrity—arriving at the best drawing-rooms and the smartest bars by way of first the barn and then the campus—the makers of Laird's Apple Jack (a renowned Monmouth County, New Jersey product) have collected the choice recipes of connoisseurs, with hints on how to serve with best results. They take pleasure in presenting this valuable information in booklet form to their customers, convinced that each cheery suggestion will add to the amenities of daily life, lightening depressions and helping to entertain friends.

THE AUTHORS

February, 1934

REQUISITES

The basic ingredient should always be Laird's Apple Jack, one of America's oldest drinks made from the pure juice of pressed apples, double distilled into Apple Brandy. Laird's Brandy is the result of the experience of three generations of that famous family. While ideal for cocktails and highballs, old-timers still like it neat.

Secondary Ingredients **FLAVORING**

| | |
|---------------------------------|--|
| Absinthe | Interdicted, but when obtainable Pernod Fils is the best. |
| Apricot Brandy | Marie Brizard & Roger is recommended. |
| Bitters | Use Angostura or Abbot's. |
| Benedictine | Only one—D. O. M. |
| Cointreau Triple Sec | The best is Anger's (French). |
| Chartreuse (Yellow) | Frati Certosini (Italian) is the very best. |
| Creme De Menthe | P. Garnier (French) is very good. |
| Creme De Moie | A French Blackberry Brandy. |
| Curacao (Orange) | Marie Brizard & Roger is recommended. An excellent flavoring. |
| Gin (Dry) | There are many good brands but Gordon's and Gilbey's are the best. |
| Ginger Ale (Dry) | Use any good brand. |
| Grand Marnier | A fine French cordial. |
| Grenadine | Cusinier (French) is the best. |
| Maraschino (White) | Use (French or Dutch) makes. |
| Nutmeg | An excellent spice for flavoring. |
| Porter | Use Canadian or English makes. |
| Prunell | Combiar (French). |
| Rum | Jamaica only. |
| Rye Whiskey | Use any good brand. |
| Vermouth (French) | Noilly Prat's (imported) is the best but other brands are good. |
| Vermouth (Italian) | Martini & Rossi's (imported) is the best. (Sweet or Dry). |

Note:—All Bitters and other ingredients to be used in dashes should be kept in and used from decanter bottles equipped with a shake stopper. They are obtainable at many stores. See design No. 9.

SWEETENING

- Sugar (Granulated)** Is best to use when drinks are shaken.
- Sugar (Powdered)** Use only when called for in recipes.
- Sugar (Loaf)** Use in old-fashioned cocktails and when called for in recipes.
- Syrup (Gum)** Is made from loaf sugar melted in boiling water until a sticky syrup is formed. This is the best sweetening for drinks to be stirred in mixing glass or tumbler. Also, after drink is made if not sweet enough, a few dashes can be added to suit the taste.
- Maple Syrup** Is good to use as a sweetening when called for.
- Honey (Strained)** Is excellent when called for in drinks that are shaken.

HINTS

- Ingredients** For best results, use Laird's Apple Jack—and for the other ingredients specified, the best obtainable.
- Mixing** Each recipe gives proportions of ingredients required, whether to be shaken or stirred and glass recommended for serving. Ordinary shakers or mixing glasses can be obtained at many stores.

Ice

The colder the drink the better it will be. For those to be shaken it is important to use well frozen cracked or broken ice washed free from particles which will melt into undesirable water. After washing, it should be handled with a scoop—not with the hands. The quantity to use will suggest itself by experience. Use plenty to obtain proper cooling but, **IN ORDER TO MINIMIZE THE ICE SHRINKAGE, SERVE IMMEDIATELY AFTER SHAKING.**

Proportions

Measurements referred to in the recipes that follow equal in volume as follows:

- 1 dash equals $\frac{1}{3}$ teaspoon
- $\frac{1}{2}$ jigger equals 1 oz.
- 1 jigger equals 2 ozs.
- $\frac{1}{2}$ wineglass equals 2 ozs.
- 1 wineglass equals 4 ozs.

Glass

The difference one will find in using the proper glass for various mixtures instead of "Any glass handy," is surprising. Each recipe states what experience suggests is best to use. (See designs 1—9 page 8.) Clear thin crystal is better than metal—even silver.

