

The

COCKTAIL HOUR

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BY APPOINTMENT

**HIRAM WALKER
& SONS, LIMITED**

DISTILLERS and BOTTLEERS
IN BOND

**WALKERVILLE
ONTARIO — CANADA**

Established 1858

Proprietors of the World Famous

"CANADIAN CLUB"
Whisky

London Office :
170-3 PICCADILLY, LONDON, W.1

United States Affiliated Company :
HIRAM WALKER & SONS, INC.
WORLD'S LARGEST DISTILLERY,
PEORIA, ILLINOIS, U.S.A.

Agents throughout the World



Introduction

A WISE man once announced that there were five excuses for drinking! This Booklet gives just forty-one excuses in the form of forty-one excellent recipes, guaranteed to do credit to the most inexperienced Mixer!

By carefully following the directions laid down in each case, the veriest tyro can prepare the "supreme" appetizer. He may even claim to have produced "the greatest Cocktail ever" — once described by an American humorist as containing "the same ingredients as any other Cocktail, only **twice** as much!" These few Recipes will furnish adequate proof of the excellence of "Canadian Club" Whisky when it is used as the basis of Cocktails.

The proof of the Cocktail
—to pervert a proverb—
is in the drinking. Q.E.D.



Why COCKTAIL

ACCORDING to the dictionary, a Cocktail is "an iced drink made of spirits, mixed with bitters, sugar and some aromatic flavouring."

This description hardly does justice to the peculiar fascination lurking within each glass. Rather would we dwell on its legendary origin which hints at a more potent charm.

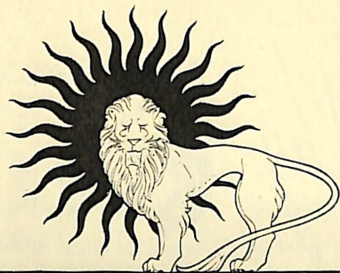
The Toltec noble, by whom it was originally discovered, is said to have sent it to the King, by the hand of his daughter Xochtil. The King, falling in love with the maiden, named the magic liquor "Xoc-tl" — a name perpetuated in the word "Cocktail."

A more modern theory of the manner in which the Cocktail got its name concerns a serving-maid, a cock-fighting squire and a young lieutenant.

The squire called for drinks to celebrate the restoration of one of his finest fighting cocks, whereupon the maid mixed a special drink wherewith to toast "the cock's tail!"

It is interesting to note that the success of this, the first Cocktail, in common with those described in these pages, was largely due to a dram of the "finest Whisky obtainable" which formed its basis.





BRITISH EMPIRE

**COCKTAIL
COMPETITION**

GROSVENOR HOUSE, LONDON

September, 1936

2nd Prize

REGENCY Cocktail

Invented by W. H. Taylor, of
CAFE ROYAL, LONDON.

- 50% "CANADIAN CLUB" Whisky
 - 25% Drambuie
 - 20% Bols Creme de Banane
 - 5% Lemon Juice
- Shake !

*All good judges agree
"CANADIAN CLUB" is
the best Whisky for
Cocktails.*





BY



APPOINTMENT

"CANADIAN CLUB" Whisky

THIS whisky, which is famous throughout the world, has been distilled in Walkerville, Ontario, Canada, since 1858. The high uniform standard of quality, long recognised both in Canada and abroad, has been consistently maintained. It is on sale in all parts of the civilized world.



How to mix a Good Cocktail

A few hints by Billy Whitfield,
Head Shaker at Romano's
Restaurant, London.



FIRSTLY, you will require a shaker, secondly, plenty of ice, and, thirdly, a modest array of bottles.

Always shake your cocktails thoroughly, and drink them—or see that they are drunk—immediately upon serving, for at that time they are full of life.

