





THIS LITTLE BOOK IS OFFERED TO THE
PUBLIC BY THE MANUFACTURERS OF

HIRES' ROOT BEER

PACKAGES IN THE HOPE THAT IT WILL STIMULATE IN A GREATER DEGREE, IF POSSIBLE, THE CONFIDENCE IN THE USE OF THIS VALUABLE PREPARATION, AND THAT ITS CONTENTS MAY ADD SOMEWHAT TO THE INTEREST AND ENTERTAINMENT OF THE CHILDREN. WE HAVE SPENT YEARS IN BRINGING THIS ARTICLE TO ITS PRESENT HIGH STANDARD, BY PERFECTING OUR MACHINERY AND FACILITIES FOR MANUFACTURING, AND BY PROCURING AND SELECTING THE FRESHEST AND BEST MATERIALS FOR ITS COMPOSITION. THE MANUFACTURERS ASSURE THE PUBLIC THAT THIS HIGH STANDARD OF EXCELLENCE SHALL ALWAYS BE MAINTAINED. IT IS THE MOST PERFECT PREPARATION OF THE KIND KNOWN, AND IS SO ADMITTED BY SCIENTIFIC EXPERTS, BEING PREPARED DIRECT FROM THE CRUDE, FRESH ROOTS, BARKS, HERBS AND FLOWERS, IN THEIR HIGHEST AND MOST PERFECT STATE OF CURING. THE MEDICAL PROFESSION EVERYWHERE ENDORSE IT AS ONE OF THE MOST REFRESHING, SUSTAINING AND STRENGTHENING BEVERAGES OF THE PRESENT DAY, AND IS APTLY TERMED "A BOON OF THE AGE AND OF THE TEMPERANCE CAUSE."



LITTLE MABEL

Gaily tripping through the meadow,
Where the sweet, wild violet grows,
Little Mabel, with her basket,
Sings, as merrily she goes.

Here and there she stoops to gather,
Like a dancing butterfly,
Flowers and herbs whose radiance rivals
Sunset in the western sky.

Now with tiny hands she severs
Bark of crimson from a tree;
And she sings with voice of gladness:
"Sweetest blossoms grow for me."

Echo, listening to the warbling,
As it sounded through the lea,
Opens wide her mouth to answer,
"Sweetest blossoms grow for me."



"Well, perhaps," cries little Mabel,
"For you, too, the flowers grow ;
But the *secret* of their virtues,
That not e'en the fairies know."

Just to tease the little maiden,
Like an arrow from the bow,
Swiftly naughty Echo's answer
Comes to Mabel, "Fairies know."

"If you wish to make me angry,"
Was the little Mabel's cry,
"I will go where I can't hear you,
So I think I'll say Good-bye."

And the Echo's voice so mocking
Floated out like Summer's sigh—
Through the trees, down by the brooklet,
Mabel hears the soft "Good-bye."