Serving

- (a) Glass with a stem is best for cocktails (See design No. 1 page 8). Contents will be improved by chilling the glass. Fill glass with ice a few minutes before serving.
- (b) Do not prepare more than is to be consumed immediately—if encores are demanded prepare entirely new mixing.
- (c) For Toning the System, drinks for different times of the day have been suggested. See pages 26, 27.

DESIGNS

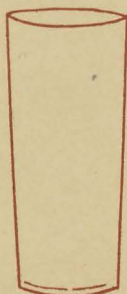
OF PROPER GLASSES



1 5 oz. Cocktail



2 10 oz. Large Punch



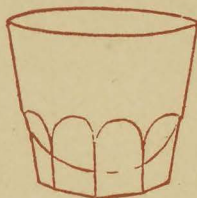
3 15 oz. Large Highball



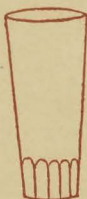
4 6 oz. Rickey



5 4 oz. Small Punch



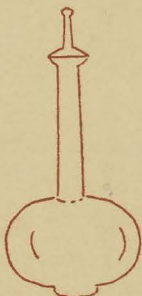
6 8 oz. Old-fashioned



7 5 oz. Sour



8 2 oz. Pony



9 Decanter

SECTION I



We dedicate this section to Tony Sarg, John Held, Jr. and Rockwell Kent, three noted artists who prize Apple Jack almost as highly as perfect models. They have their own pet recipes, which we take pleasure in presenting for your future satisfaction.



FAVORITE APPLE JACK COCKTAIL

Half part of Apple Jack
Half part of lemon juice and strained honey
White of egg

Allow 1 jigger of Apple Jack to 1 jigger of the lemon juice and honey (equal parts); add white of 1 egg. This makes enough for 2 persons. Put all ingredients into cocktail shaker with enough ice to frost, shake well and serve at once.

Apple Jack COCKTAIL

4 oz. glass

$\frac{1}{2}$ spoonful sugar

2 dashes of anisette

1 jigger of Apple Jack

Shake well in ice. Let stand for two minutes before pouring into glass over piece of twisted orange peel.



Rockwell Kent COCKTAIL

2 parts Apple Jack

$\frac{3}{4}$ part French Vermouth

$\frac{1}{4}$ part Italian Vermouth

dash of bitters

REMARKS

The four oldest and best known
Apple Jack recipes have been:

OLD-FASHIONED

- 1 teaspoonful of sugar
- 1 dash of Orange Bitters
- $\frac{1}{3}$ French Vermouth
- $\frac{2}{3}$ Laird's Apple Jack
- 1 slice of orange
- 1 sprig of fresh mint

Pour ingredients into glass in order given with one large piece of ice. Stir, insert mint and orange and serve with small stirring spoon in glass No. 6. and

STAR

- 1 dash of Orange Bitters
- $\frac{1}{2}$ Italian Vermouth
- $\frac{1}{2}$ Laird's Apple Jack
- 1 piece of lemon peel

Stir thoroughly with ice, strain, twist and insert lemon peel and serve in glass No. 1. and

JACK ROSE

- $\frac{1}{6}$ Grenadine
- $\frac{1}{6}$ lemon juice
- $\frac{2}{3}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1. and

PINK LADY

- $\frac{1}{2}$ Gin
- $\frac{1}{2}$ Laird's Apple Jack
- 1 dash of Grenadine
- 1 dash of lemon juice

Shake thoroughly with ice, strain and serve in glass No. 1.

SECTION II

The following fine recipes originated by well known Metropolitan professionals who love their work, are printed with their permission. Thanks for their courtesy is hereby acknowledged to:

ALBERT L. SCOTT
of the Algonquin

JOE DAVIS
of the Paradise

JOHNNY QUIGLEY
of the Ambassador

JOHN NAVIE
of the Park Lane

JOHN REYNOLDS
of the Astor

EDDIE HOLMGREN
of the Pierre

DAN DONNELLY
of the Biltmore

TEDDY DETTMERING
of Reuben's

ALLISON FERRIS
of the Brevoort

GEORGE
of the Ritz

BILL FLOOD
of Child's

ORESTE GAMBARANA
of Sardi's

MARCO HATTEN
of the Colony

JOHN TEITELBAUM
of the Savoy-Plaza

FRANK MCKENNA
of the Hollywood

VICTOR FERASIN
of the St. Moritz

FRANK CLAVERIE
of the Lafayette

WILLIAM BRUNS
of the Vanderbilt

PEDRO DIAZ
of the La Rue

EDDIE WOLKE
of the Weylin

BILL DARCEY
of the Madison

BILLY THE OYSTERMAN
of Billy the Oysterman

and our own twenty-nine recipes which have been carefully tested and found eligible to a high degree. See Sections II and III. In a later edition it is hoped to include many others now omitted.

