Recipes
for 25 popular mixed drinks
which can be made with
this milder, smoother,
American-type gin
Only an American Gin can make an American Cocktail

In the following questions and answers, The Fleischmann Distilling Corporation presents some important facts about Gin which every American should know.

1. What is gin?

Dry gin is a "potable" spirit, the characteristic flavor of which is derived chiefly from the juniper berry.

It is made in either of two ways—by distilling or mixing.
2. What is the difference between Distilled Gin and “Synthetic” Gin?

A distilled gin is one in which the juniper berries and the other flavoring ingredients are actually distilled into the spirits—the resulting product being a 100% distilled gin. At no point in its production is it mixed or compounded. Fleischmann’s Dry Gin is a distilled gin.

“Synthetic” Gin, as its name implies, is a mixture commonly known as “bathtub gin.” The alcohol is mixed with juniper extract and other flavors to produce this type of gin. It usually tastes “raw”—unpalatable—when taken straight or in a mixed drink.

This “synthetic” product is not really gin—but an unsatisfactory substitute—frequently containing harmful impurities.

3. What is “London Gin”?

“London Gin” is a generic name for a certain kind of gin—just as “Sherry” means a certain kind of wine.

There are many so-called “London Gins” made in this country. Some are imported.

London Gins were not originally intended to be used for mixing.

4. Is Fleischmann’s Dry Gin a “London Gin”?

No! Fleischmann’s Gin is an American Gin—distilled from American grains—from an American formula—for American taste and drinking customs, by an American company.
5. What do you mean by American taste and drinking customs?

The American people as a whole have a different taste in gin from most Europeans. They prefer a mild, smooth-tasting gin to the pungent "raw-tasting" London Gin.

The English and the Europeans prefer to drink their London Dry Gin or their Holland Gin straight—"undiluted."

6. Which gin should be used in cocktails?

An American gin—like Fleischmann's. The cocktail, the Tom Collins and other gin drinks are strictly American inventions. In fact, the words "American Bar" mean a cocktail bar in every country of the world.

To make an American cocktail—such as a Martini, or an Orange Blossom—requires a smooth American Gin—such as Fleischmann's, that is distilled especially for blending with other liquors or fruit juices—and not a gin originally intended to be taken straight.

Fleischmann's Gin is so distilled that, when mixed, it releases hidden, subtle flavors—creating a beverage more fragrant, more charming than any single ingredient.

7. How long has Fleischmann been making gin?

Since 1870 (interrupted only by Prohibition) Fleischmann has been making the highest quality American gin.
8. Does The Fleischmann Distilling Corporation make any other liquor?

No! Only gin. It requires the most intricate distillations — as well as extreme care, skill, experience, to produce a pure, satisfying gin like Fleischmann's.

The Fleischmann Plant at Peekskill, N. Y., is the largest American distillery making gin exclusively.

9. Does Fleischmann control every process in the manufacture of its gin?

Yes, Fleischmann controls every step from the purchase and fermentation of the grain to the finished product.

Fleischmann believes that in no other way can a distiller produce a consistently fine gin — free from the impurities that cause a "raw" taste in cocktails.
The Ritz . . . with its histrionic name . . . where flock the rich, and the financially important. Manhattanites find the swanky bar, the regal dining room and the charming cafe a perfect compliment to "the smart social life." Conveniently at Madison and 46th Street.
THE MARTINI COCKTAIL

Charlie of the Ritz gives you his special recipe . . .

"In making a Martini, I first pour one third of a jigger of French Vermouth (Italian for a sweet Martini) into a tall mixing glass. To this I add two thirds of a jigger of a good American gin and a dash or two of Orange Bitters.

"Then I put in some ice cubes, stir slowly with a long spoon and serve in a Martini glass with a green olive. This cocktail should never be shaken as it spoils the flavor.