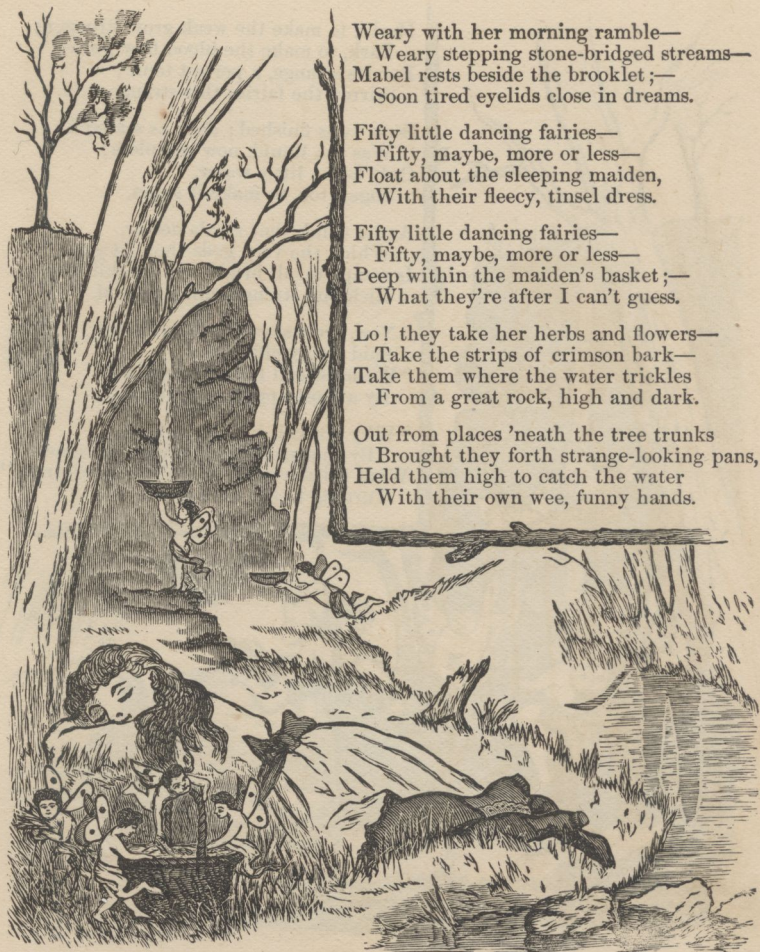
Weary with her morning ramble—
Weary stepping stone-bridged streams—
Mabel rests beside the brooklet ;—
Soon tired eyelids close in dreams.

Fifty little dancing fairies—
Fifty, maybe, more or less—
Float about the sleeping maiden,
With their fleecy, tinsel dress.

Fifty little dancing fairies—
Fifty, maybe, more or less—
Peep within the maiden's basket ;—
What they're after I can't guess.

Lo! they take her herbs and flowers—
Take the strips of crimson bark—
Take them where the water trickles
From a great rock, high and dark.

Out from places 'neath the tree trunks
Brought they forth strange-looking pans,
Held them high to catch the water
With their own wee, funny hands.



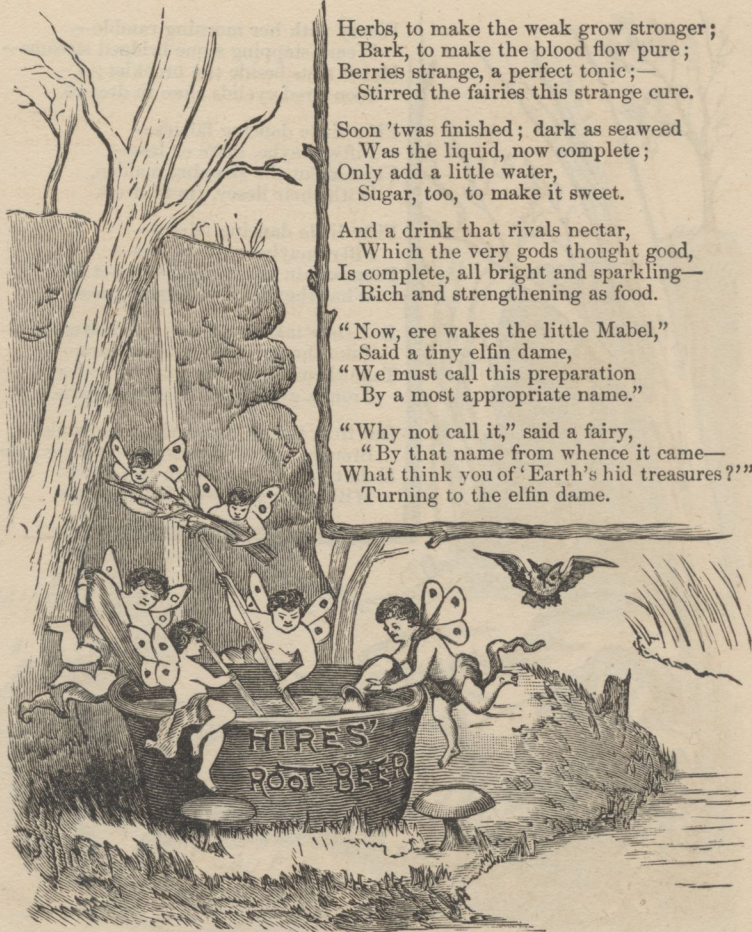
Herbs, to make the weak grow stronger;
Bark, to make the blood flow pure;
Berries strange, a perfect tonic;—
Stirred the fairies this strange cure.