ALGONQUIN (IRIS)

By Albert L. Scott of the Hotel Algonquin

1 jigger Laird's Apple Jack
 $\frac{1}{2}$ jigger of white Creme de Menthe
 $1\frac{1}{2}$ jiggers of heavy cream

Shake thoroughly with ice, strain, pour into glass and float Creme de Menthe on top. This gives three separate equally delicious flavors in one cocktail. Serve in glass No. 1.

Mr. Scott feels that Apple Jack is thoroughly "takeable" and furthermore eliminates all anxiety about the size of next morning's head.

AMBASSADOR

By Johnny Quigley of the Hotel Ambassador

1 teaspoonful of Maple Syrup
1 dash of Orange Bitters
equal parts of Gin and Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

ASTOR (No. 1)

By John (Reynolds) of the Astor Hotel

$\frac{1}{4}$ Gin
 $1\frac{1}{4}$ Laird's Apple Jack
 $\frac{3}{4}$ Grenadine

Shake thoroughly with ice, strain and serve in glass No. 1.

Billy the Oysterman (No. 1)

By Billy the Oysterman

$\frac{1}{2}$ lemon (juice only)
 $\frac{1}{3}$ Creme de Menthe
 $\frac{2}{3}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

BILLY the OYSTERMAN (No. 2)

By Billy the Oysterman

$1\frac{1}{2}$ jiggers Laird's Apple Jack
 $\frac{1}{2}$ jigger Gin
 $\frac{1}{2}$ lemon (juice only)
 $\frac{1}{4}$ jigger of Grenadine
 $\frac{1}{4}$ jigger of French Vermouth

Shake thoroughly with ice, strain and serve in glass No. 1.

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BILTMORE INDIVIDUAL APPLE JACK PUNCH

By Dan Donnelly of the Biltmore

Juice $1\frac{1}{2}$ lime
Good dash of orange juice
1 jigger of Laird's Apple Jack
Sugar to taste

Shake well and strain into a goblet containing fine ice.
Insert a slice of fruit in season.

Top off with floated claret. Serve in glass No. 2.

Dan was the first bartender at the original Lambs Club and knew all about cheering the famous actors of the day after their good and bad performances. After the Lambs he went to the Grand Union Hotel at Saratoga, where he was equally well-equipped to cheer the horsy set. Exactly 20 years ago last New Year's Eve he came to the New York Biltmore and ever since then has been in the employ of the Biltmore Hotels, working at the Sevilla-Biltmore in Havana during prohibition. He is one of the most celebrated of his trade and the pleasant things he has to say about Apple Jack are music to our ears.

Brevoort Stonewall Cocktail

By Allison Ferris of the Brevoort

$\frac{1}{2}$ Laird's Apple Jack
 $\frac{1}{2}$ Sweet Cider

Shake thoroughly with ice, strain and serve in glass No. 1.

Before prohibition Ferris was head barman at the Ansonia Hotel. During prohibition he proved himself to be an international commuter, fluctuating between bars in London, Paris and Buenos Aires and finally settling down for a spell at the Cecil Bar in Capetown. He uses Laird's Apple Jack and says there's nothing better. He recommends this cocktail with the comment that these Stonewalls will any prison break.

CHILD'S (58th and 59th STREETS)

By Bill (Flood) of Child's Restaurant

$\frac{1}{3}$ Maraschino
 $\frac{2}{3}$ Laird's Apple Jack
1 good dash of Grenadine

Shake thoroughly with ice, strain and serve in glass No. 1.

Bill serves about 3000 drinks a day at Child's but still finds time to discuss Apple Jack. 65% of said 3000 drinks are cocktails and there is a steady demand for Apple Jack. Bill has served at such varied bars as the Stork Club, Park Avenue Club, the Epicure and, way back, at Churchill's.