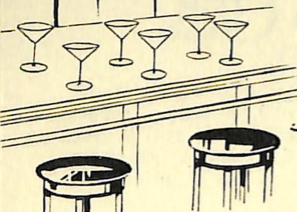
As a final touch, add an olive to the dry and a maraschino cherry to the sweet cocktails.

The following list of ingredients, although not all-embracing, will enable you to make a surprising variety of first-class aperitifs:—
1 bottle each of Hiram Walker's "Canadian Club" Whisky,

De Luxe American Rye Whiskey and De Luxe American Bourbon Whiskey. 1 bottle each of Dry Gin, Cognac Brandy, French Vermouth and Italian Vermouth. 1 small bottle each of Angostura Bitters, Orange Bitters, Orange Curacao, Absinthe and Grenadine.

With these at your command you can prepare a quite amazing variety of delectable cocktails, and the special recipes given throughout this booklet will ensure that your efforts give complete satisfaction to both you and your guests.

Well, here's to Happy Mixings!



Billy Whitfield





COCKTAILS

HAYMARKET Cocktail

$\frac{1}{4}$ "Canadian Club" Whisky
 $\frac{1}{4}$ Orange juice
One white of egg (for about 4 to 6 cocktails)

Shake well with crushed ice.

A diplomatist is a man who never forgets a lady's birthday but never remembers her age.

BOURBONELLA Cocktail

$\frac{1}{2}$ Hiram Walker's De Luxe American Bourbon Whiskey
 $\frac{1}{4}$ French Vermouth
 $\frac{1}{4}$ Orange Curacao
1 dash Grenadine

Mix. Please note it only requires a small dash of Grenadine.

A pessimist is a man who, when faced with two evils, chooses both.

CLUBHOUSE Cocktail

$\frac{1}{2}$ Hiram Walker's De Luxe American Rye Whiskey
 $\frac{1}{2}$ Fresh Orange Juice
White of an egg.

There are some of us who can resist anything except temptation.

MARTINI Dry

$\frac{1}{2}$ French Vermouth
 $\frac{1}{2}$ Gin
Mix and strain into cocktail glass.

There are lots of people about nowadays with a keen sense of rumour.





COCKTAILS

PLANTATION Cocktail

1/3rd Hiram Walker's De Luxe
American Bourbon Whiskey
1/3rd Grapefruit Juice
1/3rd Orange Juice
Dash of Angostura Bitters.

*Nearly every girl feels she could
occasion considerable bloodshed
were duelling still in vogue.*

FOX RIVER Cocktail

In a wineglass put 1 lump of Sugar
saturated with Peach Bitters, add
1 lump of Ice, 1 glass of Hiram
Walker's De Luxe American
Bourbon Whiskey and 1 teaspoon-
ful of Creme de Cacao.
Squeeze a piece of Lemon Peel
on top, stir slightly and serve.

*Some cynic has said that the real
reason why men should be
restricted to one wife is that no
man can serve two masters.*

BLUEBEARD'S PASSION Cocktail

1/2 Hiram Walker's De Luxe
American Bourbon Whiskey
1/2 Passion fruit natural
1/8th Blue Curacao
1/8th French Vermouth
2 dashes Strawberry Syrup
2 dashes Angostura Bitters.

*It's a funny thing when a man
hasn't anything on earth to
worry about, he goes off, and
gets married.*

SUNRAY Cocktail

1/4 Hiram Walker's De Luxe
American Bourbon Whiskey
1/4 Grand Marnier
1/4 Lillet
1/4 Orange Juice
Shake.

*Everybody is able to give
pleasure in some way. One
person may do it by coming into
a room, and another person by
going out.*





HIRAM WALKER'S
DE LUXE
AMERICAN BOURBON WHISKEY

*H*IRAM WALKER'S DE LUXE American Bourbon Whiskey is manufactured by the distillers of the world-renowned "Canadian Club" Whisky. It is made from the best ingredients procurable, and according to standard formulæ and practices in use for generations by leading Kentucky distilleries. The whiskey is ripened in oak casks racked in warehouses maintained at a uniform temperature throughout the year, and bottled IN BOND under the direct supervision of the Canadian Government.





