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Los Angeles Times (1923-Current File); Mar 16, 1969; ProQuest Historical Newspapers: Los Angeles Times (1881-1990)

The "After-Five" HAPPY HOUR

Once a casual term for "Let's have a few quick ones after work," the Happy Hour is now the featured cocktail time at bars everywhere - and a favorite custom at home. Fly the Happy Hour flag at your house — and hoist a Comfort* Manhattan.





45 prize recipes for great (

most popular Happy Hour drinks served today:

Use these easy-to-follow recipes . . . and be a carefree, happier mixer

SCARLETT O'HARA

Served at Antoine's in New Orleans jigger (1½ oz.)

Southern Comfort 1 jigger Ocean Spray cranberry juice

luica ¼ frach lima glass. As intriguing as its namesake!

chilled glass. Serve with green olive or twist of lemon peel.

For a Gibson, use 5 parts of gin or vodke to 1 part of vermouth . . . and serve drink with a pearl onion.

Comfort* MANHATTAN

DRY MARTINI

parts gin or vodka

part dry vermouth

Stir with cracked ice

and strain into pre-



Juice ½ lime or 1/4 lemon jigger light rum tspn. sugar

DAIQUIRI

Shake with cracked ice till shaker frosts. and strain into glass

Comfort instead of rum, and only 1/2 teaspoon sugar.

ROB ROY



Angostura bitters

Stir with cracked ice and strain into chilled cocktail glass.

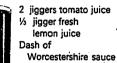
Serve with a twist of lemon peel.



½ jigger Bourbon • ½ jigger water

Serve with a twist of lemon peel. ice; strain. Sip over salty glass rim.

BLOODY MARY



1 jigger (1½ oz.) vodka Salt and pepper to taste.

Shake with cracked ice till chilled. and strain drink into a 6-oz. glass.

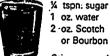
MARGARITA



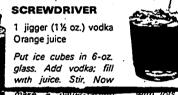
jigger white Cuervo tequila oz. Triple Sec oz. fresh lime or lemon juice

Moisten rim of glass

COLD TODDY



· Stir sugar and water in a short glass. Add ice cubes and liquor. Top with a twist of lemon peel. Give your toddy a full body! Next time mix one with Southern Comfort instead of your usual whiskey.



drink this simple way



alass. This o

offers a refre

twist... Use Southern Comfort instead of vodka.



The "At Home" HAPPY HOUR

Here's the one way you can invite "everybody" (or pay back lots of social obligations in one fell swoop) . . . with a minimum of effort, time and expense. These recipes simplify bartending. In fact, some show how to improve famous drinks - even the Collins!



Comfort* on-the-Rocks

ed at Anthony's Pier 4, Boston

1 jigger (1½ oz.) Southern Comfort

Pour over ice cubes in a short glass. Add a twist of lemon peel . . . and enjoy Southern Comfort's smooth, delicious flavor to the fullest. It's a flavor that's unmatched by any other liquor.

Delicious, decora ... easiest way to

OPEN HOUSE PUNC

2½ cups Southern Comfort One 6-oz. can frozen orang Two 6-oz. cans frozen lemo

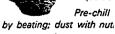
Chill ingredients. Mix in p. drops of rea food coloring orange and lemon slices. S



24 oz. Sc Chill ingredients. Mix in po last. Add cake of ice, and

cup O





Comfort* (

As served at the Gaslig

Dash Angostura bitters • 1/2 ½ oz. sparkling water • 1 ji Stir bitters, sugar, water in

of lemon peel, orange slic Regular Old-Fashioned: Use 1 tspn. sug



HOT-BUTTERED COMFORT*

At The Lodge at Smugglers' Notch, Stowe, Vt.

Small stick cinnamon • slice lemon peel 1 jigger Southern Comfort • 1 pat butter

Put cinnamon, lemon, S. C. in mug. Fill with boiling water; float butter on top; stir. (Leave small spoon in glass when pouring hot water.)

COMFORT' TOM & JERRY

As served at the Red Lion. Vail. Colorado ½ jigger Southern Comfort • ½ jigger Jamaica

rum • 2 tbspns. batter (below) • milk • nutmeg Batter: beat egg yolk and white separately and

blend. Add ½ tspn. sugar, and stir well. Put 2 thspns. batter into mug; add liquors. Fill with hot milk; stir; sprinkle with nutmeg.

