

Happy New Year





**G. & W.
"SPECIAL"
Rye
Whisky**

13 OZS.
\$1.60

25 OZS.
\$3.10

Oval Bottles
Bouteilles ovales

The first whisky distilled in Canada. Ninety-eight years' reputation behind every bottle. Approved by four generations. As good today as was the first bottle in 1832.

Le premier whisky distillé au Canada. Approuvé par quatre générations. Quatre-vingt-dix-huit ans de réputation. Aussi bon aujourd'hui que l'était la première bouteille en 1832.

**COCKTAIL RECIPES
RECETTES DE COCKTAILS**

Rye Whisky Punch

One large tumbler
G. & W. "Special" Rye
Whisky. 4 lumps of
sugar. 1 lemon sliced.
1 orange sliced. 12
leaves of green mint,
cut in half. Mix and
place on ice for half an
hour. Add one quart
of ginger ale and serve.
Place large piece of ice
in bowl to keep Punch
cool.

1 grand verre de
G. & W. "Special" Rye
Whisky. 4 morceaux
de sucre. 1 citron tran-
ché. 1 orange tranchée.
Feuilles ou essence de
menthe, au goût. Mé-
langer et placer sur la
glace durant une demi-
heure. Ajouter un
bouteille de Ginger Ale
et servir. Placer un gros
morceau de glace dans
le bol pour garder le
Punch frais.

Rock and Rye

In a large tumbler: 1
teaspoon of rock candy
or gum syrup. Juice of
half a lemon. 1 wine-
glass of G. & W. "Spec-
ial" Rye Whisky. Stir
together and serve in
same glass. Squeeze
lemon peel on top.

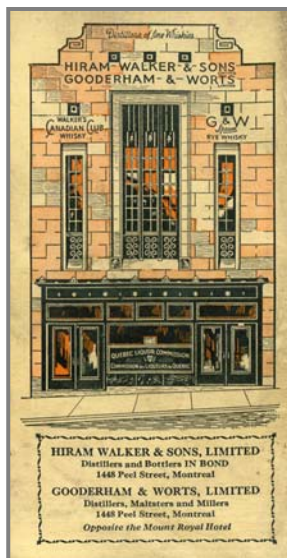
Dans un grand verre: 1
cuillerée à thé sucre
candi ou sirop de gomme.
Jus d'un demi-
citron. 1 verre à vin de
G. & W. "Special" Rye
Whisky. Mélanger en-
semble et servir dans
le même verre. Presser
la pelure d'un citron
sur le dessus.

Art Deco celebrations north of the border in 1930

(D Worts)

Prohibition ended in Quebec (1919) and Ontario (1927) long before its demise in the United States (1934), offering Canadian distillers great opportunities – both legal and otherwise. In the late 1920s, Harry Hatch's newly created Hiram Walker – Gooderham & Worts opened a branch office in Montreal, expanded operations in Toronto, and started publishing cocktail recipe booklets to promote its products.

Hatch's first branch office was in the Mount Royal Hotel where he could keep in touch with his old prohibition-era contacts. By 1930, the firm was nicely established and located above the Quebec Liquor Commission on Peel Street, a sign of the close connections between the distiller and the provincial regulator.



The Quebec office took advantage of the more open, obliging atmosphere in Montreal and its proximity to New York. Mort Dixon, Billy Rose, and Harry Warren's hit tune of 1928, Goodbye Broadway...Hello Montreal even celebrated thirsty Gothamites' leaving their speak easies and following the north star to boozy fun in Canada's largest city.



