

# *Gooderham & Worts*

L I M I T E D

CANADA'S OLDEST DISTILLERY  
ESTABLISHED 1832

From the first, the high quality of G & W products helped win world renown for Canadian whisky—and set a pattern for other Canadian whiskies which appeared in later years.

*Souvenir Canadian International Trade Fair*



— a guide  
to good cocktail:..



## The Story of Proof Spirits

The term "proof spirits" was **first** used as a yardstick in collecting taxes on alcoholic beverages.

Originally, the British tested spirits by pouring them on a small amount of gunpowder. If the gunpowder **burned**, the spirit was called "overproof". If it didn't burn, the spirit was "**underproof**".

Then scientists found **new** methods of analysis. They **learned** that "proof spirit" was 57% alcohol and 43% water by volume.

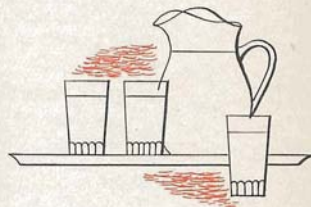
The Americans now **use** a **different** system. Their "proof spirit" is 50% alcohol and 50% water. To find the strength of American-bottled alcohol, just divide the **proof strength** by two. For example: 80% U.S. Proof means **40% alcohol**.

In Canada, as in England, liquors are labelled "30 underproof". This means 30% less than the British **proof strength** (57% alcohol). Thus, Canadian "30 underproof" is 70% of 57%, or approximately 40% alcohol, **which** is the same as the American "80 proof".


GOODERHAM & WORTS LIMITED

# PRINCE REGENT

*Fine Canadian  
Whisky*



Water or soda will bring out the rare and luxurious flavour of this proud old whisky with the distinguished name—Prince Regent.





# Recipes

## RYE DRINKS

### WHISKY SOUR

1½ oz. Coronation Whisky  
Juice of ½ lemon  
1 teaspoonful sugar  
Slice of orange

Dissolve sugar in lemon juice. Add whisky, shake well with cracked ice, strain into whisky sour glass, add orange slice and maraschino cherry if desired.

### HOT WHISKY FLIP

1 teaspoonful sugar  
1 jigger Coronation Whisky  
Yoke of one egg

Mix sugar, whisky and egg in 6 oz. glass. Fill half full with boiling water, grate a little nutmeg on top and serve.

### WHISKY SHAKE

1 tablespoonful powdered sugar  
1 jigger Coronation Whisky  
Juice of 1 lime

Shake well with ice and serve in cocktail glass.

### WHISKY FLIP

Fill bar glass ¼ full finely cracked ice  
1 egg broken in whole  
2 level teaspoonfuls bar sugar  
1 jigger Coronation Whisky

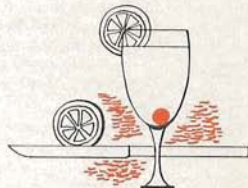
Shake well; strain into small glass; grate a little nutmeg on top and serve.

GOODERHAM & WORTS LIMITED



# Coronation

*Canadian Whisky*



There's authentic Canadian character in this lighter, smoother whisky—Coronation appeals to the most critical palate.

# Recipes

GOODERHAM & WORTS LIMITED

## RYE DRINKS

### OLD FASHIONED

- 1 lump sugar
- 1 splash of soda
- Dash Angostura Bitters
- Cracked ice
- Slice orange and lemon
- 1½ oz. Bonded Stock Whisky
- Maraschino Cherry

Saturate sugar with bitters, add splash soda, muddle. Fill glass with ice, add whisky, garnish and stir.

### KHEDIVE

- Fill 8 oz. glass half full cracked ice
- Juice of ½ a lemon
- 2 level teaspoonfuls bar sugar
- 1 jigger G&W Bonded Stock Whisky
- ½ jigger Ross's Sloe Gin
- 1 dash raspberry syrup
- 1 tablespoonful cream
- 1 egg

Shake; fill up with soda and serve in Cocktail glass.

