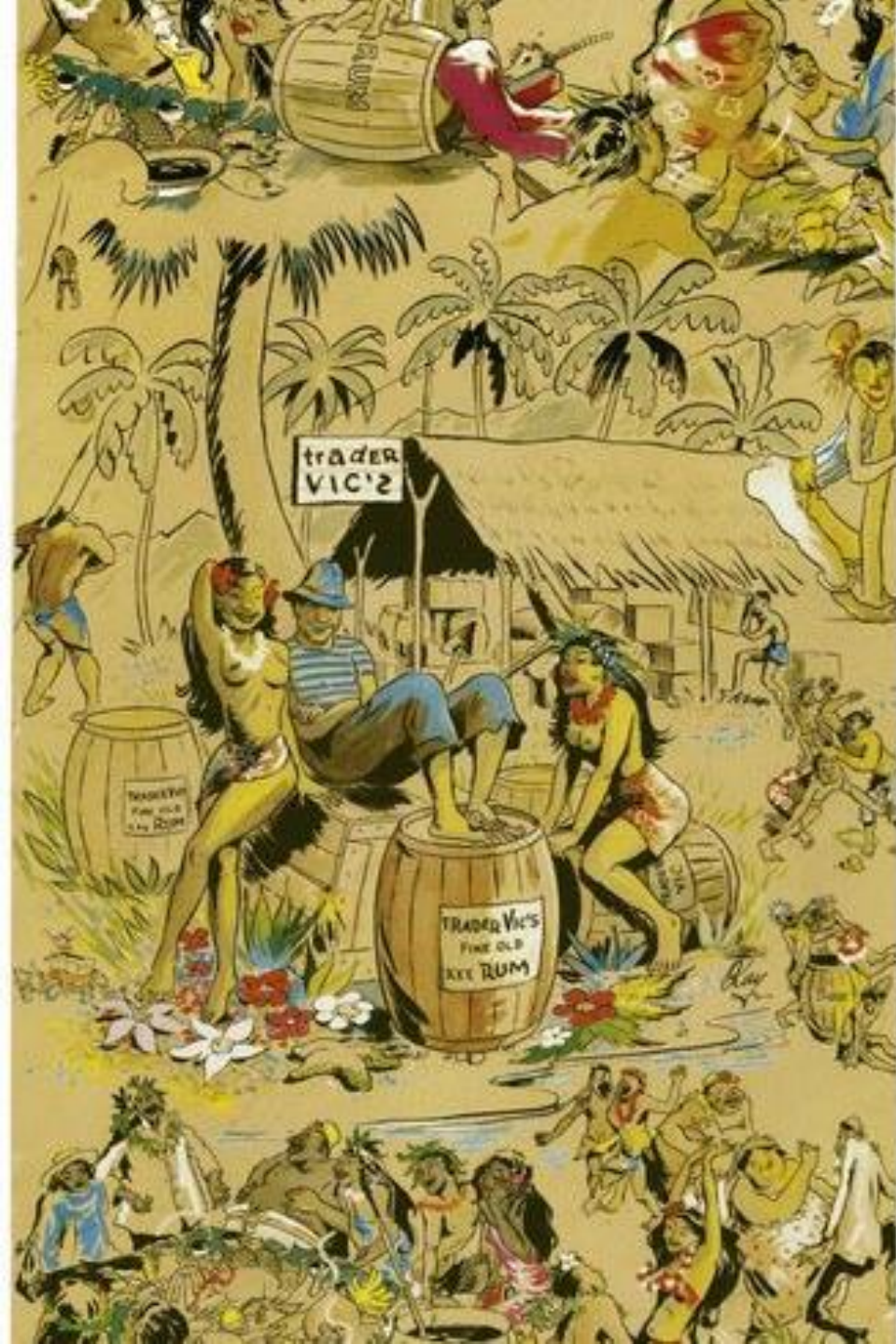


# Trader Vic

## And the Eastern Sour



# Trader Vic's

- Original Menu
- Private Label Rum
- Lively Party
- Naked Women



# Trader Vic

Victor Jules Bergeron, Jr. December 10, 1902-October 11, 1984

“Hinky Dinks” becomes Trader Vic’s in Oakland, California 1937

1949 First franchised Trader Vic’s opens in Seattle as “The Outrigger”

1950 a Trader Vic’s opens in Hawaii and 1951 in San Francisco

During the 1960’s over twenty-five Trader Vic’s operating Worldwide

Toronto, Canada opened in 1975 in the basement of the Toronto Hotel with the location now a Ruth’s Chris Steakhouse in a Hilton

Toronto Trader Vic’s 1975-1991(3)

Fun Fact: Victor Bergeron’s left leg was amputated when he was 6 years old



Oakland, California



"Old menu cover, Oakland"



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# Taking Care To Take Good Care Of You HOTEL TORONTO

We take good care of you at the new Hotel Toronto. A Western International Hotel on University at Richmond. Business, pleasure, sight-seeing and culture—all just moments away.

