



MIXOLOGY

44 famous mixed drinks

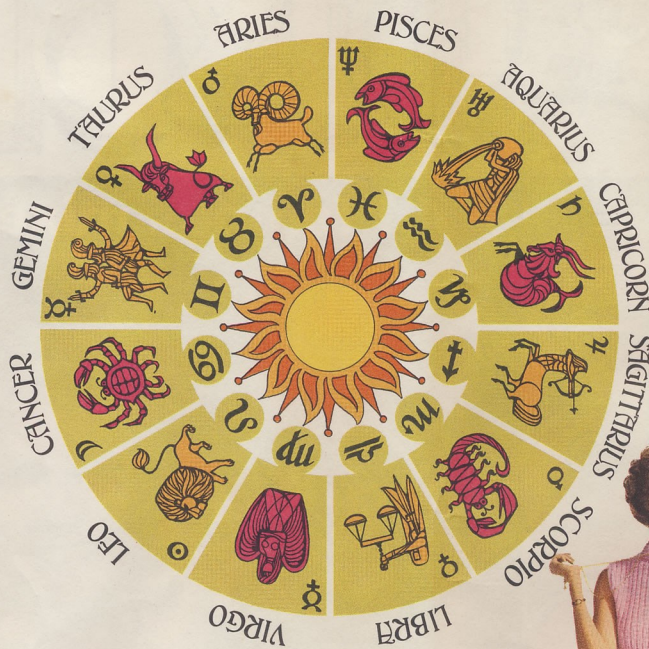
plus

a primer of
Happy Hour
astrology



ZODIAC

<i>If you were born between:</i>	<i>Your Birth Sign and Symbol are:</i>	<i>Your Ruling Planet is:</i>
March 21–April 19	ARIES The Ram ♈	MARS ♂
April 20–May 20	TAURUS The Bull ♉	VENUS ♀
May 21–June 21	GEMINI The Twins ♊	MERCURY ♀
June 22–July 22	CANCER The Crab ♋	MOON ☾
July 23–Aug. 22	LEO The Lion ♌	SUN ☼
Aug. 23–Sept. 22	VIRGO The Virgin ♍	MERCURY ♀
Sept. 23–Oct. 22	LIBRA The Scales ♎	VENUS ♀
Oct. 23–Nov. 22	SCORPIO The Scorpion ♏	MARS ♂
Nov. 23–Dec. 21	SAGITTARIUS The Archer ♐	JUPITER ♃
Dec. 22–Jan. 19	CAPRICORN The Goat ♑	SATURN ♄
Jan. 20–Feb. 18	AQUARIUS The Water Bearer ♒	URANUS ♅
Feb. 19–March 20	PISCES The Fishes ♓	NEPTUNE ♆



Some basics for talking about what's written in the stars

The basic concepts of astrology date back over 5,000 years. Astrologists say that the position of the sun, moon and planets at the time of your birth affects your entire life. Thus people born at different times of the year tend to have different potential characteristics.

Every person is said to be born under a "sign of the Zodiac." The Zodiac is a kind of cosmic calendar — a giant imaginary circle encompassing what seems to be the sun's yearly path around the earth. Its 12 parts are named for ancient star constellations; each has a characteristic symbol or "sign." The part in which the sun is located at the time of year you were born denotes *your*

sign. Basic character is often "read" by this sun sign alone. The moon and planets, especially your "ruling" planet, also add their influence. Here the *hour* you were born is important; since solar bodies move at different speeds, their related positions constantly change. An astrologist uses these positions, plotted on charts called "horoscopes," as the key to your character and abilities . . . thus formulating a guide to your path for the future.

Astrology has also given rise to intriguing associations such as birth gems, lucky days, colors, numbers, etc. It has many contradictory interpretations; we offer a mere capsule of those most widely accepted.

Intent of astrology data herein is simply to inform, not to advise. Therefore any personal application is the individual's responsibility.



HOW TO HAVE A HAPPY HOUR PARTY THAT'S OUT OF THIS WORLD!

When Happy Hour talk turns to Astrology, this guide's brief summary will spark your conversation . . . and help you know what enthusiasts are talking about. In fact, it will help you have the greatest Happy Hour party ever.

At a Happy Hour party you can host a houseful of guests—with minimum time, work, and money. This guide even offers invitations, napkins, and a flag. Most important, it shows how to mix superb drinks made with all the basic liquors: Bourbon, Scotch, gin, vodka, rum, Southern Comfort—plus mixing tips.