### CANADIAN PUNCH (45—4-oz. glasses)

- 3 qts. G&W Bonded Stock Whisky
- ½ pt. Doorly's Macaw Barbados Rum
- ¾ lb. fruit sugar
- 3 lemons sliced
- 4 qts. water

Pour into punch bowl with large block of ice. Stir, and serve in small glasses.



# Bonded Stock

*Canadian Whisky*



Hearty-tasting Bonded Stock is the most popular Canadian Whisky at a popular price! Serve it when you're host!

# Recipes

GOODERHAM & WORTS LIMITED

## RYE DRINKS

### DOUBLE TAKE

- Juice of  $\frac{1}{2}$  lime and  $\frac{1}{4}$  lemon
- 1 tsp. powdered sugar
- 2 oz. G&W Twin Seal Whisky
- 2 dashes grenadine
- 2 dashes Sparkling water

Place above ingredients in 6 oz. glass.  
Fill with fine ice. Stir till glass is frosted,  
decorate with fruit and sprig of fresh mint.  
Serve with straws.

### CANADIAN RYE COCKTAIL

In a large glass or shaker put:

- $\frac{2}{3}$  G&W Twin Seal Whisky
- $\frac{1}{4}$  Martini & Rossi Italian Vermouth
- Dash of Angostura Bitters

Shake well with crushed ice and strain  
into cocktail glass. Serve with a piece of  
twisted lemon peel.

### LAST CHANCE

- Fill 6 or 8 oz. glass  $\frac{2}{3}$  full cracked ice.
- 1 large tsp. powdered sugar dissolved in a  
little water.

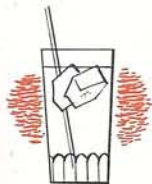
Juice of half lemon  
2 oz. G&W Twin Seal Whisky  
Stir well and ornament with fruit in season.  
Serve with straws.

### REVERIE

- $\frac{1}{3}$  G&W Twin Seal Whisky
  - $\frac{1}{3}$  French Vermouth
  - $\frac{1}{3}$  Martini & Rossi Italian Vermouth
- Shake well with cracked ice and strain  
into cocktail glass.



# Twin Seal Rye Whisky



Enjoy this real rye flavour once, and you'll always  
insist on the exceptional taste and quality of Twin  
Seal Rye Whisky.

# Recipes

GOODERHAM & WORTS LIMITED

## RYE DRINKS

### MANHATTAN

¼ G&W Old Rye Whisky  
¼ Martini & Rossi Italian Vermouth  
Small dash Angostura Bitters

Stir with ice and serve in cocktail glass with maraschino cherry.

### WHISKY COLLINS

2 oz. G&W Old Rye Whisky in Collins glass.  
Juice of ½ lemon

1 tsp. of powdered sugar

Fill with sparkling water and ice. Stir gently and serve with straws.

### DARK SHADOW

1½ oz. G&W Old Rye Whisky  
½ oz. Creme de Cacao  
4 dashes Ross's Orange Bitters

Shake with cracked ice and strain into a cocktail glass with twist of lemon peel.

### YULETIDE PUNCH (about 40—2 oz. glasses)

Beat separately the yolks and whites of 6 fresh eggs. Add ½ cup of sugar to yolks while beating. Add ½ cup of sugar to whites after they have been beaten very stiff. Mix egg whites with yolks. Stir in 1 pint of cream and 1 pint of milk. Add 20 oz. of G&W Old Rye Whisky and 1 oz. of Doorly's Macaw Barbados Rum. Mix thoroughly and pour over a small block of ice or ice cubes. Serve in cocktail glasses with grated nutmeg.

# Old Rye

## Whisky



Treat yourself to Old Rye—a fine Canadian whisky with a delightful, mellow rye flavour all its own!

# Recipes

## GIN DRINKS

### JOHN COLLINS

2 oz. Collins London Dry Gin  
Juice of 1 lime or ½ a lemon  
1 tsp. fruit sugar

Prepare in tall glass, add ice, fill up with soda, and serve with slice of lime and straw.