COCKTAILS

COMMODORE Cocktail

4/5ths Hiram Walker's De Luxe
American Rye Whiskey
1/5th fresh Lime Juice
2 dashes Orange Bitters per
cocktail
Sugar to taste. Shake and strain.

*Men are like fish; neither
would get into trouble if they
kept their mouths shut.*

CAMEL'S KICK Cocktail

1/3rd Hiram Walker's De Luxe
American Rye Whiskey
1/6th Grand Marnier
1/6th Cointreau
1/6th Benedictine
1/6th Lemon or Lime Juice
Shake.



*Certainly ladies' dress is be-
coming less, but the question is,
is it less becoming?*

ROCK & RYE Cocktail

1 teaspoonful of Rock Candy
Syrup or Gomme Syrup, juice
of half-lemon, 1 glass Hiram
Walker's De Luxe American
Rye Whiskey
Stir together and serve in same glass
and squeeze lemon peel on top.



*When a man and a woman
marry they become one; but
the question is which one?*

JOLLY-GOOD-FELLOW Cocktail

2/3rds Hiram Walker's De Luxe
American Rye Whiskey
1/3rd Orange Curacao
Teaspoonful of Grenadine
White of an egg.



*Some folks are famous for the
books they have written; others
for the books they ought not to
have written.*





HIRAM WALKER'S DE LUXE AMERICAN RYE WHISKEY

*H*IRAM WALKER'S DE LUXE American Rye Whiskey is another choice product of Canada's most famous distillery. It is made from the finest grains obtainable under the direction of experienced master-distillers who have been in our employ for over 30 years. We guarantee this whiskey to be of exceptional maturity and high quality, and to conform to all recognised purity standards. Its age is certified by the official Canadian Government stamp placed over the mouth of all our bottles and flasks.





COCKTAILS

HOT DECK Cocktail

- $\frac{3}{4}$ "Canadian Club" Whisky
 - 1 dash Jamaica Ginger
 - $\frac{1}{4}$ Italian Vermouth
- Mix and strain into cocktail glass.

People take shorter honeymoon trips than they used to do, but they take more of them.

NEW YORK Cocktail

- $\frac{3}{4}$ "Canadian Club" Whisky
 - 1 lump of Sugar
 - $\frac{1}{4}$ Lime or Lemon Juice
 - 2 dashes Grenadine
 - 1 piece Orange Peel
- Shake and strain into cocktail glass.

The world is full of willing people—some willing to work the rest willing to let them.

SOUL KISS Cocktail

- $\frac{1}{3}$ rd "Canadian Club" Whisky
 - $\frac{1}{6}$ th Orange Juice
 - $\frac{1}{6}$ th Dubonnet
 - $\frac{1}{3}$ rd French Vermouth
 - 1 slice of Orange
- Shake well and strain into cocktail glass.

Most men do not wake up to find themselves famous. They usually dream they are famous, and then wake up.

THUNDERSTORM Cocktail

- $\frac{1}{6}$ th "Canadian Club" Whisky
 - Benedictine
 - 2 dashes Angostura Bitters
- Shake.

The wisest man is he who has the sense to say nothing at the right time.





In 87 Countries

From time immemorial certain drinks have been associated with certain countries and sections of the community.

"Saké" is essentially Japanese, "Vodka" belongs to the Russians, while "Coqnac" is always associated with the French.

The connection of "Rum" with seafaring life, and the "Cocktail" with Western civilisation, are other instances of local

appropriateness of drinks. In the latter connection it is but fitting that "Canadian Club" Whisky, a favourite in 87 countries in the world, should be pronounced the essential Whisky for the successful preparation of Cocktails, and ideal as a long drink with ginger ale.

The "Canadian Club" Cocktail described on page 17 is specially devised to reveal the delicate and piquant flavour for which this whisky is distinguished.



