

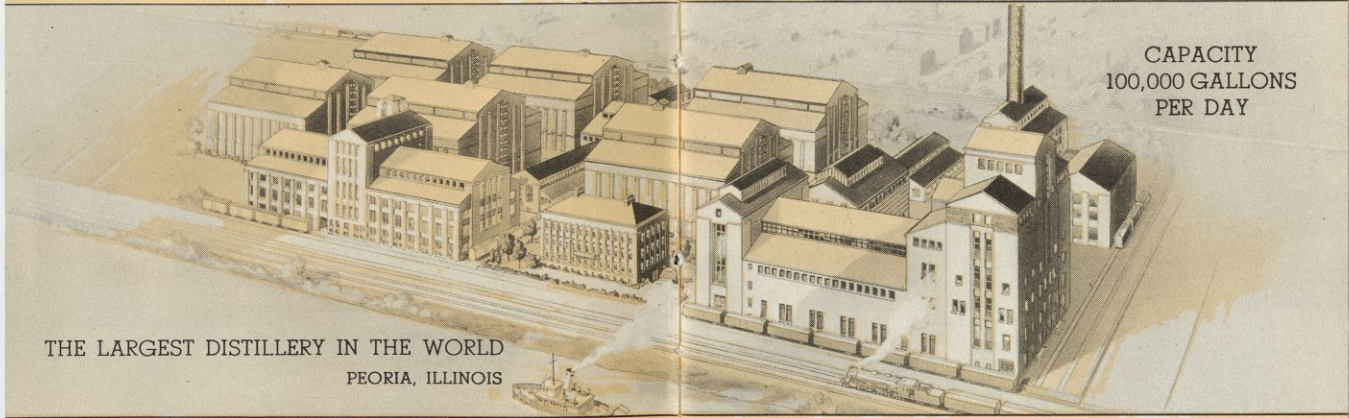


*The
Essential Quest*



The Essential Guest

Hiram Walker & Sons, Inc.
PEORIA, ILL., U.S.A.



THE LARGEST DISTILLERY IN THE WORLD
PEORIA, ILLINOIS

CAPACITY
100,000 GALLONS
PER DAY



Host to America

Mr. Ernest Byfield

of Chicago's famous Hotel Sherman, sportsman, traveller, connoisseur of fine art, devotee of the theatre, raconteur of fascinating stories, epicurean—and world-famous host! A list of his personal friends would contain most of the "names that make news." An authority on all things pertaining to good eating and good drinking, he is besieged by national magazines for articles of interest to the epicure and the gourmet. A trip to Europe each year adds continental flavor to his genius. Having developed entertaining to a fine art, his name heads that committee-list when a "President's Birthday Party" or other affairs of social and civic prominence are planned. "Theatrical Nights" at his College Inn are not only an institution but an education in "Who's Who" in the show world. When Mr. and Mrs. Byfield entertain privately in the bungalow atop the Sherman, socialites watch their mail for invitations. A recent affair in honor of George Gershwin caused society editors to forget "What They Wore" and paragraph profusely on "partridge en plumage and other whole birds en gelee", "Lobster, turkey, venison, caviar", and "prunes steeped in cognac", etc. Mr. Byfield says, "At the College Inn, the roof bungalow, the club and at home, I rely greatly on "Canadian Club" and the "Essential Guest" to add to the enjoyment of my guests."



Penthouse Livingroom

"CANADIAN CLUB" WHISKY:—famous throughout the world for its uniform smoothness, purity, body and aroma. Made from selected grains grown by the American Farmer and allowed to age in charred oak casks for no less than five years. A fully matured straight whisky bottled in bond.



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"CANADIAN CLUB" RECIPES

Manhattan Cocktail

1 dash Angostura Bitters; $\frac{1}{2}$ jigger of Italian Vermouth; $\frac{1}{2}$ jigger of "Canadian Club" Whisky. Stir and strain into cocktail glass. Add cherry.

Old Fashioned Cocktail

1 lump of sugar; 2 dashes of Angostura Bitters; 1 glass of "Canadian Club" Whisky. Crush sugar and

bitters together with dash of seltzer. Add lump of ice, decorate with twist of lemon peel. Stir well and serve in old fashioned cocktail glass.

Bourbon, Scotch or Gin may be substituted for "Canadian Club," if desired.