"Of course, every experienced bartender knows that the most important part of a Martini is the gin. I prefer to use a mild, smooth American gin—such as Fleischmann's. I've found that Fleischmann's blends much better with Vermouth and other liquors—not only in Martinis—but in all kinds of gin cocktails."
TOM MAYNARD of the Plaza

- The Plaza . . . dignified in background and modern in tone . . . where wealth and society gather. Here in the gay magnificence of its Persian Room . . . debutantes and dowagers sip their cocktails. On the famous plaza of Fifth Ave. at 59th, just across from Central Park.
"As it is mixed by Maynard of The Plaza . . .

"First I squeeze the juice of one lemon in a tall glass. Next a scoop of ice. Then a heaping teaspoon of powdered sugar.

"Then I pour in a jigger of good American gin. Next I fill up the glass with club soda.

"I don't stir the drink myself, but let the guest do it with a spoon. The sugar is what makes the Tom Collins effervesce. It should be stirred each time before a swallow is taken. This keeps the drink live and bubbling for a longer time.

"The most important ingredient is gin.

"I have found from experience that a typically American drink, such as a Tom Collins, to be made successfully, requires an American Gin, like Fleischmann's—a mild, smooth-tasting gin especially distilled to blend with other ingredients."
HARRY LIEBERMAN of the Hotel New Yorker

- The Hotel New Yorker ... comparatively new and amazingly popular ... kitty-corner to the Pennsylvania Station — rears its 43 stories skyward in "set-backs" and balconies. Smartly cosmopolitan, the Manhattan Room with its Cocktail Bar is a popular oasis for New Yorkers and out-of-towners. 8th Avenue at 34th Street.
How Harry of the New Yorker mixes this popular new drink . . .

"FIRST I put ½ lump of sugar in an ‘old-fashioned’ glass. Then a dash of Angostura Bitters. I grind up the sugar with the Bitters until it forms a syrup.

"Next I put in a lump of ice (not cracked ice). Then a slice of unpeeled orange and a small strip of pineapple. Then I fill up the glass with a good American gin — preferably Fleischmann’s.

"The important thing is to use a gin that blends properly in fruit juices—a smooth gin distilled to the American taste.

"I have tried many types of gins in my 25 years’ experience at mixing drinks—but I have never found a gin that makes as smooth a cocktail as Fleischmann’s."
The Biltmore . . . favored rendezvous of New York's younger "dinner crowd" . . . is particularly attractive to the host whose guests arrive at Grand Central. Its Madison Room boasts the original "Biltmore Bar" of pre-Prohibition days. 43rd Street and Madison Avenue.

DAN DONNELLY of the Biltmore

FLORIDA'S
DISTILLED
DRIED GIN
Here's the way Dan of the Biltmore makes it . . .

"First I squeeze the juice of one lime into a mixing glass. On this I put the white of one egg. Then two dashes of grenadine.

"Next I put in 1 1/2 ounces (nearly a full jigger) of gin—preferably a smooth American gin—like Fleischmann's. Then I shake it thoroughly in a cocktail shaker—then strain it into a 4-oz. 'Sauterne Glass'—and there's your Clover Club—with a delicious creamy top.

"The kind of gin you use makes all the difference between a smooth and a 'raw-tasting' drink. I've found in my experience that Fleischmann's Dry Gin blends perfectly with the other ingredients—and gives a cocktail the mild, smooth flavor that most Americans like so well."
ALEXANDER COCKTAIL
(Use shaker.) One-half jigger Fleischmann’s Gin, one-quarter jigger crème de cacao, one-quarter jigger cream—add ice, shake, serve in cocktail glass.

BRONX COCKTAIL
(Use shaker.) Two-thirds jigger of Fleischmann’s Gin, one-sixth jigger of Italian Vermouth, one-sixth jigger French Vermouth; dash of orange juice. Ice, shake well in a cocktail shaker, strain and serve in cocktail glass.

CREAM FIZZ
(Use shaker.) One jigger of Fleischmann’s Gin, one-half lemon, one-half tablespoon powdered sugar, one teaspoon cream — add ice, shake — pour into bar glass and fill with soda.

DUBONNET COCKTAIL
(Use mixing glass.) One-half jigger Fleischmann’s Gin, one jigger Dubonnet; ice, stir well, serve in cocktail glass.
FOG HORN
(Use bar glass.) One jigger Fleischmann's Gin, juice of half lime, add ice, fill glass with ginger ale.