Drink Brothers, Drink!

The habit of expressing goodwill when drinking with a companion is common to men of all nations. Here are a few examples of the equivalent for "Cheerio" or "Your Health."

- A Votre Santé (France)
- Prosit (Germany and Austria)
- Salud (Spain)
- Alla Sua Salute (Italy)
- Na Zdravlja (Yugoslavia)
- Zvasha Darovia (Russia)
- Skoll (Scandinavia)
- Salamati Shemoh (Iran)
- Banzai (Japan)
- Gombeï (China)
- Op Uw Gezondheid (Holland)





COCKTAILS

"CANADIAN CLUB" Cocktail

2/3rds "Canadian Club"

Whisky

1/3rd Italian Vermouth

Dash of Angostura Bitters

Shake well with crushed ice, serve with
a piece of twisted lemon peel.

*All men are not homeless, but
some are home less than others.*

MANHATTAN Cocktail

1/3rd "Canadian Club" Whisky

3/4th Vermouth

or 4 drops Angostura Bitters

Shake well with crushed ice and serve
with a Maraschino Cherry.

For Sweet Cocktail use Italian Vermouth;
for Dry Cocktail use French Vermouth.

*Just when we are beginning to
think we can make both ends
meet some wretch comes along
and moves the ends.*

OLD FASHIONED Cocktail

In a short tumbler place a lump of sugar,
and as much Angostura Bitters as the
lump will absorb. Dissolve the sugar in
a little water. Nearly fill tumbler with
ice. Add a wineglassful of "Canadian
Club" Whisky and a large piece of
lemon peel.

This cocktail should not be drunk until
the ice has dissolved and produced the
requisite dilution.

*Some folks have week-ends at
sea, and others under their hats.*

OLD PAL Cocktail

1/3rd "Canadian Club"

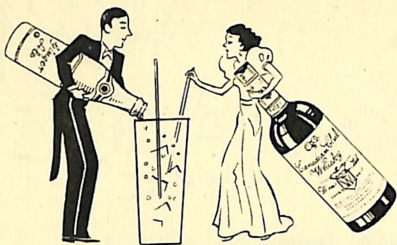
Whisky

1/3rd French Vermouth

1/3rd Campari

*A true friend is one who knows
all about us and likes us just
the same.*





"Canadian Club" & Ginger Ale

The Ideal Long Drink

"Canadian Club" Whisky and Ginger Ale is known in every quarter of the globe as being the ideal long drink.

The reason is simple. "Canadian Club" Whisky mixes with Ginger Ale so perfectly that it makes a long drink beyond compare.



See Page
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COCKTAILS

"S.G." Cocktail

2/3rds "Canadian Club"
Whisky
1/6th Lemon Juice
1/6th Orange Juice
A few drops of Grenadine
Shake well and strain.

*A jolly girl is one who will let
you kiss her. A sensible girl
is one who won't let anyone else.*

MARTINI CLUB Cocktail (Invented
by Mr. Alfred Capitani (Fred),
First Barman at Reid's Palace Hotel,
Funchal, Madeira).

1/4 "Canadian Club" Whisky
1/4 Cointreau French Liqueur
1/4 Martini & Rossi White Vermouth
1/4 Pure Orange Juice
2 dashes of Maraschino Liqueur

Shake well and strain into cocktail glass.
Serve with a small piece of pineapple.

(The above cocktail won the First Prize
of 2,000 Pesetas at the Grand Inter-
national Cocktail Competition organised
by International Union of European
Barmen held at Madrid in June, 1933).

*Do right, and fear no man.
Don't write, and fear no
woman.*

ELK'S OWN Cocktail

1/3rd "Canadian Club"
Whisky

White of a fresh egg

1/3rd Port Wine

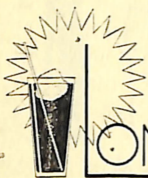
Juice of half a lemon

1 teaspoonful Sugar

Shake well, strain into wineglass and
add a slice of pineapple.

