



Hires EXTRACTS

For Making
Rootbeer and Ginger Ale at Home
See Page 5 for Directions

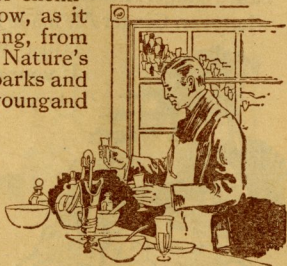


HIRES HOUSEHOLD EXTRACT has been known to three generations of Americans. During this time the high quality of its ingredients, the purity of its manufacture, as well as its unmatched flavor have won for it many medals, a few of which we reproduce here. Millions of people have added new happiness to their homes with Hires Household Extract.





FIFTY years ago, remembering the delight he had taken as a child in the old-fashioned rootbeer—laboriously concocted from roots and berries by country folks—Charles E. Hires decided to put up a rootbeer extract for home use. He consulted leading physicians in deciding upon a mixture of roots, barks, herbs and berries that would produce the most healthful and well balanced drink possible. Pure and wholesome from the start, Hires Extract has never in its long history contained any drugs or chemicals. It is made now, as it was in the beginning, from only the choicest of Nature's own roots, herbs, barks and berries. Each year, young and old, in ever increasing numbers, enjoy the healthful and delicious rootbeer made from Hires Extract.



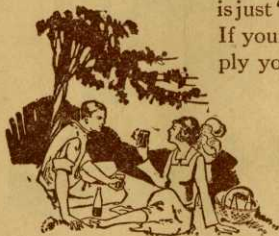


Use same directions as in making Rootbeer
See page 5

HIRES HOUSEHOLD EXTRACT for making Ginger Ale at home is made of the pure juice of Jamaica and China ginger. You will notice that distinctive flavor of the finest ginger at once—very different from that of the many so-called Ginger Ales that contain no ginger juice whatever. Ginger Ale made from Hires Extract

is just “wonderfully good”!
If your dealer cannot supply you send us his name

and 25c. in stamps. The Extract will be immediately forwarded postpaid.



How to make Rootbeer or Ginger Ale at home with Hires Extracts

DIRECTIONS

POUR the contents of 1 bottle of Hires Extract over 4 pounds of sugar and mix thoroughly. Then dissolve this mixture in 5 gallons of lukewarm water. (This will give better results than dissolving sugar in water and adding the extract.) If Fleischmann's yeast is used dissolve one-half cake in a cup of lukewarm water. (*If Magic Yeast or Yeast Foam is used, dissolve 3 cakes in pint of lukewarm water, stir well and strain through cheese cloth.*) Now add the yeast to the mixture. Stir well and bottle at once. Fasten corks in securely or seal with a crown cap or stopper. Now be sure to set in a warm place, **away from a draught**, for 3 or 4 days so that it can become effervescent. If set in a cool place when first made the yeast will become chilled and cannot work. After 3 or 4 days the Rootbeer or Ginger Ale is ready for use and should be put in a cool place of even temperature. Before drinking, put on ice for a short time to make it delicious and sparkling. In **cool weather double the quantity of yeast.**

NOTE—Occasionally custom-

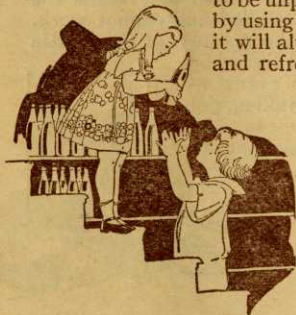


ers write us that they have tried to make Rootbeer, and while it is very good, it does not effervesce when bottle is opened.

Should this happen, there is something wrong in the making of it. Either the yeast was not good, or else the Rootbeer when made was placed in the cellar or other cool place, or in a draught, where it became chilled and could not ferment.

A woman in making bread is always very careful to prevent the dough from becoming chilled, and sets it in a warm place to insure its rising and becoming light. So it is with our Rootbeer; warmth is essential to life. Bear this simple fact in mind and you will never fail in making Rootbeer delicious and sparkling.

NOTICE—If the yeast is too strong or too much is used, it will cause the resulting drink to be unpalatable, whereas by using the right quantity it will always be delicious and refreshing.



DON'T use the bottles over and over without washing. Clean them after using as you do your dishes.

The above applies equally to our Ginger Ale.

Other delicious drinks quickly and easily made with Hires Extracts

FRUIT ADES

Mix one teaspoonful of Rootbeer or Ginger Ale Extract with a heaping tablespoonful of sugar in a quart pitcher. When the sugar and extract have been thoroughly mixed—**but not until then**—add either lemon, lime, orange or pineapple juice. Then fill pitcher with ice water, stir well and serve.

BLACK COW

Mix one teaspoonful of Rootbeer Extract with one tablespoonful of sugar, then add one quart of cold milk and stir well. This makes the most delicious milk-shake you have ever tasted.