Even the simple drinks can be improved

HIGHBALL: Easy to make -- jigger of liquor, ice, and soda or water. But easy to ruin -ice must always be fresh; soda, dry or sweet, must be top quality and cold (it holds carbonation better). For a truly tremendous highball, try this one:

COMFORT* HIGHBALL: 1 jigger (1½ ounces) Southern Comfort Twist of lemon peel or juice of ¼ lime (optional) • sparkling water Pour Southern Comfort over ice cubes; add lime or lemon. Fill with sparkling water; stir.

ON-THE-ROCKS: If you appreciate a fine liquor's taste, pour a jiggerful over ice cubes in a short glass. Hint to improve your drink: Small cubes chill it faster; a twist of lemon peel adds piquancy. Now try this popular on-the-rocks variation: MIST: Fill a short glass with crushed ice; add a jigger of liquor and twist of lemon

peel. This slight dilution frees more of the true flavor of the liquor. EASIEST WAY to enjoy Southern Comfort is in these simple drinks above. It's here a fine liquor's natural flavor comes through. So it's no wonder that users of Southern Comfort enjoy it this way best. Its natural flavor tastes so good by itself.

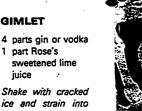
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great drinks



ice and strain into

pre-chilled cocktail glass. This drink's unusual flavor offers a refreshing change of pace.



HOUSE PUNCH

z. cans frozen lemonade

RUM SWIZZLE

Juice 1/2 lime 1. tspn. sugar 2½ oz. light rum 2 dashes bitters

Mix in glass pitcher

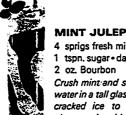
ous, decorative bowlsful of cheer

iest way to entertain a crowd!

: can frozen orange juice • 6 oz. fresh lemon juice

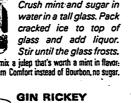
edients. Mix in punch bowl, adding 7-UP last. Add red food coloring as desired (optional); stir. Add icc. nd lemon slices. Serves 25 . . . and pleases them all!

of crushed ice, and str vigorously till mixture foams. Serve in a double Old-Fashioned glass. Super swizzle! Use Southern Comfort, 1/2 tspn. sugar.



4 sprigs fresh mint tspn. sugar • dash water

2 oz. Bourbon Crush mint and sugar in





Juice, rind 1/2 lime jigger (1 ½ oz.) gin Sparkling water

Squeeze lime over ice cubes in 8-oz. glass; add

sparkling water: stir.

To rev-up your rickey the way that's really "in' Mix it with Southern Comfort, instead of with



RUM 'N COLA

Ordinary Sour jigger Bourbon or rye ½ jigger fresh lemon juice teaspoon sugar

Shake with cracked ice:

strain into glass. Add an

orange slice on glass rim

and cherry. For improved

sour, use recipe at right

Juice, rind ¼ lime 1 jigger light rum • cola

Saueeze lime over ice cubes in a tall glass. Add rind, and pour in rum. Fill with cola: stir. Now try your drink this way:

Omit the rum. Mix this tall one "southern style" . . . see what a comfort Southern Comfort is to cola.

STINGER

brandy

½ jigger white

jigger (1½ oz.)

creme de menthe

Shake with cracked

ice uit chilled; strain

into a cocktail glass.

er that's a real humdinger, mix one with comfort instead of brandy . . . It's dandy!



1 jigger (1 ½ oz.)

Southern Comfort

% teaspoon sugar

1/3 jigger fresh lemon juice.

The "Weekend Brunch" HAPPY HOUR

Probably the most leisurely of all Happy Hours! This is the time for bacon, eggs, toast, pastries, coffee. Usual drinks are the Bloody Mary and Sour. For a crowd, see the "Open House Punch" recipe (it's like a king-size sour) . . . and there's nothing so smooth as a Comfort* Sour!

GIN 'N TONIC

And the smoother Sour

Juice rind ¼ lime 1 jigger (1½ oz.) gin Schweppes Quinine Water (tonic)

Squeeze lime over ice cubes in a tall glass. Add rind, and pour in gin. Stir: then fill with tonic.

This favorite wins more fans when you skip the gin ... and enjoy Southern Comfort's talent for tonic.



The way they mix it at Hotel Mark Hopkins, San Francisco

Mix it just like the usual sour. But you'll

enjoy it much more. The switch in basic

liquor gives this drink a smoother, more

delicious flavor no other sour can match.

LEMON COOLER

Served at El Mirador Hotel, Palm Springs 1 jigger (1½ oz.) Southern Comfort

Scaweppes Bitter Lemon Pour Southern Comfort

over ice cubes in tall glass. Fill with Bitter Lemon; stir. It's so simple . . . and so refreshing!



