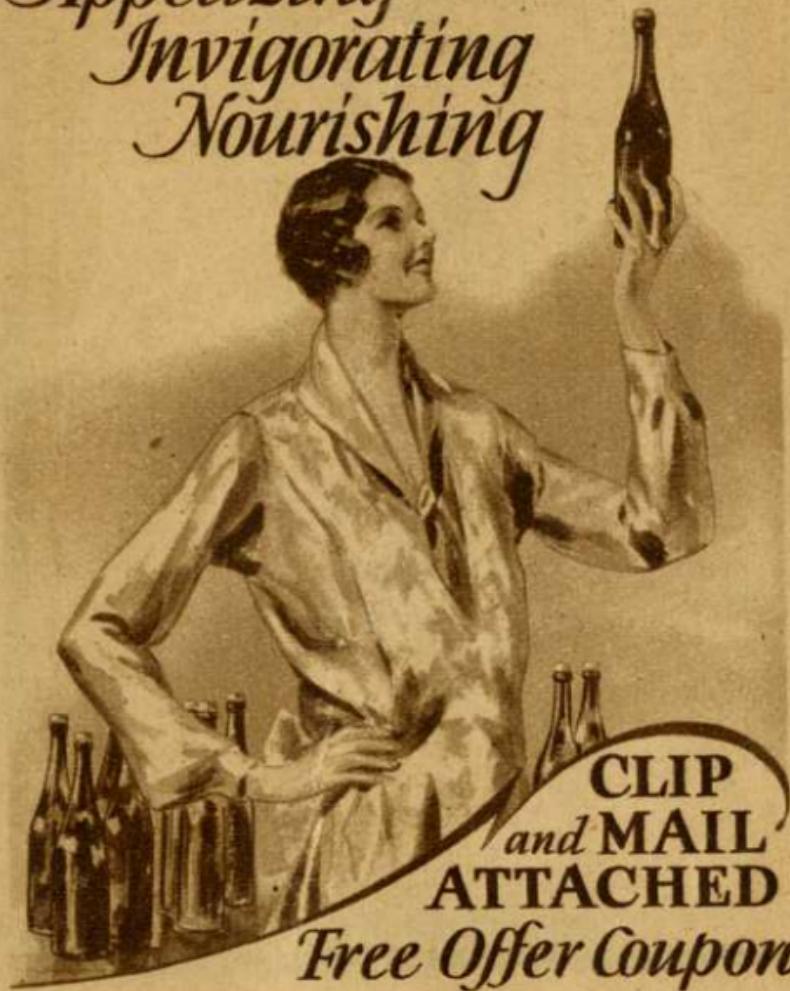


# Hires Rootbeer

*Appetizing  
Invigorating  
Nourishing*



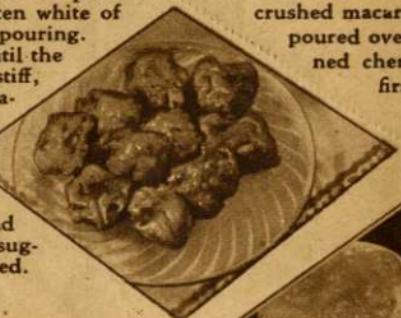
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# New Hires Recipes ~ Delicious! Different!

## Rootbeer Kisses

3 cupfuls brown sugar  
½ cupful water  
1½ teaspoonfuls Hires Rootbeer Extract  
white of 1 egg  
pinch of salt

Cook the sugar, water and salt until it spins a thread when dropped from the spoon. Add Rootbeer Extract and pour over the stiffly beaten white of egg, beating while pouring. Continue to beat until the mixture is quite stiff, then drop by teaspoonfuls on to waxed paper. Instead of using 3 cupfuls of brown, 2 cupfuls of maple sugar and 1 cupful of brown sugar may be substituted.



## Rootbeer Sherbet

3 cupfuls water  
1½ cupfuls sugar      Juice of 2 lemons  
1 teaspoonful Hires Rootbeer Extract

Mix sugar and water. Add lemon juice and Rootbeer Extract. Then freeze.

\*This is refreshing on a hot day served as a dessert or with a fish course at dinner.