*The bee that gets the honey is
not the one that hangs about
the hive.*





LONG DRINKS



FOR the benefit of those who consider that the perfect drink embodies not only quality but also quantity, we append the following "long drink" recipes :

CLUB CUP

In a large glass ; the juice from a lemon ; a piece of ice ; a wineglassful of "Canadian Club" Whisky and a bottle of Ginger Ale.

Someone has said that no woman should suffer in silence ; but if she is silent she must suffer.





LONG DRINKS

BIZZY IZZY HIGHBALL

$\frac{1}{2}$ gill of "Canadian Club"
Whisky

$\frac{1}{2}$ gill Pale Sherry

A little lemon juice, sweetened
to taste, and mineral water.



MINT JULEP

1 teaspoonful of sugar

1 wineglass of water or soda

or 4 sprigs of fresh mint

Muddle well until flavour of mint is well
extracted; then take out mint and add
two glasses of Hiram Walker's De Luxe
American Bourbon Whiskey. Fill tum-
bler with fine shaved ice. Stir well
until glass gets frosted, then take some
sprigs of mint and insert them in the ice
with stems downwards, so that the
leaves will be on the surface in the
shape of a bouquet. Add slices of
orange, lemon, pineapple and cherries
on top.



"CANADIAN CLUB" COBBLER

Fill glass half full with cracked
ice.

Add 1 small glass of "Canadian
Club" Whisky.

Add 1 teaspoonful of Powdered
Sugar.

Stir well, and decorate with slices of
orange or pineapple.



"CANADIAN CLUB" RICKEY

In a medium size glass; the juice of one
lime or half a lemon; a sherry glass of
"Canadian Club" Whisky; a piece of
ice, and fill with mineral water.



WORLD'S LONGEST COCK TAIL

*F*OR nearly two centuries Japanese breeders have been perfecting the beautiful snow-white long-tailed Tosa fowls, the most beautiful domestic fowl in existence to-day.

The average life span of these famous birds is from four to five years, and owing to their rarity and superior grace and beauty, the cocks are often worth £300 or more each.

Males have been known to possess tail plumes twenty to twenty-five feet long, and in order to preserve the plumes, special high narrow perches have been devised.

Once or twice a day the cock is taken down and allowed to walk about for an hour or so for his daily constitutional—a Japanese groom carrying his tail!

At night the tail is coiled in a separate cloth-lined basket to avoid tangling while the bird sleeps. Once or twice a month his tail feathers are carefully washed in warm water and cautiously dried in the sun.

"Shoya," the handsome bird shown here, is named after the time-honoured title of the Headman of a Japanese village, is five years old and has a tail twenty feet long. It is the "World's Longest Cock Tail," and its proud owner is:

Mr. S. M. Shiba,
Miyano-shita,
Hakone, Japan.

(Universal Copyright)





COCKTAILS

MILLIONAIRE Cocktail

2/3rds "Canadian Club"

Whisky

1 white of a Fresh Egg

2 dashes Curacao (Orange)

1 teaspoonful of Grenadine

Shake well. Strain into cocktail glass.

There seems to be quite a difference between the girl who is simply perfect and the girl who is perfectly simple.

ALEXANNE Cocktail

Put two sprigs of fresh mint into shaker. Use plenty of ice, not too small.

1/3rd "Canadian Club"

Whisky

1/3rd Triple Sec Curacao

1/3rd Lemon Juice

Shake.



He didn't know it couldn't be done, so he went ahead and did it.

CORINTHIAN Cocktail

2/3rds "Canadian Club" Whisky

1 teaspoonful Gomme

4 dashes Orange Curacao

1/3rd Lemon Juice

Shake and strain.



Lucky is the man who has not, at some time or other, suffered from a severe attack of relations.