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COLONY (AVIATOR)

By Marco (Hatten) of the Colony Restaurant

- 1 teaspoonful of Grenadine
- $\frac{1}{2}$ lime (juice and also place skin in glass)
- $\frac{1}{2}$ jigger of Jamaica Rum
- $\frac{1}{2}$ jigger Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

Here Jean and Ernest have never ceased serving New York's most fastidious gourmets. Marco, as head barman, continues to uphold his end of a noble tradition. The Aviator is one of the Colony's specialties.



HOLLYWOOD

By Frank (McKenna) of the Hollywood

- $\frac{1}{8}$ lemon juice
- $\frac{2}{8}$ Laird's Apple Jack
- 1 egg (white only)
- 1 dash of Grenadine

Shake thoroughly with ice, strain and serve in glass No. 1.

Frank doesn't do much drinking himself, but the customers like it and he respects their judgment.



LAFAYETTE (C.H.L.)

By Frank (Claverie) of the Hotel Lafayette

- $\frac{1}{8}$ French Vermouth
- $\frac{1}{8}$ Byrrhine
- $\frac{1}{8}$ Laird's Apple Jack
- 2 dashes Maraschino
- 1 dash Orange Bitters

Shake thoroughly with ice, strain and serve in glass No. 1.



LA RUE (SWEET)

By Pedro (Diaz) of the La Rue Restaurant

- 2 dashes of Angostura Bitters
- $\frac{1}{4}$ Grenadine
- $\frac{1}{4}$ orange juice
- $\frac{1}{2}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

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LA RUE (SWEET and LOVELY)

By Pedro (Diaz) of the La Rue Restaurant

- 1 dash of Maraschino
- 1 dash of Grenadine
- $\frac{1}{4}$ pineapple juice
- $\frac{1}{4}$ Gin
- $\frac{1}{2}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

LA RUE (SWEET and LOWDOWN)

By Pedro (Diaz) of the La Rue Restaurant

- 1 dash of Absinthe
- 1 egg (white only)
- $\frac{1}{4}$ Curacao
- $\frac{1}{4}$ French Vermouth
- $\frac{1}{2}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

Pedro would have you know that Apple Jack is the "barfly's delight" . . . palatability and purity being its two major assets. What more, we inquire, need be said.

MADISON

By Bill Darcey of the Madison Hotel

- $\frac{1}{3}$ French Vermouth
- $\frac{2}{3}$ Laird's Apple Jack
- $\frac{1}{2}$ lime (juice only)

Shake thoroughly with ice, strain and serve in glass No. 1.

Darcey believes that Apple Jack, when correctly proportioned, is the best conceivable cocktail base. Observing how many Jack Rose cocktails are ordered at the Madison he realizes that his opinion is shared by countless other people.

PARADISE

By Joe (Davis) of the Paradise Restaurant

- 1 dash of pineapple juice
- 1 dash of Grenadine
- $\frac{1}{2}$ lime (juice only)
- $\frac{2}{3}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

"Apple Jack?" says Joe. "Okay, definitely!"

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PARK LANE (The Penthouse)

By John (Navis) of the Park Lane

- 1 dash of Orange Bitters
- 2 dashes of lemon juice
- $\frac{1}{8}$ Yellow Chartreuse
- $\frac{2}{8}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

John says that this is a real knockout and his favorite of all cocktails. Bill Flynn also of the Park Lane, recommends—before retiring—a little Apple Jack and a dash of Orange Bitters. He says that this will put anyone to sleep and bring beautiful dreams aplenty. What is more, no aspirins needed in the morning. He likes Apple Jack in any concoction—believes it is bound to be good no matter how it is served because it is, after all, a Brandy.

PIERRE (The Serpent)

By Eddie Holmgren of the Pierre Hotel

- 1 dash of Orange Bitters
- $\frac{1}{8}$ pineapple juice
- $\frac{1}{8}$ Laird's Apple Jack
- $\frac{1}{8}$ Grand Marnier

Shake thoroughly with ice, strain and serve in glass No. 1.

Eddie heard about this at the Savoy in London and knowing a good thing when he tastes it, immediately added it to his private list of recipes. Its title "The Serpent" is well chosen, as you will discover for yourself—it creeps up on you.

PLAZA (Star Cocktail)

By Tom of the Plaza Hotel

- $\frac{1}{8}$ Italian Vermouth
- $\frac{2}{8}$ Laird's Apple Jack

Stir thoroughly with ice, strain and serve in glass No. 1.