How to improve drinks: secret of the "pros"
The experts' greatest tip is this: You can improve many mixed drinks simply

by "switching" the basic liquor called for in the recipe—to one with a more satisfying taste. A perfect example is the use of Southern Comfort instead of an ordinary liquor as a smoother, tastier base for your Manhattans, Sours, Old-Fashioneds, Collinses, etc. The difference, of course, is in the unique taste of Southern Comfort itself. It adds a *deliciousness* no other basic liquor *can*. Mix one of these drinks in the usual way; then mix the same drink with Southern Comfort. (Both recipes are in the guide.) Compare them. The improvement is truly remarkable! But, to understand just *why* this is true . . . make the simple taste test on the following page.

What is Southern Comfort?

Although it's used like an ordinary whiskey, Southern Comfort tastes much different than any other basic liquor. It actually tastes *good*, right out of the bottle! And there's a reason. In the days of old New Orleans, one talented gentleman was disturbed by the taste of even the finest whiskeys of his day. So he combined rare and delicious ingredients to



create this unusually smooth, *special* kind of basic liquor. That's how Southern Comfort was born. Its formula is still a family secret . . . its delicious taste still unmatched by any other liquor! First try it on-the-rocks . . . then you'll understand *why* it improves most mixed drinks, too!





check your ruling planet

The sun, moon, and planets each have special spheres of influence. Depending on their relative location in the sky, they affect all people in varying degrees . . . but especially those in the Zodiac signs they dominate or "rule."

Sun: life's central power! Rules individuality, purpose.

Moon: affects emotions, home, and a changeable nature.

Mars: relates to energy, aggression, and initiative.

Mercury: influences intelligence, communications, travel.

Venus: pertains to love, beauty, and the fine arts.

Jupiter: reigns over joviality, wealth and reason.

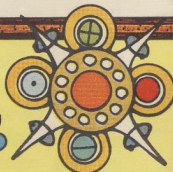
Saturn: regulates time, cautiousness, and discipline.

Uranus: rules sudden change, inventiveness, originality.

Neptune: governs intuition, ideals and mysticism.

Pluto: newly found planet, said to be ruler of Scorpio by some astrologers; relates to trends, government, rebirth.

are you fire, earth, air, water?



Ancient astrologers divided all people into four basic types, each symbolized by one of these elements. Thus a person born under a certain Zodiac sign was said to have the characteristics of his element. Find yours.

FIRE SIGNS:

Aries • Leo • Sagittarius
Sign of leaders! Energetic, enthusiastic people.

AIR SIGNS:

Gemini • Libra • Aquarius
The communicators! Intellectual and perceptive.

EARTH SIGNS:

Taurus • Virgo • Capricorn
Practical, careful people who follow through!

WATER SIGNS:

Cancer • Scorpio • Pisces
Emotional, sensitive . . . a highly intuitive group.

make this simple
taste test
and you'll learn
how to improve
most drinks:



The flavor of any mixed drink is *controlled* by the taste of the liquor you use as a *base*. To realize the importance of this, pour a jigger of Bourbon or Scotch over cracked ice in a short glass. Sip it. Now do the same with Southern Comfort. Sip it, and you've found a completely *different* basic liquor—one that *tastes good* with *nothing* added! That's why switching to Southern Comfort as a base makes most mixed drinks taste much better. Try it in *your* favorite drink. Like Manhattans? Make both recipes shown at right. Compare them. One sip will convince you!



ordinary MANHATTAN

1 jigger (1½ oz.) Bourbon or rye
½ oz. sweet vermouth
Dash of Angostura bitters (optional)

Stir with cracked ice; strain into glass.

Add a cherry. Now learn the experts' secret . . . use the recipe at right. You'll see how a simple switch in basic liquor improves this famous drink tremendously.

improved MANHATTAN

1 jigger (1½ oz.) Southern Comfort
½ oz. *dry* vermouth
Dash of Angostura bitters (optional)

Mix it like the ordinary recipe. Then sip it. The improvement is remarkable. The delicious flavor of Southern Comfort makes it taste much better.

Comfort* Manhattan, stellar drink at the Mayflower's Town & Country Room, Washington, D.C.

*Southern Comfort®



Birth Gems and Colors

that you were born to wear!



ARIES: gem is the brilliant diamond; color is bright, fiery red.



TAURUS: gem is the emerald. Colors are Spring's green and yellow.



GEMINI: gem is the lustrous pearl; colors are clear blue and gray.