Whisky Sour

Juice of $\frac{1}{2}$ lemon; 1 barspoon of sugar; 1 jigger "Canadian Club" Whisky. Shake well with ice, strain and serve in sour glass. Decorate with cherry and orange peel.

Bourbon, Gin, Scotch, Sloe Gin, or Rum may also be used as the base liquor in this recipe.

Mint Julep

Fill Julep glass with clean shaved ice, stir until frost appears, add teaspoon of sugar, take 4 or 5 sprigs of mint and pluck top leaves from same. Place in glass, add 1 jigger of "Canadian Club" Whisky, stir, serve with straw if desired. Fruits may also be used for decoration.

A Mint Julep may also be made with Scotch, Cognac, Bourbon, Brandy, Gin or Rum.

Egg Nog

Cook yolk of one egg by mixing thoroughly with 1 jigger of "Canadian Club" Whisky. Beat the white of this egg until partly stiff. Add 1 spoon of sugar and as much milk as you deem necessary. Shake well and strain into glass. Dash of nutmeg on top.

Brandy, Rye, Rum, Bourbon or Scotch may be substituted for "Canadian Club," if desired.

"CANADIAN CLUB" RECIPES

Whisky Cocktail

1 dash of Angostura Bitters; 4 dashes of syrup; 1 jigger "Canadian Club" Whisky. Stir well with ice, and strain into cocktail glass. Add a cherry.

Whisky Fizz

1 jigger "Canadian Club" Whisky; Juice of $\frac{1}{2}$ lime; 2 barspoons of sugar; 1 fresh egg. Shake well, pour into fizz glass and fizz with siphon. Lemon peel can be used as decoration.

A Fizz may be made with Gin, Sloe Gin, Bourbon, Scotch or Jamaica Rum.

Whisky Cobbler

1 jigger "Canadian Club" Whisky; $\frac{1}{4}$ jigger Curacao; juice of $\frac{1}{2}$ lemon. Serve in glass filled with clean shaved ice. Stir and serve with fruits on top.

Cobblers are also made with any wine or with Gin, Bourbon, Scotch or Rum.

Sazerac Cocktail

1 lump of sugar; 1 dash Angostura Bitters; 1 jigger "Canadian Club" Whisky. Stir well and strain into cocktail glass. Add one dash of Absinthe, twist a lemon peel on top.

Whisky Highball

1 jigger of "Canadian Club" Whisky in highball glass. Add 1 lump of ice, fill with seltzer, ginger ale or Club Soda.

Highballs are also made with Gin, Scotch, Bourbon or Rye.

Old Pal Cocktail

$\frac{1}{3}$ "Canadian Club" Whisky; $\frac{1}{3}$ Creme de Menthe; $\frac{1}{3}$ French Vermouth. Shake well and drain into cocktail glass.

Canadian Daisy

Squeeze the juice of $\frac{1}{2}$ lemon into glass containing clean shaved ice. Add 1 jigger "Canadian Club" Whisky, $\frac{1}{2}$ jigger Raspberry syrup. Stir well, serve with fruits on top, sprig of mint may also be added for decoration.

Gin, Scotch, Bourbon or Rum may be used in making a daisy.



LONDON DRY GIN:—as distilled by Hiram Walker, contains all those intangible elements which mean satisfaction. Undeniably smooth—incomparably mellow. The tremendous demand for this gin by the American people speaks for its popularity—a truly fine gin reasonably priced.



At Last, A Carmen

Endowed by nature with one of the world's most lovely voices and possessed of an exotic beauty and charm that

enthalls her audiences, Coe Glade stands today as the leading American Operatic Contralto . . . "At last, there is a Carmen," said the critics when they heard her sing Bizet's immortal creation. In four short years this lovely girl has scaled the heights to take her place with the immortals, Calve, Nordica, and Farrar . . . On concert tour, where her audiences hear her more intimately, her gift of personal magnetism lures and commands her hearers and, too, on those occasions when she sings for her close personal circle the charm of her voice and individuality seems to take on an almost spiritual depth . . . Her receptions, both formal and intimate, reflect the fine family and social background that has been hers. On these occasions assemble the world's "Great Names" to catch and carry away the sense of wonder she engenders in all who meet her. When entertaining, Miss Glade has as her first invited guest the products of Hiram Walker. For, as she has so graciously said, "Surely one cannot omit THE ESSENTIAL GUEST."