Office Above QLC 1930

Goodbye Broadway 1928

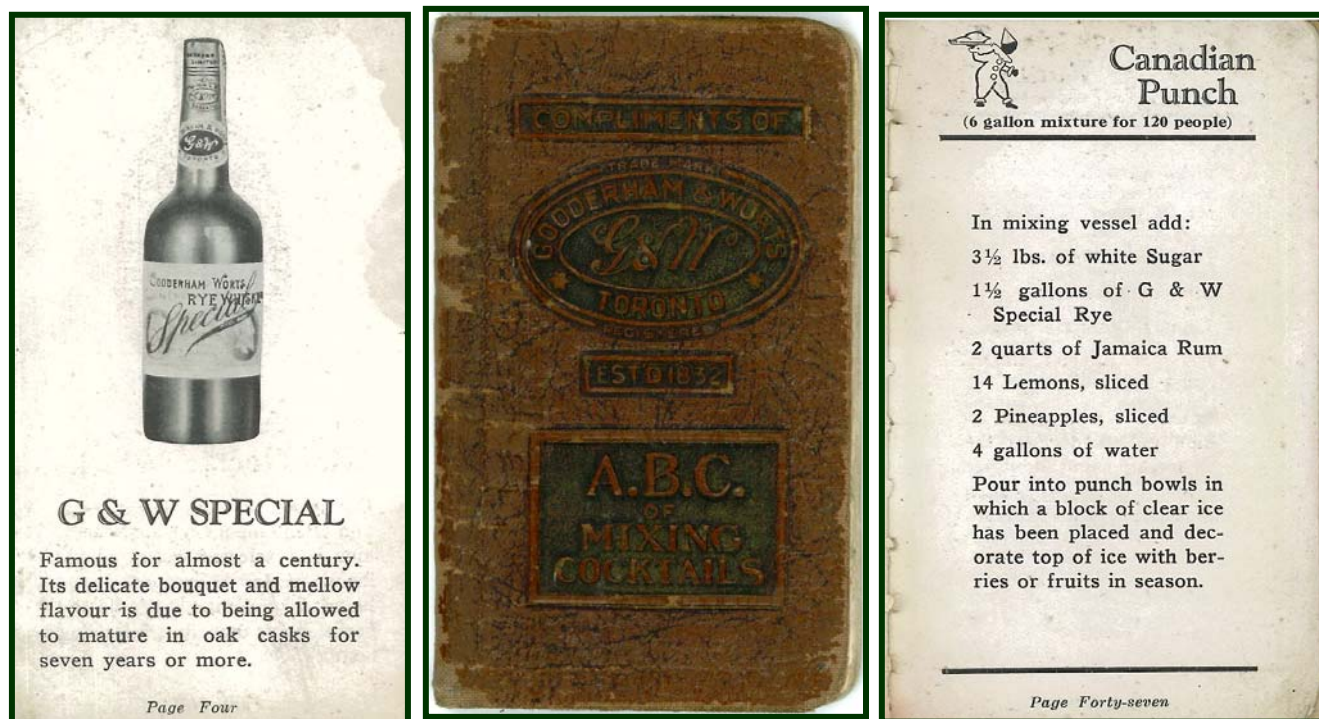
Meanwhile, the recently expanded Toronto distillery played a key role in moving booze through networks devised by Hatch to quench Americans' thirst, not only in Montreal, but also south of the border. In Toronto, the huge new Rack House M could store nearly 40,000 barrels and the new Case Goods Warehouse provided a much needed staging point for filling American orders.

Publishing the little cocktail recipe pamphlets was a shrewd advertising ploy. Create something useful that potential consumers will value, consult frequently, and consciously or unconsciously use to guide their purchases. The well-worn leather cover of G & W's first cocktail pamphlet, published in 1928, attests to the success of this strategy, as did soaring sales.

The recipe booklets also offer glimpses into the social history of Canadian drinking. The names of the cocktails indicate that American consumers – and Canadians eager to emulate the sophisticated cocktail culture south of the border – were prime marketing targets. Manhattan, Bronx, American Beauty, Saratoga Champagne, and New Orleans Gin Fizz cocktails were tucked in among the one truly Canadian entry – the Canadian Rye Cocktail – and assorted British imports from England, Ireland and Scotland.

The **1928 pamphlet** supplied international cocktail recipes, product information, and advice about mixing punches for individuals and large parties, but the package itself was somewhat old-fashioned. By contrast, the cover of the bilingual **1930 pamphlet** captured the sophisticated Art Deco spirit of the age. Of course, in Canada, the elegant party-goers were openly toasting the New Year with *real* cocktails and frothy punches made with their favourite spirits. And, now, some 80 years later, let the toasting continue:

Cheers and Happy New Year, whatever your choice of beverage.



First G&W Cocktail Pamphlet 1928

Product Promotion Page

Well-worn leather cover

Patriotic Canadian Punch

Thanks to Douglas Worts for sharing his Art Deco cocktail recipe booklet, and to Dr. Arthur Zimmerman for suggesting the American prohibition era song, *Goodbye Broadway*.

National prohibition in the United States officially ended with the passage of an amendment to the Constitution on December 5, 1933. Thereafter, prohibition continued in some states, but not in others.

Please send your comments or questions to Manager of Heritage Services, Sally Gibson, sg@thedistillerydistrict.com.

For more about the history of the Distillery District, visit www.distilleryheritage.com.