Tom says that anything that captures the public's fancy as swiftly and as securely as Apple Jack, must be good.

REUBEN'S (Teddy Special)

By Teddy (Dettmering) of Reuben's

- 1 dash of Grenadine
- $\frac{1}{8}$ orange juice
- $\frac{2}{8}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1

When asked his opinion of Apple Jack, Teddy, who smilingly supplies a great demand, points mutely to his ample supply of Laird's.

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RITZ-CARLTON

By George of the Ritz-Carlton Hotel

2 large fresh strawberries
 $\frac{1}{8}$ Italian Vermouth
 $\frac{2}{8}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

George believes that this is a nice looking, nice tasting drink. The strawberries are a pet notion of his.



SARDI'S (Special)

By Oreste (Gambarana) of Sardi's Restaurant

1 dash of lemon juice
a few drops of Grenadine
1 egg (white only)
 $\frac{1}{8}$ Curacao
 $\frac{2}{8}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

Oreste believes that the increased popularity of Apple Jack is about the best thing that grew out of Prohibition. He prefers Apple Jack to all other cocktail bases because it is dry and stimulates the appetite, which, after all, is the fundamental purpose of any cocktail.



SAVOY-PLAZA

By John Teitelbaum of the Savoy-Plaza Hotel

$\frac{1}{2}$ ounce of Raspberry Syrup
 $\frac{1}{2}$ lime (juice only) and place skin in glass
 $1\frac{3}{4}$ ounces Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

John was bar manager for many years of the Hotel Knickerbocker at 42nd Street and Broadway. He has written many books on what to drink and how to make it. The most famous one is called "Happy Days." He says that there is a large demand for Apple Jack because it is the purest drink you can obtain. In his own words "It's a very pure, good tasting article."

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ST. MORITZ

By Victor (Ferasin) of the St. Moritz Hotel

- 1 jigger Laird's Apple Jack
- ½ jigger of French Vermouth
- 1 drop of Prunell
- a few drops of Creme de Moie
- a few drops of Angostura Bitters
- a few dashes of Gum Syrup

Shake thoroughly with ice, strain and serve in glass No. 1.

Victor has been head barman at the Ritz in Paris, the Savoy in Cairo, the Stephanie at Baden-Baden, the Princess Restaurant in London, the Excelsior Hotels in Rome, Naples, Venice and other famous spots. He knows just about all there is to know about mixing drinks and says that ever since his days at the Ritz in Paris he has considered Apple Jack to be one of the finest beverages he has ever known.

VANDERBILT

By William Bruns of the Vanderbilt Hotel

- ½ lime (juice only)
- ⅔ Laird's Apple Jack
- enough Grenadine to cover the Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

Because of its tremendous adaptability Apple Jack is a favorite with Mr. Bruns.

WALDORF-ASTORIA

By John O'Connor of the Waldorf-Astoria Hotel

- 1 teaspoonful of Grenadine
- 1 jigger Laird's Apple Jack
- ½ lime (juice only)

Stir thoroughly with ice, strain and serve in glass No. 1.

John likes his Apple Jack mixed and likes the right Apple Jack—namely Laird's, which he uses exclusively.

WEYLIN BAR (Special)

By Eddie (Wolke) of the Weylin Bar

- 1 teaspoonful of Orange Bitters
- 1 teaspoonful of Grenadine
- 1 egg (white only)
- ½ lime (juice only)
- 1 jigger Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

Eddie has been head barman at the Biltmore Hotel of New York and became even more famous at the Sevilla-Biltmore and Jockey Club in Havana, Cuba. He recommends this one for "Life in the afternoon."

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SECTION III

And now we come to the collection of recipes that members of the Laird family have been accumulating throughout the past half century. In addition to these the authors have researched the world for worthy concoctions. There are certain to be many palatable drinks here that will please you.

Laird's Recipes

APPLE BLOSSOM

- 1 dash of Raspberry Syrup
- 1 dash of Orange Bitters
- $\frac{1}{2}$ sweet Cider
- $\frac{1}{2}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

APPLE CAR COCKTAIL

- $\frac{1}{8}$ lemon juice
- $\frac{1}{8}$ Triple Sec Cointreau
- $\frac{1}{8}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

Apple "Jack High"

- 1 teaspoonful of sugar
- $\frac{1}{2}$ jigger of lemon juice
- $\frac{1}{2}$ wineglass Laird's Apple Jack

Ice and fill with charged water. Serve in glass No. 3.