GIN RECIPES

Martini Cocktail

2 parts Hiram Walker's Dry Gin; 1 part Italian Vermouth. Stir well in ice, do not shake. Serve in cocktail glass with green olive. Squeeze slice of lemon peel over each glass after it is poured.

For Dry Martini, use French Vermouth.

Club Cocktail

2 dashes Rum; 2 dashes Orange Bitters; 1 dash Green Chartreuse; 1 pony Hiram Walker's Dry Gin. Shake well, pour into cocktail glass over cherry or green olive.

Gin Fizz

1 jigger Hiram Walker's Dry Gin; 1 barspoon sugar; juice of $\frac{1}{2}$ lemon. Mix, strain, and pour into fizz glass and then fizz with siphon. The addition of the white of an egg to this recipe makes a silver fizz. The addition of the yolk of one egg only to this recipe, makes a golden fizz. The addition of one entire egg makes a royal fizz.

Tom Collins

1 jigger of Hiram Walker's Dry Gin; 1 spoon powdered sugar; juice of $\frac{1}{2}$ large lemon. Shake well and pour into glass that contains ice. Fill with imported soda or seltzer.

Alexander

$\frac{1}{2}$ Hiram Walker's Dry Gin; $\frac{1}{4}$ Creme de Cocoa; $\frac{1}{4}$ Sweet Cream. Shake well and strain into cocktail glass.

GIN RECIPES

Bronx Cocktail

Juice of $\frac{1}{4}$ orange; $\frac{1}{2}$ Hiram Walker's Dry Gin; $\frac{1}{4}$ Italian Vermouth; $\frac{1}{4}$ French Vermouth. Shake well and strain into cocktail glass.

Gin Rickey

Place 1 cube of ice in tall glass. Pour juice of $\frac{1}{2}$ lime over ice; 1 jigger of Hiram Walker's Dry Gin. Fill glass with seltzer, stir well and serve.

Gin Flip

1 jigger Hiram Walker's Dry Gin; 1 egg; 1 barspoon of sugar. Strain into glass after shaking. Sprinkle grated nutmeg on top.

Gin Sling

Put $\frac{1}{2}$ small lemon cut into 3 slices into a large tumbler with two cubes of sugar. Fill glass with fine shaved ice and add $1\frac{1}{2}$ jiggers of Hiram Walker's Dry Gin. Stir with spoon and serve with a straw.

New Orleans Fizz

1 jigger of Hiram Walker's Dry Gin; juice of $\frac{1}{2}$ lemon; 2 dashes of Orange Flour Water; spoon of granulated sugar; white of one egg; 1 jigger of cream; dash of lime juice. Shake thoroughly and put in lemonade glass and fizz with seltzer.



GAYOSO GOLD CUP GIN:—Where gracious hospitality reflects the art of living will be found Gayoso, the gin with the Gold Cup. Its exquisite bouquet and dryness reveals the secret of a national acceptance. The connoisseur and critic acclaim it for the cocktail and the highball or as a drinkable gin from the bottle.

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QUEEN MARY (SCOTCH TYPE) WHISKY AND HIRAM WALKER SPECIAL HIGHLAND WHISKY:—The lover of Scotch Whisky will find in these two all the delightful fragrance and bouquet expected from imported Scotch Whisky. Made in this country under the supervision of a Scotch master-distiller in apparatus specially imported from Scotland.

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When Stars Entertain

Miss Agnes Ayres

Lovely blond screen star—forever endeared to the public as the shadow sweetheart of Rudolph Valentino in the most beautifully romantic picture ever made—"The Sheik"—remembered for her interesting role in "The Ten Commandments,"—as the fair heroine of "Forbidden Fruit," and many other screen classics. Her hobbies are riding, swimming, tennis, her small daughter and entertaining her host of friends and admirers. In Hollywood, surrounded by celebrities, or when engrossed in the social activities required of a diplomat's wife, she has always been cast in the role of hostess—a role which she plays most graciously. On glittering occasions of state or for the more informal gatherings sparkling with intimacy, Miss Ayres always relies on "The Essential Guest" and the products of Hiram Walker & Sons to add that additional touch which makes these occasions long remembered by those privileged to attend.