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So, the next time you want someone to take good care of you, your business associates, your meeting or your party, remember the new Hotel Toronto. We're taking care to take good care of you.

For reservations write or call  
Hotel Toronto, University  
Avenue at Richmond,  
Toronto, Ontario. M5H 3M6  
(416) 869-3456

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- In a 1979 guide to meeting guys around Toronto, the Toronto Star's Lynda Hurst provided tips on how ladies could catch a glimpse (or more) of baseball hunks:

Learn the timetable before you embark on this particular scene: Games end about 11 p.m.; a shower and maybe a pizza in the locker room takes about 45 minutes. That brings the boys in close to midnight. You should already be installed in the bar with a less-than-beautiful girlfriend.

Pull the magnolia out of your drink and smile.

As you all know exactly why you're here, you can start with the eye contact immediately. Don't gawk, just let them know that you know who they are.

You don't need a program to distinguish between the Players and any Gentlemen who may have innocently wandered in. Baseball players have expensive, if not always subtle, taste in clothes. The real recognition tip, however, is their penchant for gold jewelry, mainly bracelets, astronaut watches and rings. (Big winner this summer should be a Yankee ring from last year's World Series).

Tips from an habitue: "Most of them are really nice ordinary guys. But black guys are generally nicer than whites. They're not as conceited and don't always expect you to know who they are.

"You don't need to know anything about baseball, but a few facts help. These guys really appreciate any girl who understands just what it is they do."

A word of caution: Remember you are in a hotel bar with big-league boys who may figure that because you're having a drink with them at midnight, you'll be available for breakfast at 7.

Remember too that Toronto is just one stop in the league. This may be an adventure to you but it's just another dugout to them. But . . . play your cards right and you may get complimentary tickets.



March 1978

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## TOURIST TRADE

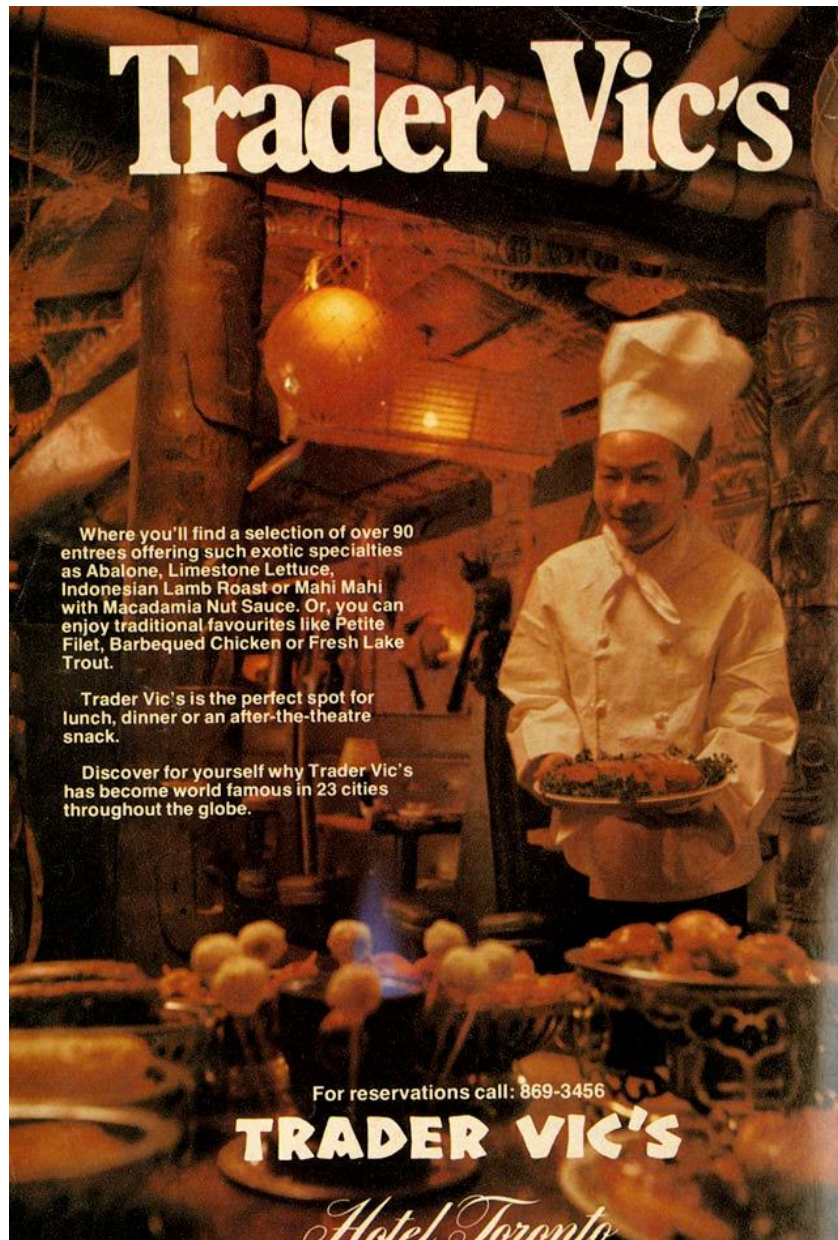
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### TRADER VIC'S