CANCER: gems are ruby and moonstone; colors are silver and white.



LEO: gems are sardonyx and ruby. Colors are sunny orange and gold.



VRGO: gem is the heavenly sapphire. Color is sapphire blue.



LIBRA: gem is the flashing opal; colors are airy blue and gold.



SCORPIO: gem is the golden topaz. Color is deep, glowing red.



SAGITTARIUS: gem is the intriguing turquoise. Color is royal purple.



CAPRICORN: gem is the garnet. Colors are black and rich brown.



AQUARIUS: gem is the alluring amethyst. Color is electric blue.



PISCES: gem is the aquamarine. Colors are sea green and lavender.

ordinary TOM COLLINS

½ jigger fresh lemon juice
1 jigger (1½ oz.) gin
1 tspn. sugar • sparkling water

Use tall glass. Dissolve sugar in juice; add ice cubes and gin. Fill with sparkling water. Stir.

John Collins: Use Bourbon or rye instead of gin.

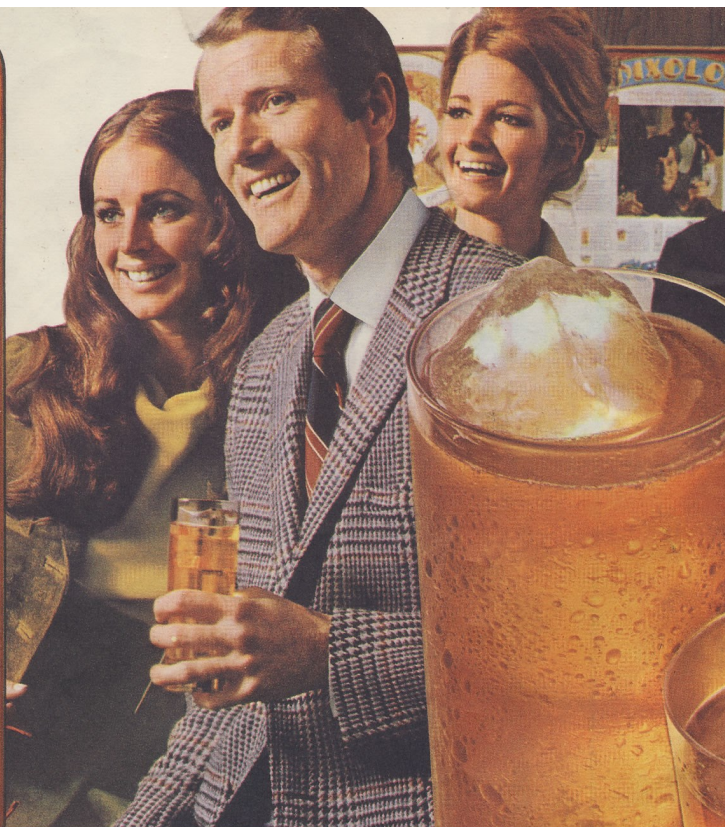
smoother COMFORT* COLLINS

1 jigger (1½ oz.) Southern Comfort
Juice of ¼ lime • 7UP

Mix Southern Comfort and lime juice in tall glass. Add ice cubes; fill with 7UP. The best tasting — and easiest to mix — Collins of all!

**Lionized by Leos and sun-lovers
at Hotel Fontainebleau, Miami Beach**

*Southern Comfort®





MINT JULEP

4 sprigs fresh mint • 1 tspn. sugar
Dash of water • 2 oz. Bourbon

Put water in tall glass; crush mint and sugar in water. Pack cracked ice to top of glass. Pour in whiskey and stir until the glass frosts.

For a julep worth a mint in flavor, mix it with Southern Comfort instead of Bourbon; no sugar.

LEMON COOLER

Lucky for Libras and friends at El Mirador Hotel, Palm Springs

1 jigger (1½ oz.) Southern Comfort
Schweppes Bitter Lemon

Pour S.C. over ice cubes in tall glass. Fill with Bitter Lemon; stir.

RUM SWIZZLE

Juice ½ lime • 1 tspn. sugar
2½ oz. light rum • 2 dashes bitters

Stir vigorously in glass pitcher with lots of crushed ice, till mixture foams. Serve in double Old-Fashioned glass.

Super swizzle: Use Southern Comfort, ½ tspn. sugar.