## Amber Custard

2 cupfuls scalded milk  
Yolks three eggs  
¼ teaspoonful nutmeg

¼ cup sugar  
⅛ teaspoonful salt  
½ teaspoonful Hires Rootbeer Extract

Beat yolks slightly and add sugar and salt. Add the hot milk gradually and cook in a double boiler until thickened, stirring constantly. Chill and flavor. This is good served over sponge cake or crushed macaroons. It may also be poured over large white canned cherries which are first pitted.



## Black Cow

Mix one teaspoonful of Hires Rootbeer Extract with two tablespoonfuls of sugar, then add one quart of cold milk and stir well. "Black Cow" can be made without sugar and may be preferred to the sweetened product. This beverage suggests a way of encouraging children to take their quart a day—it is now part of the Health Programs in many schools; teachers encourage its home use to supplement their class room body building endeavor.

## Rootbeer Cream Pie

1 cup brown sugar  
4 level tablespoons of corn starch.  
1 ½ cups milk      3 eggs  
3 level tablespoons of butter  
¾ teaspoon of Hires Root Beer Extract

Mix cornstarch and sugar with milk. Cook in double boiler, until smooth and thick, about 10 minutes. Add the beaten yolks of eggs, and cook 5 minutes longer. Remove from fire. Beat in the butter and Extract. Pour into a baked pie-shell of medium size, and cover with a meringue made from the whites of the eggs and three tablespoons of sugar.

## FRANÇAIS

Verser le contenu d'une bouteille d'Extrait Hires sur quatre livres de sucre et bien mélanger. Dissoudre ce mélange dans 19 litres d'eau tiède. Dissoudre ensuite la moitié d'un morceau de levain Fleischmann dans une tasse d'eau tiède. (Si l'on emploie du levain Magic ou la marque Yeast Foam, en dissoudre 3 morceaux dans un demi-litre d'eau tiède—bien remuer et passer à travers une toile à fromage.) Ne pas employer plus de levain que la quantité indiquée autrement la boisson ne sera pas buvable. Ajouter le levain dissous au mélange de sucre et d'extrait. Bien remuer et mettre en bouteille immédiatement en enfouissant fortement le bouchon ou en vous servant de capsules métalliques ou de bouchons de canettes. Mettre les bouteilles au chaud, à l'abri des courants d'air, jusqu'à fermentation. On peut boire 48 heures après la mise en bouteilles et la boisson doit alors être tenue dans un endroit frais où la température est égale. Avant de boire, mettre les bouteilles sur la glace pour un certain temps pour rendre la Root Beer mousseuse et meilleure.

## ITALIANO

Versare il contenuto di una bottiglia di Estratto Hires sopra 4 libbre di zucchero e rimescolare bene. Sciogliere questa mescolanza in 19 litri d'acqua tiepida. Sciogliere poi la metà di un pezzo di lievito Fleischmann in una tazza d'acqua tiepida. (Usando il lievito Magic o la Marcia Yeast Foam scioglierne 3 pezzi in mezzo litro d'acqua tiepida—rimescolare ben bene e filtrare attraverso un pezzo di garza.) Non usare più lievito del quantitativo indicato altrimenti la bevanda sarebbe sgradevole al gusto. Aggiungere poi il lievito sciolto alla miscela di zucchero e di estratto. Rimescolare bene ed imbotigliare subito—spingendo il turacciolo ben addento oppure usando capsule metalliche. Tenere le bottiglie in luogo caldo, protette contro le correnti d'aria fino alla fermentazione. Si può bere dopo 48 ore e si deve allora conservare al fresco con una temperatura uguale. Prima di bere mettere le bottiglie sul ghiaccio per un momento per rendere il Root Beer spumante e migliore.

## ESPAÑOL

Viértase el contenido de 1 frasco de Extracto Hires en 4 libras de azúcar y mézclese bien. Disuélvase esta mezcla en 5 galones de agua tibia. Disuélvase luego  $\frac{1}{2}$  pastilla de levadura Fleischmann en 1 taza de agua tibia. (Si se emplea Magic Yeast o Yeast Foam, disuelvanse 3 pastillas en medio litro de agua tibia—agitese bien y cuélese por una estopilla.) Después de esto, añádase la levadura disuelta a la mezcla de azúcar y extracto. Agítense bien y embóttelos inmediatamente, tapándola herméticamente por medio de un corcho, de un tapón o de una tapa coronada. No se emplee más levadura de la indicada, pues de lo contrario la bebida será desagradable al paladar. Cuide de colocar la botella en un sitio caliente, apartado de las corrientes de aire, hasta que el contenido haga efervescencia. A las 48 horas de embotellado debe estar listo para beberse, y entonces debe colocarse en un sitio fresco, de temperatura uniforme. Antes de beberlo, pónganse las botellas en hielo por corto tiempo para hacer el rootheer delicioso y espumante.