APPLE JACK FLIP

- 1 teaspoonful of sugar
- 1 fresh egg
- $\frac{1}{2}$ wineglass Laird's Apple Jack

Beat egg thoroughly previous to mixing. Shake thoroughly with ice, strain and sprinkle with nutmeg. Serve in glass No. 4.

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APPLE SIP

- ½ jigger of lemon juice
- ½ wineglass of Laird's Apple Jack
- 1 split of Ginger Ale

Ice and fill glass with Ginger Ale. Serve in glass No. 3.

APPLE SOUR

- 1 teaspoonful of sugar
- ⅓ lemon juice
- ⅔ Laird's Apple Jack
- 1 thin slice of orange

Shake thoroughly with ice, strain and squirt with charged water. Insert slice of orange and serve in glass No. 7.

APPLE TODDY (hot)

- 1 teaspoonful of sugar
- ½ of a baked apple
- ½ wineglass Laird's Apple Jack

Place half of baked apple in glass with a spoon, fill two thirds full of boiling water, add ingredients and stir. Serve in glass No. 2. Before using rinse glass rapidly with hot water, this and the spoon will prevent breaking.

BEE'S KNEES

- 1 teaspoonful of honey
- ⅓ lemon juice
- ⅔ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1. This is a renowned cocktail.

B. V. D.

- 1 teaspoonful of Grenadine
- ⅓ lemon juice
- ⅓ Gin
- ⅓ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1. Originated in 1916 at the Chateau Laurier, Staten Island, N. Y.

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COMPAREE

- 2 heaping tablespoons full of ice cream
- 1 jigger of Curacao
- ½ wineglass Laird's Apple Jack

Mix thoroughly uniced and fill remaining part with charged water, sprinkle with nutmeg and serve in glass No. 3.

COLT'S NECK

- ½ jigger of Grenadine
- ½ jigger of lemon juice
- ½ wineglass Laird's Apple Jack

Fill glass with finely chopped ice and remaining part with charged water. Serve in glass No. 3.

This drink is given the name of Colt's Neck a small town about two miles from Laird's present Distillery. J. T. Laird sold cider spirits there as early as 1784.

CORONATION COCKTAIL

- 2 dashes of Angostura Bitters
- ½ French Vermouth
- ½ Laird's Apple Jack

Stir thoroughly with ice, strain and serve in glass No. 1.

DISTINGUE COCKTAIL

- 1 dash of Grenadine
- 1 dash of Orange Bitters
- ½ French Vermouth
- ½ Laird's Apple Jack
- 1 thinly sliced piece of orange peel

Stir thoroughly with ice, strain, twist and insert orange peel. Serve in glass No. 1.

DUDE COCKTAIL

- 2 dashes of Angostura Bitters
- ⅓ grapefruit juice
- ⅔ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

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ELITE COCKTAIL

- $\frac{1}{4}$ lemon juice
- $\frac{1}{4}$ Benedictine
- $\frac{1}{2}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

●

FIFTH AVENUE COCKTAIL

- $\frac{1}{4}$ Creme de Cacao
- $\frac{1}{4}$ fresh cream
- $\frac{1}{2}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

●

GOLDEN DAWN COCKTAIL

- $\frac{1}{4}$ orange juice
- $\frac{1}{4}$ Apricot Brandy
- $\frac{1}{4}$ Laird's Apple Jack
- $\frac{1}{4}$ Gin

Shake thoroughly with ice, strain and serve in glass No. 1. This cocktail took first prize in London in 1932 for the best one of the year. It was originated by one of the barmen of the Hotel Savoy.

●

HALF and HALF

- $\frac{1}{2}$ Laird's Apple Jack
- $\frac{1}{2}$ Rye Whiskey

Serve uniced in glass No. 8. This drink was a favorite of the tired business man and originated in one of the old down town New York bars.

●

Laird's Breakfast Punch

- 1 teaspoonful of sugar
- 2 eggs (yolks only)
- $\frac{1}{2}$ jigger Rye Whiskey
- $\frac{1}{2}$ jigger Laird's Apple Jack
- 1 thinly sliced piece of lemon peel

Beat egg yolks thoroughly, pour into shaker and add ingredients with twist of lemon peel. Shake thoroughly with ice, strain and fill remaining part with fresh rich milk. Sprinkle with nutmeg and cinnamon. Serve in glass No. 4.