GIN BEAUTY
(Use shaker.) One jigger of Fleischmann's Gin, one-half lemon, one-half teaspoonful grenadine, one-half tablespoon powdered sugar, ice, shake, pour into Tom Collins glass, fill with soda, add sprig of mint.

GIN DAISY
One jigger of Fleischmann's Gin, juice half lime, teaspoonful sugar, tablespoonful raspberry syrup, ice and shake. Pour into bar glass and fill with soda—add fruit if desired.

GIN EGG NOG
(Use mixing glass and shaker.) Put in glass one jigger Fleischmann's Gin, tablespoonful sugar, one egg, fill glass with cold milk, pour in shaker and shake well—pour into Tom Collins glass and add a little grated nutmeg on top.
GIN FIZZ
(Use bar glass.) Jigger of Fleischmann's Gin, a few dashes of lemon juice, teaspoonful sugar, fill glass with ice and add soda.

GIN HIGHBALL
(Use bar glass.) Jigger of Fleischmann's Gin, ice, fill with ginger ale—a dash of lemon can be added if desired.

GIN JULEP
(Use Tom Collins glass.) Crush four or five sprigs of fresh mint with one-half tablespoon powdered sugar and just enough water to dissolve the sugar—place in glass—add a jigger of Fleischmann's Gin—fill glass with crushed ice—stir until glass is frosted. Decorate with mint sprigs.

GIN RICKEY
(Use bar glass.) Jigger of Fleischmann's Gin, juice of a lime, leave lime in glass—add ice, fill with soda.
GOLDEN FIZZ
(Use bar glass.) Jigger of Fleischmann's Gin, three or four dashes lemon juice, yolk of an egg, teaspoonful sugar, stir well, add soda.

THE LADIES' DELIGHT
(Use shaker.) One-half jigger of Fleischmann's Gin, one-half jigger orange juice, dash of lemon juice, dash curacao, half teaspoonful sugar — ice, shake and serve in large cocktail glass.

SWEET MARTINI
(Use mixing glass.) A dash or two of orange bitters, two-thirds jigger Fleischmann's Gin, one-third jigger Italian Vermouth, a piece of lemon rind, ice, stir in glass and serve with an olive in cocktail glass.

NEW ORLEANS FIZZ
(Use shaker.) One jigger of Fleischmann's Gin, a few dashes orange flavoring, juice of half lemon, half teaspoonful powdered sugar, white of an egg, tablespoonful cream — ice, shake, pour into Tom Collins glass and fill with soda.
ORANGE BLOSSOM

(Use shaker.) Jigger of Fleischmann's Gin, juice of quarter (or half) orange, ice; mix in shaker, strain and serve in large cocktail glass. (Dash of honey can be used to sweeten if desired.)

ORANGE FIZZ

(Use shaker.) Jigger of Fleischmann's Gin, juice of half orange, juice of quarter lemon—ice, shake, pour into bar glass and fill with soda.

PEACH BLOW FIZZ

(Use shaker.) Jigger of Fleischmann's Gin, half lemon, tablespoon sugar, tablespoon grenadine—a few dashes cream—ice, shake, pour into bar glass, fill with soda.

PERFECT COCKTAIL

(Use shaker.) One-third jigger French Vermouth, one-third jigger Italian Vermouth, one-third jigger Fleischmann's Gin—ice, shake, serve in cocktail glass.

PINK BEAUTY

(Use shaker.) Jigger Fleischmann's Gin, half-jigger Italian Vermouth, dash of five fruits or grenadine—ice, shake and serve in cocktail glass.
FLEISCHMANN’S DRY GIN

has a New Label

It’s All-American...as typically American as the gin itself!

Look for the new Fleischmann label wherever gin is sold or served. You'll recognize it by the American eagle. The new bottle is thoroughly in keeping with the character of this famous All-American gin!

CONTROLLED FROM GRAIN TO BOTTLE
BUY A BOTTLE OF FLEISCHMANN'S GIN

An American Gin
distilled from American grains
from an American formula
by an American company that
makes gin—and nothing else