## DEUTSCH

Man giesse den Inhalt einer Flasche Hires Extract über vier Pfund Zucker und führe kräftig um. Diese Mischung ist in 19 Liter lauwarmem Wasser aufzulösen. Danach löse man einen halben Fleischmann's Hefe Kuchen in einer Tasse lauwarmem Wasser auf. (Wenn Magic Yeast oder Yeast Foam verwendet wird, sind drei Kuchen in einem halben Liter lauwarmem Wasser auszulösen und nach gründlichem Umrühren ist die Masse durch einen Käsetücher zu gießen.) Man verwende nicht mehr Hefe als vorgeschrieben, da das Getränk sonst seinen angenehmen Geschmack verliert. Daraufhin giesse man diese aufgelöste Hefe mit dem Gemisch von Zucker und Extract zusammen.

# So Easy to Make—Hires Root Beer

**1** ST—Pour contents of 1 bottle of Hires Extract over 4 lbs. of sugar and mix well.



**2** ND—Dissolve this mixture in 5 gallons of lukewarm water.



**3** RD—Then dissolve  $\frac{1}{2}$  Cake Fleischmann's Yeast in 1 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 cheesecloth.) Do not use more yeast than specified, otherwise the drink will be unpalatable.



**4** TH—Next add this dissolved yeast to the mixture of sugar and extract. Stir well and bottle, immediately, fastening corks in securely or sealing with a crown or stopper.



**5** TH—Now be sure to set in warm place away from draughts, until effervescent. It should be ready to drink in 48 hours after being bottled—then it should be set in a cool place of even temperature.



**6** TH—Just before drinking put bottles on ice for a short time to make the Root Beer delicious and sparkling.



## Simple Precautions

1st—Be sure to protect the bottles from draughts after sealing because if set in a cool place when first made, the beverage will sour and remain flat.

2nd—Be sure the yeast is of good quality. If it is not the Rootbeer will not effervesce when opened.

3rd—in cool weather—double the quantity of yeast.

4th—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.

5th—Don't use the bottles over and over without washing. Clean them after using as you do your dishes.

## ALWAYS SHAKE EXTRACT BEFORE USING

Die Flüssigkeit ist gut zu schütteln und unverzüglich in Flaschen abzufüllen, wobei darauf zu achten ist, dass die Fläschchenkerze fest aufsitzen oder durch eine Korkkapsel oder einen Verschluss gehalten werden. Die Fläschchen sind an einem warmen Ort aufzubewahren, wo sie keinem Zug ausgesetzt sind, bis sich Schaum bildet. Die Flüssigkeit ist zwei Tage nach Auffüllung in Fläschchen trinkfertig und ist dann bei gleichmäßiger Temperatur an einem kühlen Ort aufzubewahren. Die Fläschchen sind kurz vor Öffnen für kurze Zeit auf Eis zu stellen, um das Rootbeer (Wurzelbier) köstlich und perlend ausschenken zu können.

## SLOVAK

Prvé—Vylejte ohsál jednej funtovej fláške Hires Extractu na 4 funty cukru a dobre rozmiestajte. Druhé—Rozpuszte tuč smiešaninu v 5 galnoch letnej vody. Tretie—Potom rozpuszte pol kúska Fleischmanova odmladu v jednej šálke letnej vody. (Jestli použijete takzvaný Majic Yeast, alebo Yeast Foam, rozpuscite 3 kusy v pinte letnej vody, dobre zamiešajte a prečíde cez kus plátana.) Nepoužíajte viač odmladu (kvassis) než kolko jsi označené, inak nápoj nebude k upotrebiemu. Štvrté—Teraz dodajte tento rozpusťtený odmlad ku miešanine cukru a extractu. Dobre rozmiestajte, nalejte do fláši a hned dober zoštáplujte. Piate—Odložte na teplé miesto, volno od prieavanu, až do spnenia. Nápoj je hotový k pitiu za 48 hodín. Po tejto dobe odložte na studené miesto rovnakej teplury. Sieste—Pred pitím položte flášky na lad a Vás Root Beer bude tej najlepšej jakkosti.