EXPLORER Cocktail

1/3rd "Canadian Club" Whisky

3/10ths Applejack Brandy

1/10th Mandarin

1/10th Passion Fruit



A wise bachelor always makes for the woods when he hears a girl say that she intends to be an old maid.





COCKTAILS

EMPIRE GLORY Cocktail

1-1-1-1-1-1-1
1 "Canadian Club" Whisky
1 Ginger Wine
1 Lemon Juice
2 dashes Grenadine
Shake and strain.

The best thing about distant relations is—the distance.

GOLDEN ROD Cocktail

1-1-1-1-1-1-1
1 "Canadian Club" Whisky
1 Pash Extra Dry
1 Grand Marnier
Shake.



Whether a woman marries or not often depends upon circumstances—his.

LADIES' Cocktail

1-1-1-1-1-1-1
1 "Canadian Club" Whisky
2 dashes Absinthe
2 dashes Anisette
2 dashes Angostura Bitters
Stir and put small piece of pineapple in glass.



Keeping a husband in hot water does not make him more tender.

CALGARY Cocktail

1-1-1-1-1-1-1
3/5ths "Canadian Club" Whisky
1/5th Cointreau
1/5th Grape Fruit Juice
Shake.



A friend is someone who can tell you unpleasant truths about yourself but won't.





TOASTS

May the hinges of friendship never rust or the wings of love lose a feather.

"If all be true that I do think,
There are five reasons why men
drink,
Good wine, a friend, or being
dry,
Or lest we should be by-and-by,
Or any other reason why."



"They that Love mirth, let them
heartily drink,
'Tis the only recipe to make
sorrow sink."

"If all your beauties, one by one,
I pledge, dear, I am thinking,
Before the tale were well begun,
I had been dead of drinking."



"Fill up the bowl; upon my soul,
Your trouble you'll forget, sir,
If it takes more, fill twenty score,
Till you have drowned regret,
sir."

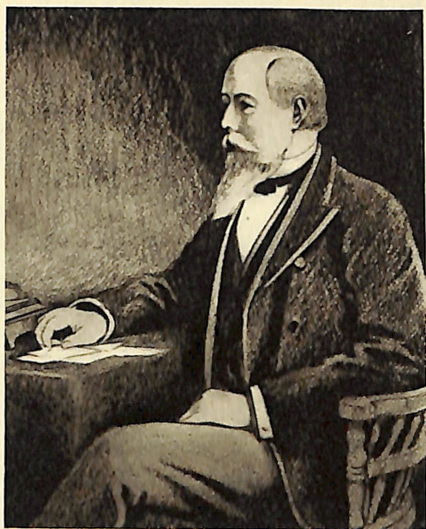
"Fill the bumper fair,
Every drop we sprinkle
O'er the brow of care,
Smooths away a
wrinkle."





International Awards
won by "Canadian Club" Whisky





Hiram Walker Esq.

BORN 1816 · DIED 1899

*T*O whose vision and foresight is due the establishment of the firm of Hiram Walker & Sons, Limited, at Walkerville, Ontario Canada, in 1858, and to whose faith and industry are due its growth and expansion.

His name lives not only in institutions of charity and works of philanthropy, but also in the products of the world-famous distilleries of Hiram Walker & Sons, whose enviable reputation for excellence extends beyond the seven seas.

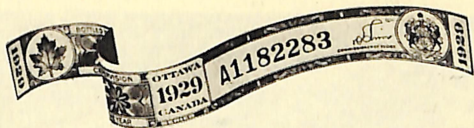




Matured in Wood

INTERIOR view of one of our 21 huge rack warehouses with a total capacity of 300,000 barrels containing 15 million imperial proof gallons of Canada's oldest whisky stocks. Ever since the foundation of our distillery in 1858, our whiskies are aged for many years until full maturity by the best and time-honoured process of long storage in oak casks which are racked in warehouses maintained at uniform temperature throughout the year.