ALEXANDER

tbspn. (% oz.) fresh cream ½ jigger creme de cacao

1 jigger (1 ½ oz.)

or gin or brandy



Biggie's, St. Louis ½ peach or apricot Chilled Southern Comfort

ST. LOUIS COCKTAIL At Stan Musial &

Put fruit in sherbet or

champagne glass; add crushed ice. Fill with S.C. Serve with small spoon and a cocktail straw.



The "Imaginative" HAPPY HOUR

Base your party on an imaginative theme! Serve drinks to fit the occasion; add simple props. Example: A Luau Happy Hour. Serve Honolulu Coolers, greet guests with leis, etc. Or serve Comfort* Old-Fashioneds at a Gay 90's party; use "mustaches", turn-of-century hats.

Shake thoroughly with cracked ice:

strain into pre-chilled cocktail glass.



HOSPITALITY PUNCH

- 1 cup (8 oz.) Southern Comfort
- cup Ocean Spray cranberry juice cocktail 3 oz. fresh lemon juice
- 24 oz. Squirt or Wink

Southern Comfort • 21/4 quarts 7-UP

edients. Mix in punch bowl, adding Squirt or Wink cake of ice, and citrus fruit slices. Serves 8 to 10.



COMFORT* EGGNOG

1 cup (8 oz.) Southern Comfort 1 quart dairy eggnog mix

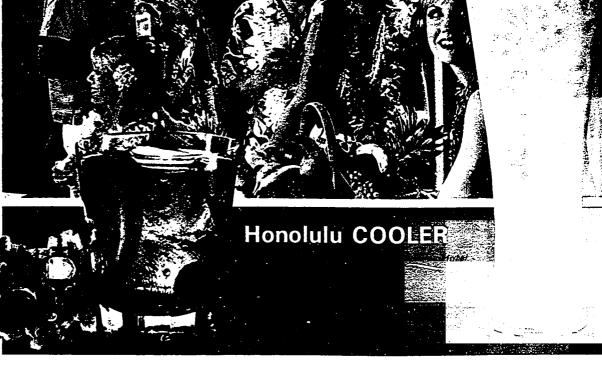
Pre-chill ingredients. Blend in punch, bowl ng; dust with nutmeg. Especially smooth; serves 10.

nfort* Old-Fashioned

ed at the Gaslight Club in Chicago

gostura bitters • 1/2 tspn. sugar (optional) arkling water • 1 jigger (1½ oz.) Southern Comfort

's, sugar, water in glass; add ice cubes, S. C. Add twis peel, orange slice, cherry. It's simple — and superbl lashioned: Use 1 tspn. sugar; replace Southern Comfort with Bourbon or rye.





BACK-BAR SECRETS FROM THE COUNTRY'S TOP BARTENDERS

Never guess-measure! A good drink calls for exact measurement of all ingredients. Basic measures: jigger - 1½ oz.; pony - 1 oz.; dash - 4 to 6 drops.

Which comes first? As a rule, put sugar, fruit juice, other ingredients in glass first, then add liquor. But in carbonated drinks, put in ice, liquor, then add the mix.

When to shake, when to stir: In general, stir drinks made with clear liquors. Shake those with hard-to-blend ingredients like fruit juice. For a "frothy" collar, add a tablespoon egg white before shaking.



Pre-chill glasses! For better drinks, fill glasses with cracked or shaved ice. Let stand; dump ice. Add drink, and serve at once. To frost, put wet glasses in freezer.

Don't skimp on ice! Nothing is worse than a lukewarm "cold" drink. Be sure ice is fresh; "icebox" ice often absorbs odors, tastes stale. Change ice for each round.

For best results, use packaged ice! Professionally made ice is free of air bubbles, chemicals, impurities. That's why it's tasteless, crystal clear, slower melting; makes your drinks taste better - and look better!

How much liquor will you need?

The biggest factor in planning is to have enough. Figure each guest for four 1-jigger drinks (total, 6 oz.); it'll average out. See below to determine how many bottles you'll need. 1 pint = 16 oz. or 10 jiggers plus normal spillage. 1 fifth 25.6 oz., a fraction over 17 jiggers. 1 quart = 32 oz., or just over 21 jiggers.

No. of Persons®	4	6	8	10	12
Total No. of Ounces	24	36	48	60	72
No. of Fifths**	1	1%	2	21/2	3
No. of Quarts**	%	11/6	11%	2	2%

Averaging four 1% oz. drinks each