Bali Hai is calling you, with totem poles and rattan thrones and a false ceiling of thatch and log. The menu is a Cook's Tour of Polynesia, Malaysia, China, France, Indonesia, Cuba, California, Mexico, New York and India, and, like any scattershot affair, serves none of the masters well. Only the Polynesian appetizers are out-

standing — superlative smokey barbecued spare ribs; deep fried delights of crab, cheese, curry, shrimp and chicken livers. Two people dip straws in a froth of rum and citrus, and drown the sorrows of soggy duck and bland curries. It is palm tree dream time. Hotel Toronto, 145 Richmond St. West, 869-3456. \$40.



# Trader Vic's

Where you'll find a selection of over 90 entrees offering such exotic specialties as Abalone, Limestone Lettuce, Indonesian Lamb Roast or Mahi Mahi with Macadamia Nut Sauce. Or, you can enjoy traditional favourites like Petite Filet, Barbequed Chicken or Fresh Lake Trout.

Trader Vic's is the perfect spot for lunch, dinner or an after-the-theatre snack.

Discover for yourself why Trader Vic's has become world famous in 23 cities throughout the globe.

For reservations call: 869-3456

## TRADER VIC'S

*Hotel Toronto*

# Fix your love a giggle on ice for Valentine's

If you want to enjoy a laugh or two on Valentine's Day, fix yourself a giggle — that's a new drink created by the bar types at Trader Vic's at the Westin Hotel.

Officially called "The Rum Giggle For Two," it's a long, cool drink that'll add a taste of the tropics to your miserable winter. Here's how it goes:

Mix in the blender:

2 ounces orange juice

1 ounce pineapple juice

1 ½ ounces lemon juice

3 ounces light rum

1 ounce Amaretto

½ ounce rock candy syrup

¾ scoop of shaved ice

Serve the concoction on cracked ice with two long straws. Do this a couple of times and — guaranteed — you'll be giggling all Valentine's Day long. The first toast goes to Cupid, natch.

If your blender's on the fritz, the Trader Vic's gang will be happy to make one for you. It costs \$3.50. — **Bob Pomerantz**

- *On dreary winter nights, when the scent of sunny islands is the only promise of springtime, this Polynesian hideaway is the ideal refuge. Those whose spirits aren't raised by bamboo alone can relax in the arms of a giant rattan chair and let the soft lights and silky Hawaiian music wash over them while sipping the fragrant—and fresh—fruit concoctions for which Trader's is justifiably famous throughout the world. (A word of warning—the velvet hand of the bartenders with pineapple, mango, coconut and lime gentles liquor to a lethal whisper, but it packs more punch than navy grog.) — Toronto Calendar, in its 3/5-star rating of Trader Vic's, December 1978.*





# Beachbum Berry

- The recipe being used tonight is Beachbum Berry approved. After having this Eastern Sour version at Port Pavilion recently, he said “This is excellent. Perfectly balanced.”
- Bum added when he was uncovering this recipe he had to work with “the juice of  $\frac{1}{2}$  an orange and the juice of  $\frac{1}{2}$  a lemon...what does that mean and how do I determine the amount?”
- He approved of modifying the recipe just as he has with the Latitude 29 version they currently serve.

# Eastern Sour

- 2oz Bourbon
- 2oz (1oz) Orange Juice (juice of  $\frac{1}{2}$  an orange)
- 1oz ( $\frac{1}{2}$  oz) Lemon Juice (juice of  $\frac{1}{2}$  a lemon)
- $\frac{1}{4}$  oz Orgeat
- $\frac{1}{4}$  oz Simple Syrup
- "1950's Trader Vic Classic"
- Beachbum Berry's Remixed
- Trader Vic also had a Western Sour, London Sour (scotch), and a Munich Sour (Cognac)





# Trader Vic's

- Eastern Sour



# Thank You