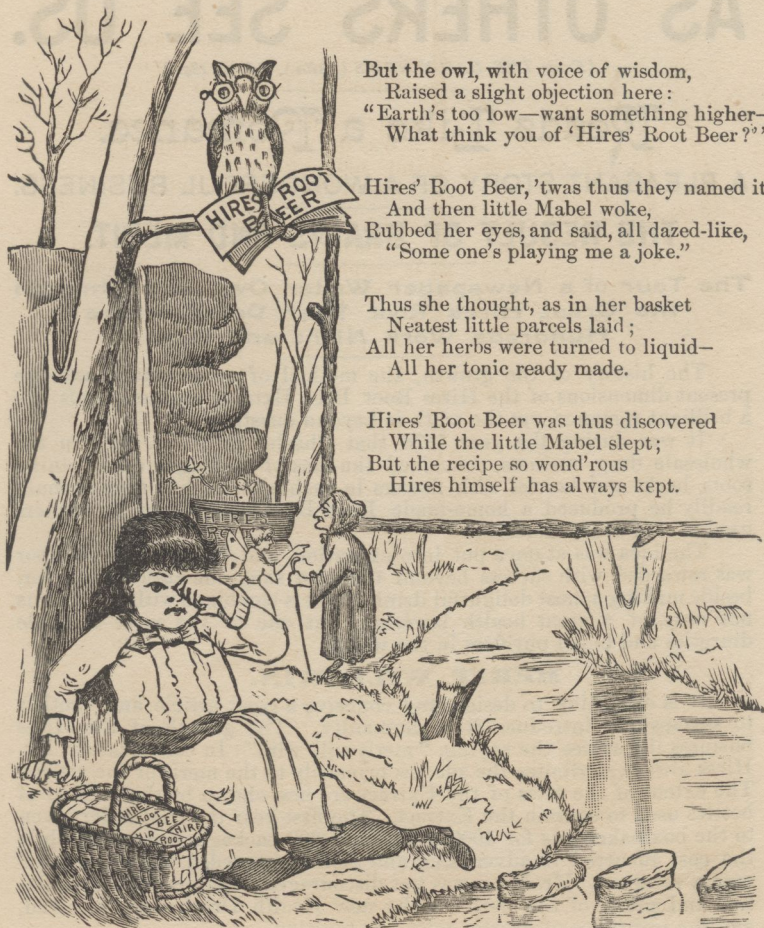
Soon 'twas finished; dark as seaweed
Was the liquid, now complete;
Only add a little water,
Sugar, too, to make it sweet.

And a drink that rivals nectar,
Which the very gods thought good,
Is complete, all bright and sparkling—
Rich and strengthening as food.

"Now, ere wakes the little Mabel,"
Said a tiny elfin dame,
"We must call this preparation
By a most appropriate name."

"Why not call it," said a fairy,
"By that name from whence it came—
What think you of 'Earth's hid treasures?'"
Turning to the elfin dame.





But the owl, with voice of wisdom,
Raised a slight objection here:
"Earth's too low—want something higher—
What think you of 'Hires' Root Beer?"

Hires' Root Beer, 'twas thus they named it;
And then little Mabel woke,
Rubb'd her eyes, and said, all dazed-like,
"Some one's playing me a joke."

Thus she thought, as in her basket
Neatest little parcels laid;
All her herbs were turned to liquid—
All her tonic ready made.

Hires' Root Beer was thus discovered
While the little Mabel slept;
But the recipe so wond'rous
Hires himself has always kept.

AS OTHERS SEE US.

[From *THE DAILY NEWS (Phila.)*, Feb. 14, 1891.]

Reads Like a Romance.