### SWEET MARTINI

2 parts Martini & Rossi Italian Vermouth  
3 parts Collins London Dry Gin

Stir with ice. Strain in cocktail glass with olive.

### GRACE SPECIAL

½ Collins London Dry Gin  
½ Ross's Apricot Brandy  
½ lemon juice

Shake with ice and strain in cocktail glasses.

### GIN PUNCH (about 15—4-oz. glasses)

1 quart Collins London Dry Gin  
1 pint cherry or other fruit juice  
1 drop essence bitter almonds

Sweeten to taste and add about a quart of cracked ice. Let stand half an hour. Stir and serve in punch glasses.

### SILVER FIZZ

1½ oz. Collins London Dry Gin  
White of 1 egg  
Juice of 1 lemon  
1 teaspoonful of sugar

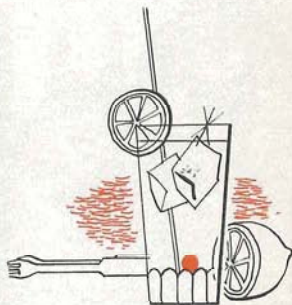
Shake thoroughly and add soda water. Serve in 8-oz. glass without ice.

GOODERHAM & WORTS LIMITED

JOHN **Collins**

LONDON

*Dry Gin*



Heighten the enjoyment of your favourite gin cocktails with Collins—a truly fine LONDON DRY GIN distilled from the original English formula.

GOODERHAM & WORTS LIMITED

# G&W

## Cocktails

MANHATTAN  
MARTINI



Ready-to-serve cocktails—easy to use—simply pour over ice. Keep on hand for unexpected guests.

GOODERHAM & WORTS LIMITED

# MACNAIR'S

## Highland Whisky



Fine whisky with smoothness, taste and aroma that catches the true flavour of the Highlands.





# MARTINI & ROSSI

*Italian Vermouth*  
*Asti Spumante*  
*Chianti Melini*



Three unexcelled wines, imported from sunny Italian vineyards—celebrated Martini Vermouth, sparkling Asti Spumante, and rich Chianti Melini.

*Bottled in Italy*

# Bulloch Lade

*Scotch Whisky*



You'll treasure the taste of these grand Scotch whiskies—Bulloch Lade "B. L. Gold Label" and that rare old liqueur "Old Rarey"

*Bottled in Scotland*



CLAN ROSS CREST

# ROSS'S

*Apricot Brandy*  
*Orange Bitters*



Try Ross's Apricot Brandy—delightful alone, in desserts, in mixed drinks. Try Ross's Orange Bitters, too—give your cocktails that extra delicious touch!

# ROSS'S

*Sloe Gin*



Try this delightful recipe—

### SLOE GIN FIZZ

1 1/2 oz. Ross's Sloe Gin  
1 teaspoonful powdered sugar  
1/2 oz. fresh lemon juice  
Shake well and strain into  
an 8-oz. glass with one cube  
of ice. Add soda water, stir.

When you tire of the commonplace in cocktails and mixed drinks—add an indefinable "something" with Ross's Sloe Gin.

*Imported in the bottle — yet not expensive*

# Recipes

## COINTREAU DRINKS

### COINTREAU COCKTAIL (Side Car)

- 1/3 Cointreau
- 1/3 Godet Frères ★★★ Cognac
- 1/3 lemon juice

Shake well with ice and serve in cocktail glass.

### Variations of COINTREAU COCKTAIL

with:

#### Scotch (SILENT THIRD)

- 1/3 Cointreau
- 1/3 Macnair's Highland Whisky
- 1/3 lemon juice

#### Rye

- 1/3 Cointreau
- 1/3 Coronation Canadian Whisky
- 1/3 lemon juice

#### Rum

- 1/3 Cointreau
- 1/3 Myers's Jamaica Rum
- 1/3 lemon juice

#### Gin (WHITE LADY)

- 1/3 Cointreau
- 1/3 Collins London Dry Gin
- 1/3 lemon juice

### SENSATION PUNCH (Serves 8 people)

- 1 qt. Lanson's Black Label Champagne
- 3 oz. Cointreau
- 3 oz. Godet Frères ★★★ Cognac

Mix just before serving in punch bowl with block of ice.