## PO POLSKU

Wlaj zawartość 1 butelki ekstraktu Hires do 4 lbs cukru i zmieszaj dobrze. Rozpuszczaj ta mieszankę w 5 galony ciepłej wody. Przeto rozpuszczaj  $\frac{1}{2}$  ciasta Fleischmann's droidzie (Yeast) w 1 filiżance ciepłej wody. /W razie używanego jest Magic Yeast lub Yeast Foam (pieniącego się droidzia/, wtedy roztwarzony należy 3 ciasta w połwietrze ciepłej wody, poruszając dobrze oraz przedzięk przez płotno serowe (cheesecloth)/. Nie używaj więcej droidzia niż podano, inaczej napitek nie będzie smaczny. Zaraz potem dodaj roztwarzoną droidzę do mistkury cukru i ekstraktu. Poruszaj dobrze i zaraz butelkowaną, zamkijąc mocno korkiem lub zapieczętując blaszką lub zatykadłem. Tefat konieczny postawić wszystko w ciepłym miejscu przed odciąg, dopóki trwać będzie burzenie. Ażeby było to gotowe do picia w ciągu 48 godzin od czasu butelkowania, to należy wtedy postawić go w miejscu chłodnym z równą temperaturą. Dopiero co przed samym piciem położyć butelki na lód na krótki czas, przed to robiąc Root Beer (Piwo Korzeniste) słącznym i iskrzącym się.

## אַידִישׁ

הנַּסְתְּרֹף 1 בנטול פון היינטֶרָם ועסְטְּרַקָּט אֲבֵרְכְּן 4 פונְסְ צֶקְעַר 4 צְזַעֲדָקָה זַעֲמָרָן. פְּרָוּטְ עַזְּגַנְדָּרְטַּר דַּיקְוָן בֵּיְסְמָחָר טַמְּרֵס 5 נָאְלָאוֹן לְעַבְלַבְעָן וְוַאְפָעָה. נְאַמְתָּךְ שִׂירְטְּ פָּלַגְנַדְרָעַטְ 5' קְרוֹם צְוִינְגַּרְסְּפָּאָגְס "אֶבְשַׁרְסְּ" וְעַדְרָה זְוֵיִיטְסְּפָּאָגְס הַיְוִוִּין אוֹן 1 קָאָפְּ בְּכָלְבִּיכְעָן וְאָסְפָּעָר (אוֹבִי צָבָגְןָן חַיְוָוִוִּין תְּהָמֶן זַעֲמָרָן זֶבְּמַעְסֵד). נְמַסְתָּן צְזַעְמֵן פָּרַעַד צְוִינְגְּרָעַטְסְּ. גְּבָרַבְּזָה, פְּרָוּטְ עַזְּגַנְדָּרְטַּר 3 קָיִיךְ אַן 8 פַּוְנְטְּ לְעַבְלַבְעָן וְצָעָרָה. נְמַסְתָּן צְזַעְמֵן פָּרַעַד צְוִינְגְּרָעַטְסְּ. גְּבָרַבְּזָה, פְּרָוּטְ עַזְּגַנְדָּרְטַּר נַסְתְּרֹף הַיְוָוִוִּין וְזַעְמָרָן וְעַדְרָה צְוִינְגְּרָעַטְסְּ. גְּבָרַבְּזָה, צְוִינְגְּרָעַטְסְּ נַסְתְּרֹף גַּמְלִיְּה דִּינְמְפָּעָן וְזַעְמָרָן וְעַדְרָה צְוִינְגְּרָעַטְסְּ. צְוִינְגְּרָעַטְסְּ נַסְתְּרֹף צְוִינְגְּרָעַטְסְּ גַּמְלִיְּה דִּינְמְפָּעָן וְזַעְמָרָן וְעַדְרָה צְוִינְגְּרָעַטְסְּ. צְוִינְגְּרָעַטְסְּ גַּמְלִיְּה דִּינְמְפָּעָן וְזַעְמָרָן וְעַדְרָה צְוִינְגְּרָעַטְסְּ. צְוִינְגְּרָעַטְסְּ גַּמְלִיְּה דִּינְמְפָּעָן וְזַעְמָרָן וְעַדְרָה צְוִינְגְּרָעַטְסְּ. צְוִינְגְּרָעַטְסְּ גַּמְלִיְּה דִּינְמְפָּעָן וְזַעְמָרָן וְעַדְרָה צְוִינְגְּרָעַטְסְּ.