A PLEASANT STORY OF A WONDERFUL BUSINESS.

THE RESULT OF BRAINS AND MERIT.

The Tour of a Newspaper Writer Over and Through
the Great Hires Root Beer Depot, where
Hundreds Work Night and Day.

The history of the growth, the method of manufacture, and the present dimensions of the Hires Root Beer Extract business reads like a brilliant romance, yet the truth is beyond question.

It was during the year 1878 that Charles E. Hires, then in the wholesale drug business, conceived the idea of making and combining roots, barks and berries with flowers in such a form that from it could readily be produced a home-made Root Beer, such as our forefathers used in "ye olden time."

The idea was at once put into execution, and after months of labor was rewarded with success beyond the most sanguine anticipation, for, beside making a most delightful drink, there is combined with it elements not only of a great health beverage, but one of the most valuable diuretics and blood purifiers in the world.

MERIT WILL WIN.

It is one thing to design and conceive a good article and another to successfully introduce it to humanity. The growth of the Hires business illustrates the saying, "merit will win." In conversation, Mr. Hires always attributes the success primarily to the merit of the article. The extent of the sales of the Extract are best shown by the number of bottles used to contain the Extract. The first year the trial order given to the boxmaker was for 1000 boxes, and 800 packages were sold, while the cost incurred in advertising and selling exceeded the amount of money received. Mr. Hires was not discouraged. Letters of commendation and praise of the merits of the new Health Drink were received, and the insurance of greater sales was positive.



MR. HIRES' PRIVATE OFFICE.

The second year brought a sale of three thousand packages, and this proportionate increase in sales, and likewise increase in the cost of selling the Extract, was continued for several years. Persistency in advertising, strict integrity in all business relations, and careful, conservative and truthful statements about the Extract, have established the business on the basis of the confidence of the public—a rock worthy to stand upon.

THE GRAND FULFILLMENT.

I have told the readers of this paper the beginning of this wonderful business, and now for the fulfillment. The supply is hardly to be kept equal to the demand for the Extract at present. The past year it reached a consumption of over a million and a quarter of bottles, and the demand is rapidly and constantly increasing.

The million two hundred and ninety-six thousand (1,296,000) packages used this last year represent 6,480,000 gallons when made up into Root Beer. This, if bottled in quart champagne bottles, would represent 32,400,000 bottles, sufficient to quench the thirst of every man, woman and child in America and Great Britain. This vast amount gives effective proof of the high appreciation and favor in which it is held, and fully demonstrates that the demand has been created by its superior excellence.

FACTS AND FIGURES.

Think of it! One hundred nimble-fingered girls working both night and day in the laboratory of the Charles E. Hires Company bottling

and packing the Extract! It is a sight worth seeing. It was a sultry day last July when I visited the laboratory, and the rush for goods was so great that they were two or three hundred gross of packages behind the orders. Do you realize what this means? A large force of men and girls had been making and packing the Extract during the winter previous, piling the boxes high in the store-rooms awaiting the first orders of the season, yet this supply, amounting to thousands of gross, was used up before June. The one hundred girls, divided into a day and a night force, were working putting up the Extract, and on Mr. Hires' desk were orders sufficient to show that even with this force he was from two to three hundred gross behind.

To further illustrate its rapid and prodigious growth, the number of bottles sold each year since its first introduction shows its annual consumption, and the increase of its use is to-day almost universal.

BOTTLES SOLD IN

1878.....	864	1883.....	28,512	1887.....	191,808
1879.....	3,024	1884.....	45,216	1888.....	394,560
1880.....	5,804	1885.....	55,728	1889.....	578,048
1881.....	13,680	1886.....	83,728	1890.....	1,296,000
1882.....	18,422				

A FEW FIGURES.

Over fifty thousand (50,000) pounds of barks, roots, berries and flowers went into the composition of Hires' Root Beer Extract made last year.



MAIN OFFICE.



SECOND FLOOR.—PRINTING OFFICE.

Two hundred thousand (200,000) pretty little looking-glasses advertising the Extract were given away last year.