# COINTREAU

## Liqueur



World-famous Cointreau—the crowning touch, as a liqueur, and in cocktails. A delightful addition to fruit salads.

*Bottled in France*



# Recipes

## RUM DRINKS

### PLANTERS' PUNCH

1 of sour (1 part fresh lime juice)  
2 of sweet (2 parts sugar) or syrup  
3 of strong (3 parts Myers's Jamaica Rum)  
4 of weak (4 parts water and ice)

Add a dash of Angostura Bitters. Stir.  
Serve very cold in a tall glass with cracked  
ice. Add a maraschino cherry.

### RUM COLLINS

Use a tall glass filled with ice  
Add the juice of  $\frac{1}{2}$  a lemon  
1 teaspoon of sugar  
1 jigger Myers's Jamaica Rum

Fill up with carbonated water and stir.  
Decorate with a Maraschino Cherry and a  
thin slice of lemon. Serve with a straw.

### RUM RICKEY

Put 1 or 2 lumps of ice in a tall glass  
Juice of half a lemon or lime  
Add 1 jigger of Myers's Jamaica Rum  
Fill up with cold carbonated or plain ice  
water and serve with a straw.

### EGG NOG

Pour 1 oz. Myers's Jamaica Rum  
into a shaker  
Add  $\frac{1}{2}$  oz. of Godet Frères ★★★ Cognac  
1 teaspoon of plain syrup  
1 fresh egg. Plenty of chopped ice  
Add nearly a glassful of rich milk  
Shake well and strain into a tall glass.  
Sprinkle grated nutmeg on top.

# MYERS'S

"PLANTERS' PUNCH"

*Jamaica Rum*



Planters' Punch—the aristocrat of Jamaica Rums.  
Its rich flavour and bouquet make it delightful in  
tall drinks, superb in cocktails.

*Bottled in Jamaica*



# Recipes

## RUM DRINKS

### OXFORD PUNCH

3 parts of Doorly's Macaw Barbados Rum  
2 parts of Chateau Tanunda Brandy  
1 part of lemon juice  
6 parts of hot water  
Stir well. Sugar to taste. Serve in punch glasses.

### RUM COCKTAIL

Put the juice of a lime or  $\frac{1}{2}$  lemon into a shaker  
1 teaspoon of sugar or syrup  
 $\frac{1}{4}$  cocktail glass of Collins London Dry Gin  
 $\frac{1}{2}$  cocktail glass of Doorly's Macaw Barbados Rum  
Add a dash of Angostura Bitters, if desired  
Plenty of ice. Shake well and serve in cocktail glasses.

### RUM SOUR

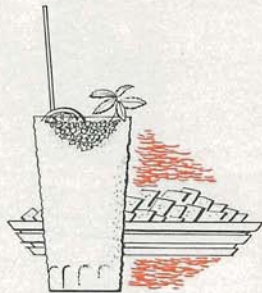
Put 1 teaspoon of plain syrup into a shaker  
Juice of  $\frac{1}{2}$  a lime or lemon  
Add 1  $\frac{1}{2}$  oz. of Doorly's Macaw Barbados Rum  
Use plenty of ice  
Shake well. Strain into a Whisky Sour glass. Add a splash of carbonated water. Decorate with fruit. Add a few drops of white of egg, if desired.

### SUNSHINE COCKTAIL

Put  $\frac{1}{2}$  orange juice into a shaker  
 $\frac{1}{2}$  grapefruit juice  
 $\frac{1}{2}$  Doorly's Macaw Barbados Rum  
Add a  $\frac{1}{2}$  teaspoon of sugar for each cocktail  
A dash of Angostura Bitters  
Use plenty of ice. Shake well and serve with cherry in cocktail glasses.

# DOORLY'S MACAW

*Barbados Rum*



Try this light, flavourful rum—with soda, with plain water or alone. Use it in your cocktails and rum collins, too!