GINGER JULEP

Mix one teaspoonful Hires Ginger Ale Extract with one tablespoonful of sugar, dissolve thoroughly then add one quart of water, add mint leaves and cracked ice. Stir well. Ready to serve. Makes a most delightful and refreshing drink.



FRANÇAIS

Manière de préparer à la maison de la bière de racines (Rootbeer) et du liqueur au gingembre (Gingerale) avec les extraits de ménage "Hires" (Hires Household Extract)

Verser le contenu d'une bouteille de l'extract "Hires" dans 4 livres de sucre et l'agiter bien pour en faire un mélange. Ensuite dissoudre ce mélange dans 5 gallons d'eau tiède. Alors dissoudre $\frac{1}{2}$ pain de la levure "Fleischmann" dans 1 tasse d'eau tiède (si l'on emploie de la levure magique—"Magic Yeast"—ou de la mousse de levure—"Yeast Foam"—on devra dissoudre 3 pains dans 1 pint d'eau tiède et le filtrer à travers un linge de mousseline. Puis ajouter la levure au mélange; l'agiter bien et le mettre en bouteilles tout de suite. Veiller à ce que les bouteilles soient bien bouchées ou scellées. Placer alors les bouteilles dans un endroit à l'abri des courants d'air, pendant un délai de 3 ou 4 jours. Quand cela est prêt pour la consommation, mettre les bouteilles sur de la glace pour le servir au frais.

ITALIANO

Come fare Birra di Radici (Rootbeer) o Birra di Zenzero (Gingerale), a casa, con gli Estratti Casalinghi HIREs

Versate il contenuto di una bottiglia di Estratto HIREs sopra quattro (4) pounds di zucchero, e mescolate il tutto con cura. Quindi fate sciogliere la mis-



tura entro cinque (5) galloni di acqua tiepida. Fate sciogliere mezzo ($\frac{1}{2}$) pezzo di yeast (lievito) Fleischmann in una tazza di acqua tiepida (se l'Yeast Magico o Schiuma di Yeast vien usata, sciogliete tre (3) pezzi entro un pint di acqua tiepida e fate colare attraverso uno staccio). Ora, aggiungete alla mistura l'yeast, mescolate bene, e imbottigliate subito. Siate certi che le bottiglie siano ben chiuse. Mettete le bottiglie in un posto che sia ben protetto da correnti d'aria, per tre (3) o quattro (4) giorni. Quando il tutto sarà pronto, mettete le bottiglie sul ghiaccio e servite le bevande fredde.

DEUTSCH

Gebrauchsanweisung zur Herstellung von "Root-bier" und "Gingerale" mit HIRES Haushalt-extrakt, als Hausbräu

Giesse den Gehalt einer Flasche "Hires" Extrakt in vier Pfund Zucker und rühre die Mischung tüchtig. Löse die Mischung in fünf Gallonen lauwarmes Wasser. Löse dann $\frac{1}{2}$ Kake Fleischmann's Hefe in 1 Tasse lauwarmes Wasser (und falls Schaum oder Zauberhefe gebraucht wird, löse drei Kakes in 1 Pint lauwarmes Wasser und filtriere das Ganze durch ein Gazetuch). Giesse jetzt die Hefe in die Mischung, rühre tüchtig um und fülle sogleich in Flaschen. Gieb Acht dass die Flaschen fest verkorkt sind und halte sie drei bis vier Tage lang geschützt, von Zugluft ferne. Wenn alles in Bereitschaft ist, stelle die Flaschen auf Eis und serviere kalt.



SLOVENSKI

Ako Napraviti Root Beer Lebo Ginger Ale Doma Od Hires Gospodinstve Izvleci

Vlivajte zadovalijen edne steklenica HIRES izvoleči preko štiri funti sladkora a mešati dobre. Potom razvesajte toto za 5 galoni tople vodi. Razvesajte $\frac{1}{4}$ kolače Fleischmann's drože za kupica tople vodi (če Magic droži ali Yeast Foam potrebujete, razvesajte 3 kolače za pajnt tople vodi a precedte popolem platno). Zdaj dodati drože k izveleči, nahujslati dobro a dati notri steklenica neutegoma. Steklencia morati biti dobre pečateni. Dajte steklencia do dobrego mestane do mencia okoli 3 nb 4 dan. Ko gotovo, postavite na led a služte prehlajenje.

PO POLSKU

Jak Robi Sie Piwo z Korzeni "Root Beer lub Ginger Ale" w Domu z Domowego Wyciagu Moszczu "Hires"

Wylej zawartość jednej flaszki ekstraktu HIRES na cztery funty cukru i dobrze zamieszaj. Potem rozpuść tę mieszaninę w 5 galonach letniej wody. Następnie rozpuść połowę kwadraciku drożdży Fleischmana w kubku letniej

wody. (Jeżeli używa się magicznych drożdży—Magic Yeast—lub piany z drożdży, wówczas rozpuść 3 kwadraciki w szklance letniej wody i



przeciedz przez płótno). Teraz dodaj drożdży do mieszaniny, dobrze zamieszaj i zlej natychmiast do flaszek. Flaszki trzeba dobrze zakorkować i postawić w bezpiecznem miejscu na 3 lub 4 dni zdaleka od przeciągu. Kiedy już gotowe, postaw flaszki na lód i zimne podaj.