SCOTCH RECIPES

Scotch and Soda

Pour 1 jigger of Scotch Whisky over one cube of ice in highball glass. Fill with seltzer or Club Soda.



Mamie Taylor

Fill tall thin glass with cracked ice. Pour $1\frac{1}{2}$ jiggers of Scotch Whisky into glass, fill with imported ginger ale. Stir well and serve.

Lauder's Daisy

Juice of $\frac{1}{2}$ lemon; juice of $\frac{1}{2}$ lime; 1 jigger Scotch Whisky; $\frac{1}{2}$ jigger of simple syrup. Mix and serve in glass with shaved ice. Stir well, decorate with fruits on top.

Bobby Burns Cocktail

$\frac{3}{8}$ jigger Scotch Whisky; $\frac{1}{3}$ jigger of Italian Vermouth; dash of Angostura Bitters; ice. Mix, strain into cocktail glass and serve.

Sandy Collins

1 jigger Scotch Whisky; 1 spoon of powdered sugar; juice of one large half lemon. Mix well, strain into tall glass that contains one cube of ice. Fill with soda or seltzer to taste.



PALAIS ROYAL CORDIALS:—Made with extreme care from the best materials. These cordials are the finest domestic cordials obtainable. They are noted for their purity, smoothness and realistic flavor.

See Page 18 for lists of Cordials.



MISCELLANEOUS RECIPES

Bishop

1 teaspoon powdered sugar, 2 dashes lemon juice with rind of two slices. One dash Seltzer. Fill tall glass $\frac{3}{4}$ full with fine ice, add 2 dashes of Jamaica Rum and fill glass with Claret or Burgundy Wine. Stir well, dress with fruit and serve with straw.

Brandy Scoffa

$\frac{1}{3}$ Maraschino; $\frac{1}{3}$ Green Chartreuse; and $\frac{1}{3}$ Brandy. Be sure to float liquors so they do not mix.

Curacoa Punch

Place two tablespoonfulls of powdered sugar in tall glass; add 3 or 4 dashes of lemon juice; 1 wine-glass of brandy; 1 pony Curacoa; $\frac{1}{4}$ pony glass Jamaica Rum. Stir well, fill with shaved ice, dress with fruits and serve with straw.

Knickerbocker

3 teaspoons raspberry syrup; juice of $\frac{1}{2}$ a lemon; a slice of pineapple and orange; 1 wine-glass rum; $\frac{1}{2}$ wine-glass Curacoa. Fill glass with shaved ice, adding fruit in season, and stir well.

Morning Call

$\frac{1}{2}$ jigger lemon juice; $\frac{1}{2}$ jigger Maraschino; $\frac{1}{2}$ jigger Absinthe; $\frac{1}{2}$ glass shaved ice. Dress with fruits and serve.

Side Car

Place the white of one egg in Shaker. Add 1 part of Cointreau, 1 part of Brandy, 1 part of lemon juice and shake well with ice. Strain and serve in cocktail glass.

Palais Royal Cordials

Anisette
 Apple Brandy
 Apricot Cordial
 Bernadine
 Blackberry Cordial
 Boonekamp Bitters
 Buchu Gin
 California Brandy
 California Sweet Wine
 Port, Sherry, Angelica,
 Muscatel, Sauterne
 California Dry Wine
 Riesling and Claret
 Cherry Cordial
 Cognac Brandy
 Creme De Cocoa
 Creme De Framboises
 Creme De Menthe
 Creme De Rose
 Creme De Violette
 Cointreau
 Curacao
 Fernet Bitters

Gusturo Bitters
 Holland Gin
 Jamaica Rum
 Kirschwasser
 Kimmel
 Lemon Horehound
 Rock & Rye
 Malt Whisky
 Manhattan Cocktail
 Maraschino
 Martini Cocktail
 New England Rum
 Orange Bitters
 Peach Brandy
 Rock & Rye
 Queen Mary Scotch
 Slivovitz
 Sloe Gin
 Tom Gin
 Vermouth,
 Italian or French
 Whisky Cocktail

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A Message To You

"The policy of this company will guarantee to the American people an excellent, high grade whisky for a reasonable price. No inferior whisky will ever bear the name of Hiram Walker. There will be no discrimination as to price or supplies. You have my personal assurance that these policies will be rigidly adhered to."

Wm E. Hull
 General Manager

"CANADIAN CLUB"



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