COMFORT* ON-THE-ROCKS

for the sign and age of Aquarius, as mixed at Anthony's Pier 4, Boston

1 jigger (1½ oz.)
Southern Comfort

Pour over cracked ice in short glass; add a twist of lemon peel. Southern Comfort has such a delicious natural flavor it's one of the most popular on-the-rocks drinks.

Hint... ice is important!

For best results, buy packaged ice. Professionally made ice is free of air bubbles, chemicals, impurities. It's tasteless, crystal clear, slower melting; makes drinks taste—and look—better.

GIN 'N TONIC

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

Squeeze lime over ice cubes in tall glass and add rind. Pour in gin; fill with tonic and stir.

Switch to a smoother, better-tasting drink. Skip the gin and enjoy Southern Comfort's talent for tonic.



GIN RICKEY

Juice and rind ½ lime
1 jigger gin • sparkling water

Squeeze lime over ice cubes in 8-oz. glass. Add rind and gin. Fill with sparkling water and stir.

To "rev up" your rickey, use S.C. instead of gin.



RUM 'N COLA

Juice and rind ¼ lime
1 jigger (1½ oz.) light rum • cola

Squeeze lime over ice cubes in tall glass. Add rind and pour in rum. Fill with cola and stir.

Instead of rum, see what a comfort S.C. is to cola.

COMFORT*, BABY!

1 jigger (1½ oz.) Southern Comfort
2 jiggers cold milk • 1 tspn. sugar

Dissolve sugar in milk in 8-oz. glass. Add Southern Comfort, ice cubes; stir. (Optional: Dust lightly with nutmeg.)



HONOLULU COOLER

Poured for Pisceans & partners at Sheraton's Royal Hawaiian Hotel

1 jigger (1½ oz.) Southern Comfort
Juice of ½ lime

Hawaiian pineapple juice

Pack tall glass with crushed ice; add lime juice, S.C. Fill with pineapple juice; stir.

Your Lucky Number and Day of the Week

ARIES: your lucky numbers are 7 and 8 . . . lucky day is Tuesday.
TAURUS: your lucky numbers are 1 and 3 . . . lucky day is Friday.
GEMINI: your lucky numbers are 3 and 6 . . . lucky day is Wednesday.
CANCER: your lucky numbers are 8 and 3 . . . lucky day is Monday.
LEO: your lucky numbers are 5 and 1 . . . lucky day is Sunday.
VIRGO: your lucky numbers are 8 and 5 . . . lucky day is Wednesday.
LIBRA: your lucky numbers are 6 and 4 . . . lucky day is Friday.
SCORPIO: your lucky numbers are 5 and 4 . . . lucky day is Tuesday.
SAGITTARIUS: your lucky number is 9 . . . lucky day is Thursday.
CAPRICORN: lucky numbers are 7 and 8 . . . lucky day is Saturday.
AQUARIUS: lucky numbers are 8 and 1 . . . lucky day is Saturday.
PISCES: your lucky numbers are 8 and 2 . . . lucky day is Friday.

HOT BUTTERED COMFORT*

Lucky omen at the Red Lion, Vail, Colo.

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

Put cinnamon, lemon peel, Southern Comfort in mug; fill with boiling water. Float butter; stir. (Leave spoon in glass when pouring hot water.)

COMFORT* OLD-FASHIONED

in the orbit of the Gaslight Club, Chicago, Washington, D.C., Beverly Hills, Paris

Dash of Angostura bitters
 ½ tspn. sugar (optional)
 ½ oz. sparkling water
 1 jigger (1½ oz.) Southern Comfort

Stir bitters, sugar, and water in glass; add ice cubes, Southern Comfort. Add twist of lemon peel, orange slice, and cherry. It's superb!

Ordinary Old-Fashioned: 1 tspn. sugar, Bourbon or rye instead of S.C.





Heavenly drinks for a Happy Hour under any Zodiac sign!

ROB ROY

On target for Sagittarians!

1 jigger (1½ oz.) Scotch
½ jigger (¼ oz.) sweet vermouth
Dash Angostura bitters

Stir with cracked ice and strain into cocktail glass. Add a twist of lemon peel. (This drink is often called a "Scotch Manhattan.")



MARGARITA

Mixed for Cancer's moon-children!

1 jigger (1½ oz.) tequila
½ oz. Triple Sec
1 oz. fresh lime or lemon juice

Moisten cocktail glass rim with fruit rind; spin rim in salt. Shake ingredients with cracked ice; strain into glass. Sip over salted rim.



COLD TODDY

Valued by Virgos!