*Bottled in Barbados*

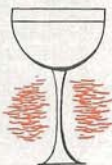


# GONZALEZ

BYASS



*Sherry*



To serve your guests a glass of world-famous Gonzalez Sherry is to set a recognized hallmark of hospitality.

ROYAL AMONTILLADO—Pale Dry Sherry

FULL PALE RICH—Pale, Medium Dry

DIAMOND JUBILEE—Golden, Medium Sweet

*Bottled in Spain*

# GONZALEZ

BYASS



*Port*



Top off an excellent dinner with a luxurious touch—superb, world-famous Gonzalez Port.

THREE EAGLE—A fine old Tawny Port

DOURO FULL RUBY—Ruby coloured Port

DIAMOND JUBILEE—Rich in flavour

*Bottled in Portugal*



# Lanson

CHAMPAGNES



Lanson— Royalty—accepted by  
connoisseurs as the finest of champagnes.

*Bottled in France*

# GODET

FRÈRES

## Cognac



Linger over a Godet Frères ★★★ Cognac at the end  
of a fine meal. Sip with your coffee, enjoy with soda.

*Bottled in France*



# Lanson

CHAMPAGNES



Lanson—the choice of Royalty—accepted by connoisseurs as the finest of champagnes.

*Bottled in France*

# GODET

FRÈRES

## Cognac



Linger over a Godet Frères ★★★ Cognac at the end of a fine meal. Sip with your coffee, enjoy with soda.

*Bottled in France*





NATH'L  
**JOHNSTON**  
& FILS, BORDEAUX

*Wines*

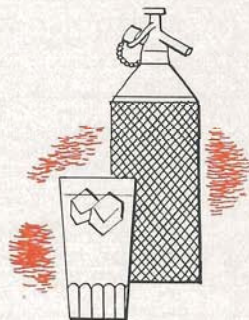


When the occasion calls for the best wines, serve these renowned products of sunny Bordeaux—  
GRAVES—White Bordeaux Table Wine  
SAUTERNES—White Bordeaux Table Wine  
MEDOC—Red Bordeaux Table Wine

*Bottled in France*

**CHATEAU TANUNDA**

*Brandy*



Seppelt's Chateau Tanunda Brandy—you'll relish the grand bouquet and wonderful flavour of this excellent brandy—a delightful, golden product of the finest vineyards of Australia.



# USE THIS HANDY ORDER FORM

## The Gooderham & Worts Family

### OF FAMOUS PRODUCTS

Prince Regent Canadian Whisky  
 Coronation Canadian Whisky  
 Old Rye Whisky  
 Twin Seal Rye Whisky  
**Bonded** Stock Canadian Whisky  
 Collins **London** Dry Gin  
**Macnair's** Highland Whisky  
 Manhattan and **Martini** Cocktails

The Houses producing the following fine imports are represented by Gooderham & Worts Ltd.

Bulloch Lade "E.L. Gold Label" and "Old Rarity" Scotch Whiskies  
 Cointreau Liqueur (France)  
 Davson's "Cargo" and "Old Grog" Rums (Demerara)  
 Doorly's "Macaw" Rum (Barbados)  
 Godet Frères ★★★ Cognac (France)  
 Gonzalez Byass Sheries & Ports (Spain & Portugal)  
 Nath I Johnston & Fils Bordeaux Table Wines (France)  
 Lanson's "Black Label" and "Dry Extra" Champagnes  
 Martini & Rossi Italian Vermouth, "Asti Spumante" and "Chianti Melini" (Italy)  
 Myers's "Planters' Punch" Rum (Jamaica)  
 Ross's Sloe Gin, Orange Bitters and Liqueurs (Scotland)  
 Seppelt's "Chateau Tanunda" Brandy and Australian Wines

NO.	BRAND	QUANTITY	PRICE	COST





— a guide  
to good cocktails.

*Gooderham & Worts*

L I M I T E D

CANADA'S OLDEST DISTILLERY  
ESTABLISHED 1832

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