*The Age of our Whiskies
is Guaranteed by
the Canadian Government*

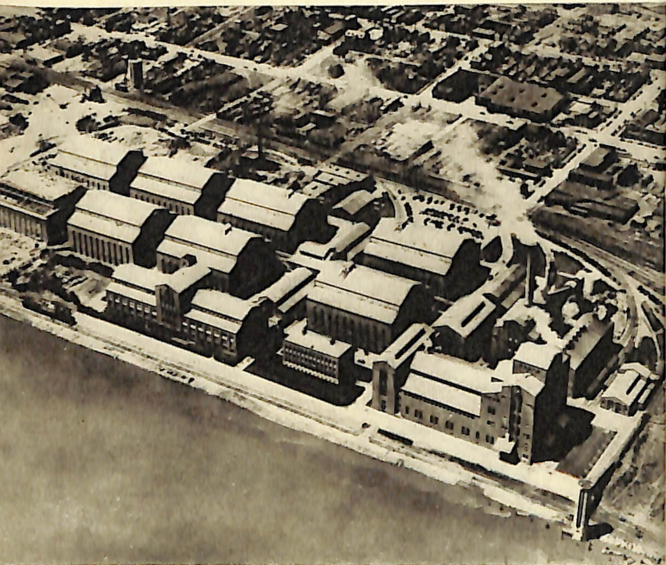
You will find affixed over the neck of our bottles and flasks a long narrow label (specimen above) which is the OFFICIAL CANADIAN GOVERNMENT EXCISE STAMP certifying the year of manufacture of the whisky.

Whisky does not mature or improve in bottles. Consequently all our whisky stocks remain in wood throughout the entire period indicated by the EXCISE STAMP, and are bottled only when ready for shipment.

Ever since 1858, when our world famous distillery was established, all of our whiskies have been distilled, matured and bottled IN BOND under the direct supervision of the Federal Government of the Dominion of Canada.



HIRAM WALKER & SONS INC.



New Ten Million Dollar—
World's Largest Distillery
American Home of
"Canadian Club" Whisky
PEORIA ILLINOIS, U.S.A.



The World's Largest Distillery

To meet the tremendous demand for Hiram Walker & Sons' products in the United States, this famous old house has erected, at Peoria, Illinois, the largest distillery in the world at a cost of over \$10,000,000.

This new distillery, equipped throughout with the most modern machinery, occupies thirty-eight acres of ground, and has a capacity of 20,000 bushels of grain per day. Twenty-four fermenting tanks with a capacity of 120,000 gallons each, supply 100,000 gallons of whisky every 24 hours. The bottling house handles 20,000 dozen quarts every 7 hour day.

The magnitude of this enterprise is made possible by the world wide reputation of Hiram Walker for quality and value.



Tribute to Quality

Only by adherence to the highest standards—
consistently over a period of many years—
could a product attain such royal honours—a
striking tribute to superior quality.



By Appointment

To His Majesty King George V
1910 - 1936

To His Majesty King Edward VII
1901 - 1910

To Her Majesty Queen Victoria
1898 - 1901

To His Majesty The King of Sweden

To His Majesty King Alfonso XIII

“CANADIAN CLUB”
Whisky



VANDYCK
QUALITY
GRAVURE

LONGEVITY.

*The horse and mule live thirty years,
They never drink light wine and beers.*

*Sheep and goats are dead at twenty,
They drink no liquor—water plenty.*

*The dog at fifteen's mostly dead,
He looks not on the wine that's red.*

*At ten the cat's lost it's nine lives,
On milk and water no beast thrives.*

*Most birds at five years pass away,
Far, far from alcohol they stay.*

*The flies but few days stay on earth,
They never knew the cocktail's worth.*

*But MODEST DRINKING
WOMEN AND MEN,*

*Survive for THREE SCORE
YEARS AND TEN.*



The

COCKTAIL HOUR