¼ tspn. sugar • 1 oz. water
2 oz. Scotch or Bourbon

Stir sugar with water in short glass. Add ice cubes, liquor, twist lemon peel. A toddy pleases anybody, mixed with Southern Comfort.



DAIQUIRI

Tropical cheer for Capricorn!

Juice ½ lime or ¼ lemon
1 teaspoon sugar
1 jigger (1½ oz.) light rum

Shake with cracked ice until shaker frosts. Strain into cocktail glass. To give your Daiquiri a new accent, use Southern Comfort instead of rum, only ½ tspn. sugar.



DRY MARTINI

Terrific for Taureans!

4 parts gin or vodka
1 part dry vermouth

Stir with cracked ice and strain into chilled cocktail glass. Serve with a green olive or twist of lemon peel.

For a Gibson, use 5 parts gin to 1 part vermouth; serve with a pearl onion.



SCARLETT O'HARA

Intriguing at Antoine's, New Orleans

1 jigger (1½ oz.) Southern Comfort
Juice of ¼ fresh lime
1 jigger Ocean Spray
cranberry juice cocktail

Shake with cracked ice; strain into glass. It's as enticing as the French Quarter, and stars in any crowd.



GIMLET

A perfect gem for Gemini!

4 parts gin or vodka
1 part Rose's sweetened lime juice

Shake with cracked ice and strain into a cocktail glass. (This drink is a distant cousin to the Martini.)



COMFORT* 'N BOURBON

Shines with the stars at Ambassador Hotel's Now Grove, in Los Angeles
½ jigger (¼ oz.) Southern Comfort
½ jigger Bourbon • ½ jigger water
Pour liquors over cracked ice in short glass; add water. Stir. Serve with a twist of lemon peel. Enjoy a deliciously smooth combination.



**Southern Comfort®*



Palmistry

cosmos in
your hand

The palm's most prominent lines and mounts ("humps" at base of fingers) show dominant character traits. Long lines are most favorable. Each mount is named for a planet and is linked to the planet's influence. Left hand shows traits at birth; right hand, those you have today.

● Head Line ● Heart Line ● Life Line ● Fate Line ● Marriage Lines
☾ Moon, ☿ Mercury, ☼ Sun, ♄ Saturn, ♃ Jupiter, ♀ Venus, ♂ Mars



SCREWDRIVER

1 jigger (1½ oz.) vodka • orange juice

Put ice cubes into a 6-oz. glass. Add vodka; fill with orange juice and stir.

A new twist: Use Southern Comfort instead of vodka.



BLOODY MARY

Red and right for Aries!

2 jiggers tomato juice • 1 jigger vodka

½ jigger fresh lemon juice

Dash of Worcestershire sauce

Salt, pepper to taste. Shake with cracked ice; strain into 6-oz. glass.

WHISKEY SOUR

1 jigger (1½ oz.) Bourbon or rye

½ jigger fresh lemon juice • 1 tspn. sugar

Shake with cracked ice; strain into glass.

Add orange slice on rim of glass, and cherry.

Now use recipe below. See how a switch in basic liquor greatly improves this drink.