ESPAÑOL

Modo de preparar en casa la cerveza de raíces (Rootbeer) o la cerveza de jengibre (Gingerale) con los extractos caseros "Hires" (Hires Household Extract)

Echese el contenido de una botella del extracto "Hires" en 4 libras de azúcar, y mézclese bien. Disuélvase luego esta mezcla en 5 galones de agua tibia. Disuélvase $\frac{1}{2}$ pastilla de la levadura "Fleischmann" en una taza de agua tibia (si se emplea la levadura mágica—"Magic Yeast"—o la levadura espumosa—"Yeast Foam"—disuélvanse 3 pastillas en 1 pinta de agua tibia y cuélese en una estopilla). Agréguese entonces la levadura a la mezcla; agítese bien y envásese en botellas inmédiatamente. Téngase cuidado de que las botellas sean bien corchadas o selladas. Colóquense las botellas en un lugar protegido contra cualquier corriente de aire, por 3 o 4 días. Cuando esté lista la cerveza para el consumo, colóquense las botellas en hielo para servirla fresca.



ווי אזוי צו מאכען רוט-ביר אָדער דזשינ-
דזשער אייל ביי זיך אין דער היים
מיט הייערס הויזווירטשאפט-
ליכע עקסטראקטס.

גיסט ארויף א באַטעל ה י י ע ר ס
עקסטראקטס אויף פיער פונט צוקער און
מישט עס פאַלקאם אויס, דאן צולאָזט די
מיקסטור אין 5 גאלאָן לעבליכע וואסער.
צולאָזט א האלבען קייק פליישמאן'ס איסט
אין א קאפ לעבליכע וואסער (אויב איהר
באנוצט „מעדזשיק איסט“ אָדער „איסט
פאום“ דאן צולאָזט 3 קייקס אין א פיינט
לעבליכע וואסער און זייט עס דורך דורך
א טשיזקלאַטה). דאן טהוט אריין די איסט
(היינעווען) אין דער מיקסטור, מישט עס גוט

דורך און גיסט עס גלייך
אריין אין א באַטעל.
שטעלט אוועק די באַ-
טעלס אין א באשיצטען

פלאץ, וואו עס
זאל ניט צושטיין
קיינ צוג, פאר 3
אָדער 4 טעג.
ווען דאָס איז
פארטיג, שטעלט
אזעק די באַ-
טעלס אויף איין
און סערווירט עס
קאלטערהייט.



-Today-

Accessories that help to make home bottling easy

Hires EXPANSION BOTTLE STOPPERS



Will fit almost any bottle. A few turns of the screw expand the rubber and make the bottle air-tight. Will hold under great pressure. Can be used again and again.

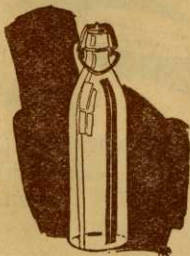
Not only a great convenience in the home in putting up home-made Rootbeer or Ginger Ale made from Hires Household Extracts, but may be used in properly sealing home-made Grape Juice, Ketchup, etc.

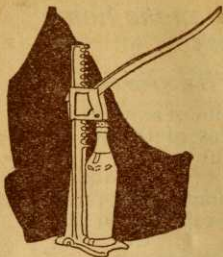
Price, 40 cents per Dozen at any grocery. Also at 5 and 10 cent stores. If your store doesn't have them or won't get them for you send us stamps and they will be sent postpaid.

**Patent Stopper Bottles,
4 doz. qts., \$5.00**

**Patent Stopper Bottles,
2 doz. qts., \$4.00**

**Express prepaid within 500
miles of Philadelphia.**

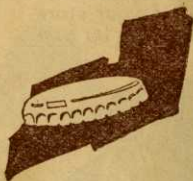




EVEREDY CAPPER

By the use of the Everedy Capper home-made Root-beer or Ginger Ale made from Hires Household Extracts can be put up in a commercial-looking package inexpensively in the home.

The machine will be found a great convenience in putting up all kinds of home-made bottled beverages and preserves. **Price, \$1.50 delivered to your home.**



CROWN CAPS

We can supply crown caps for **40 cents per gross delivered.**

THE CHARLES E. HIRES CO.

201 SOUTH 24th STREET

PHILADELPHIA



Also—

Hires *in Bottles*

(Carbonated)

When motoring, "hiking," after playing golf or tennis—in fact at any time—stop in at the nearest store and ask for a bottle of Hires.

There is nothing quite so delicious, quite so thoroughly satisfying as the drink that has been famous throughout America for over a half century—

Hires *in Bottles*



At
Fountains
as for
Hires



a good pure drink



DELICIOUS
HEALTHFUL



THE CHARLES E. HIRES CO.
201 SO. 24th STREET
PHILADELPHIA