NOTE:—Unless otherwise stated, these recipes are for ONE PERSON. The quantity should be multiplied by the number of persons to be served. (See pages 5-6 for descriptions of ingredients and page 7 on how to serve. Glass is described on page 8.)

LAIRD'S SPECIAL COCKTAIL

- 1 dash of Angostura Bitters
- 3 dashes of Gum Syrup
- $\frac{1}{4}$ lemon or lime juice
- $\frac{1}{4}$ French Vermouth
- $\frac{1}{2}$ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

LOUISA COCKTAIL

- $\frac{1}{4}$ Apricot Brandy
- $\frac{1}{4}$ pineapple juice
- $\frac{1}{2}$ Laird's Apple Jack
- 1 Maraschino Cherry
- 1 thin slice of pineapple

Shake thoroughly with ice, strain, insert cherry, slice of orange and pineapple. Serve in glass No. 1.

Old-fashioned (Special)

- 1 lump of sugar
- 1 dash of Angostura Bitters
- 2 dashes of lemon juice
- 4 dashes of Orange Bitters
- $\frac{1}{2}$ wineglass of Laird's Apple Jack
- 1 Maraschino Cherry
- 1 thin slice of orange
- 1 thinly sliced piece of lemon peel

Crush sugar with Bitters and squirt of charged water in bottom of glass. Add ingredients and one large lump of ice. Stir, twist and insert lemon peel, cherry and slice of orange. Serve with small stirring spoon in glass No. 6.

PERFECT COCKTAIL

- $\frac{1}{2}$ pineapple juice
- $\frac{1}{2}$ Laird's Apple Jack
- 1 dash of Angostura Bitters

Shake thoroughly with ice, strain and serve in glass No. 1.

NOTE:—Unless otherwise stated, these recipes are for ONE PERSON. The quantity should be multiplied by the number of persons to be served. (See pages 5-6 for descriptions of ingredients and page 7 on how to serve. Glass is described on page 8.)

PILGRIM PUNCH

(for 12 persons)

- 1½ pints of Laird's Apple Jack
- ½ pint of Porter
- 4 oranges (juice only)
- 2 oranges (peels only)
- ¾ pounds of loaf sugar
- 3½ pints of boiling water
- 1 jigger of Maraschino

Infuse the peel of two and juice of four oranges with sugar in water for half an hour, strain and add the Porter, Apple Jack and Maraschino. This may also be made with lemons in place of oranges. Serve from punch bowl in glass No. 5.



SPECIAL APPLE JACK PUNCH

(for 6 persons)

- 1 wineglass of lemon juice
- 1 wineglass of orange juice
- ½ wineglass of Grenadine
- 1 pint of Dry Ginger Ale
- 1 pint of Laird's Apple Jack

Ice with one large chunk in punch bowl. Serve in glass No. 5.



Special Laird's and Bitters

- 2 dashes of Angostura Bitters
- ½ wineglass Laird's Apple Jack

Ice and fill remaining part with fresh water. Serve in glass No. 7.



TOWN TOPIC COCKTAIL

- 1 teaspoonful of Maple Syrup
- ¼ lemon juice
- ¼ orange juice
- ½ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.



UTAH COCKTAIL

- 1 dash of Grenadine
- ½ lemon (juice only)
- ⅓ Apricot Brandy
- ⅔ Laird's Apple Jack

Shake thoroughly with ice, strain and serve in glass No. 1.

NOTE:—Unless otherwise stated, these recipes are for ONE PERSON. The quantity should be multiplied by the number of persons to be served. (See pages 5-6 for descriptions of ingredients and page 7 on how to serve. Glass is described on page 8.)

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ADDENDA

ADDENDA

*If you have discovered a new drink with Laird's
Apple Jack, won't you send it to us?
LAIRD'S, Scobeyville, N. J.*



LAIRD'S APPLE JACK

ESTAB 1851

L
Scobeyville, Monmouth County
New Jersey

PURE APPLE BRANDY. CONTENTS 1 PINT.
DOUBLE DISTILLED AND BOTTLED BY
LAIRD AND COMPANY
FEDERAL DESIGNATION AS
FRUIT DISTILLERS NUMBER ONE

FULL BOTTLE