**Improved sour, choice of star-gazers
at Hotel Mark Hopkins, San Francisco**

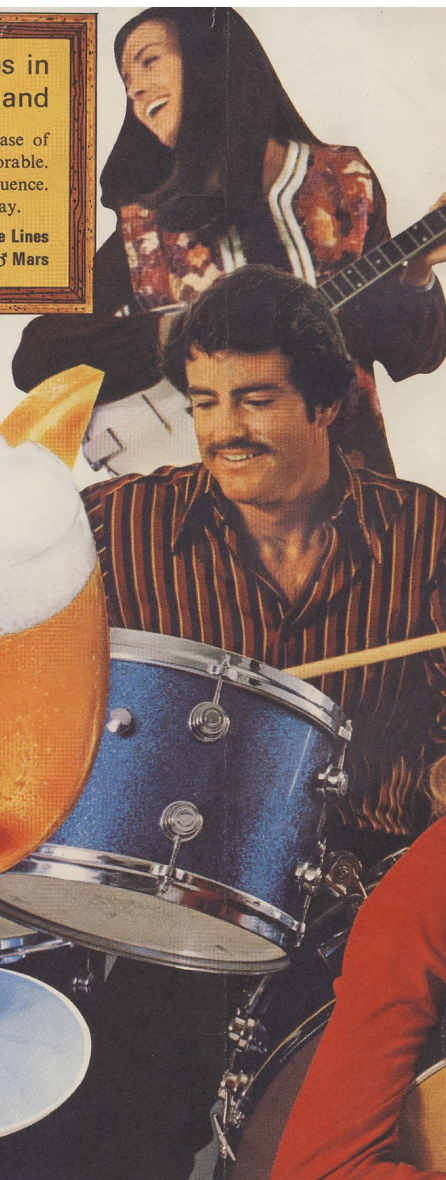
COMFORT® SOUR

1 jigger (1½ oz.) Southern Comfort

½ jigger fresh lemon juice • ½ tspn. sugar

Mix it like the usual recipe. But you'll enjoy it far more. The use of Southern Comfort gives your drink a superb flavor no other sour can match.

**Southern Comfort®*





COMFORT* EGGNOG

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

Chill ingredients. Blend in punch bowl by beating; dust with nutmeg. Serves 10... and pleases them all.

Single serving: Add 4 parts eggnog to 1 part S.C. in short glass. Stir; dust with nutmeg.



STINGER

A salute to Scorpio!
1 jigger (1½ oz.) brandy
½ jigger
white creme de menthe

Shake with cracked ice; strain.

Southern Comfort instead of brandy makes a stinger that's a humdinger.



ALEXANDER

1 part fresh cream
1 part creme de cacao
1 part Southern Comfort
or gin or brandy

Shake with cracked ice; strain.



OPEN HOUSE PUNCH

One fifth Southern Comfort
3 quarts 7UP • 6 oz. fresh lemon juice
One 6-oz. can frozen orange juice
One 6-oz. can frozen lemonade

Chill ingredients. Mix in punch bowl, adding 7UP last. Add drops of red food coloring as desired (optional); stir. Float block of ice or add ice cubes; add orange and lemon slices. Serves 32.

Make it faster and easier with Bar-Tenders' Brand Instant Open House Punch Mix. Get it at your favorite store... just add Southern Comfort, 7UP, and water. Makes 32 drinks.



GRASSHOPPER

¾ oz. fresh cream
1 oz. white creme de cacao
1 oz. green creme de menthe

Shake with cracked ice or mix in electric blender; strain.

Send for this Happy Hour Party Kit



*You furnish the liquor and friends;
we furnish everything else...*

"Happy Hour" Flag, Invitations, Napkins!

Large, festive flag, 12" x 18" size, blue and red on white cloth (pole and cord not included). PLUS 24 invitations with envelopes, 80 quality cocktail napkins; flag decor.

only **\$150**

Price includes
shipping charges.

Print name and address. Send check or money order to:

Dept. 2 SH, Cocktail Hour Enterprises, P.O. Box 12428, St. Louis, Mo. 63132

Offer void in Canada, Georgia, New Hampshire, Tennessee and other states where prohibited.



Special Offer!

Save on this NEW line of Southern Comfort

Steamboat Glasses

New straight-side shape with broad gold lip, just like the latest expensive glasses. Handsome blue and gold decor.

A. HIGHBALL GLASS

Generous size for serving highballs and other tall favorites.

Set of 8 glasses (12-oz. size)

\$3⁹⁵

B. DOUBLE OLD-FASHIONED

All-purpose glass for highballs, on-the-rocks, even coolers.

Set of 8 glasses (13½-oz. size)

\$3⁹⁵

C. ON-THE-ROCKS GLASS

On-the-rocks, mists, "short" highballs.

Set of 8 glasses (8-oz. size)

PLUS matching Master Measure glass "E" (9 glasses)

\$3⁹⁵

D. ON-THE-ROCKS STEM GLASS

Popular new shape for on-the-rocks and "short" drinks.

Set of 8 glasses (7½-oz. size)

\$4⁵⁰

E. MASTER MEASURE GLASS

Versatile single glass enables you to pour all the correct measures.

Marked for 2 oz.; 1½ oz. (jigger); 1 oz.; ¾ oz. (½ jigger); ½ oz. sold alone

75¢

F. "STEAMBOAT" NAPKINS

Color-mated to glasses, napkins say "Smooth Sailing."

Five packages of 40 each

\$1⁰⁰

G. TALL COOLER GLASS

New tall, slender shape for serving Collinses and coolers.

Set of 8 glasses (12½-oz. size)

\$3⁹⁵

Print your name and address. Order items desired by letter and send check or money order to:

Dept. 72S, Cocktail Hour Enterprises
P. O. Box 12430, St. Louis, Mo. 63132

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