## At the Fountain, Too!

WHILE you are making Hires Root Beer for home consumption, please remember that you and your family can partake of Hires at the soda fountain. Also when touring, you will find Hires already bottled.

At the soda fountain be sure to call for "Hires". Don't ask for "root beer." There are a few imitations. Of course, the taste is entirely different because these substitutes are more cheaply prepared.

Some fountains have both "Hires" and "root beer" so your protection is just remembering to say "Hires" instead of "root beer".

At the soda fountain you may want Hires plain or you may prefer a Hires Milk Shake or a Hires Sundae or a Hires Ice Cream Soda. These are appetizing flavor combinations and give you your daily allowance of the healthful ingredients obtained in Hires.

Of course, you realize that everyone must be sure to get a sufficient quantity of liquid into the system daily. Doctors

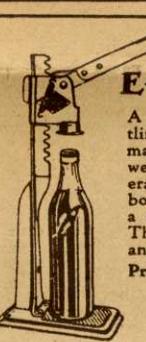
generally warn that too many people are in the habit of taking an insufficient amount of fluids daily.

If the quantity of liquid taken is insufficient, digestive disturbances may result, because the body is not properly assisted in disposing of waste products. One of the outstanding causes of constipation is the lack of sufficient daily liquid.

Hires not only supplies liquid but combines with it healthful properties such as plant juices, vitamins and mineral salts, all so essential to bodily health and found in no other beverage.

The wise program of liquid intake is to confine one's self to water, Hires and milk—drink at least three glasses of each daily. If you cannot drink milk, of course, you may substitute coffee and tea, although they contain caffeine. However, there are now de-caffinized coffees.

Hires is utterly free from all habit-forming ingredients. For over 50 years it has been acknowledged, with ever-increasing popularity as "the most healthful beverage in the world."



**Eveready Capper**

A great convenience in bottling Root Beer or Ginger Ale made from Hires Extracts, as well as other homemade beverages. You can cap your bottles neatly and quickly in a commercial-looking manner. This capper is easily operated and is built to last.

Price \$1.25 Delivered To You

▲▲

**Crown Caps**

To be used with Eveready Capper. These are A-1 grade—will fit and make air tight standard bottles.

Price 40c Per Gross Delivered To You

Enough to bottle full batch from Hires Extracts

▲▲

**Hantite Cap**

Can be used time after time—put on by hand—seals bottles air tight—no capper required—preferred by many for bottling Root Beer or Ginger Ale made from Hires Extracts—you just turn a small lever and it is on to stay—another turn to take it off. Made of high quality rust-proof metal, cushioned with live rubber—will not affect taste of beverages. Take advantage of this price.

40 For \$1.00 Delivered To You

*Free . . . THE LATEST  
HIRES COOK BOOK*

Contains Many New Tasty Suggestions—Each Recipe Endorsed by Domestic Science Leaders  
Indicate below Articles wished:

THE CHARLES E. HIRES COMPANY  
206 So. 24th Street  
Philadelphia, Pa.

Please send me

- Hires Cook Book  
 Eveready Capper @ \$1.25 Ea.  
 Gross Crown Cap @ 40c Gross  
 Hantite Caps @ 40 for \$1.00

FREE

Amount Enclosed \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

# Beverage Economy

ACH bottle of the delicious—  
healthful beverage you make  
from Hires Extract costs only about  
 $1\frac{1}{2}$ ¢—compare this with the 15¢  
to 20¢ you would pay for ready  
bottled beverages.

Why pay the middleman's cost  
—pay for new bottles each time—  
pay freight on water you already  
have? One 30c bottle of Hires Ex-  
tract makes 40 bottles of bracing,  
thirst-quenching and invigorating  
beverage—you would pay \$6.00 for  
a like quantity of ordinary bottled  
goods.

**WARNING:** When patronizing soda  
fountains remember there is no beverage  
which combines refreshment and health  
like Hires. Beware of weak imitations  
claiming to be "like Hires." Your pro-  
tection is to insist on Hires by the name,  
refusing any imitation.

**THE CHARLES E. HIRES CO.**  
**206 South 24th St. Philadelphia, Pa.**