Four million (4,000,000) beautiful picture cards, printed in ten colors, gladdened as many persons, brightening their homes and lives, and carrying messages of the Extract last year.

Several million circulars, hangers, show cards and signs were distributed to dealers everywhere last year.

A complete printing office, owned and operated by Mr. Hires in his own establishment, was kept busy through all of last year on cards and circulars.

Twenty-five thousand dollars were paid out to printing houses last year.

Two hundred and forty thousand (240,000) circular letters, with picture cards inclosed, are sent each spring to every druggist and storekeeper throughout the United States and Canada, requesting those handling the Extract to write to Mr. Hires, sending their business cards and names of customers, and circulars and advertising matter, with the business cards of the firms, are sent on receipt of a reply to the customers whose names are given.

A good many thousand daily and weekly newspapers, periodicals and journals each year contain the advertisement of Hires' Root Beer.

You are beginning to appreciate the immensity and extent of this wonderful business.

Uncle Sam derives a yearly revenue of *over six thousand* (\$6000) *dollars* paid by the Charles E. Hires Company as postage on mailing circulars and similar matter.

You realize the extent of this department of the business when you visit their office in this city and see during the busy season a force of from fifteen to twenty lady clerks at tables and desks addressing letters, folding circulars, and sending out printed matter in answer to requests from country merchants and dealers.

But this is not the only method of selling the article. A large corps of experienced salesmen traverse the land from the Atlantic to the Pacific coasts, and from the land of the Indies on the south to the pine forests of her Majesty's dominion on the north, reaching city and hamlet with the famous Hires' Root Beer, distributing the handsome advertising matter, until the name is a household one.

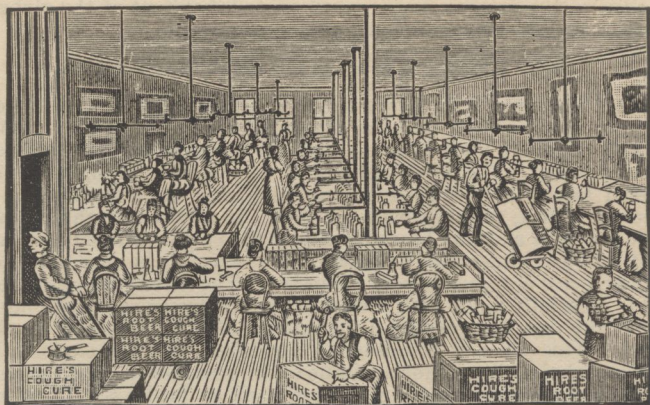
Twelve beautiful wagons resplendent with orange, blue and gold, a tally-ho coach bearing a good brass band, and several huge trucks loaded with boxes of Hires' Cough Cure, have been parading the streets of this city and have attracted considerable attention.

AN AMERICAN BEVERAGE ABROAD.

It is not natural to suppose that an American would be content to confine the consumption of an American beverage solely to his native land. Orders have been received by Mr. Hires for the Extract from



SECOND FLOOR.—ADVERTISING ROOM.



THIRD FLOOR.—BOTTLING AND PACKING ROOM.

many foreign lands in the past year, but only recently has any attempt been made to systematize the sale and distribution of the Extract abroad. The result has been most pleasing. Agencies have been established in Copenhagen, Denmark; London, England; Montreal, Canada; in Australia; while large sales have been made up and down the Pacific coast through a branch house established the past year in San Francisco, Cal.

Among Mr. Hires' keepsakes are curious postage stamps, odd money-orders, coins and paper money sent from Liberia, Cape Town, Senegal, and from interior points in darkest Africa; from the land of the Occident and Orient; from the more civilized European countries of Spain, Germany, France, Ireland, and from the South American countries, and particularly from the West India Islands. With the rare money came orders for the Extract, and it was sent—in many instances the cost of the return postage far exceeding the amount of money sent or the cost price of the article.

This wonderful business, from the manufacture of the Extract to the more minute details, have been under Mr. Hires' personal supervision from its conception to the past year.

In order to shift some of the responsibility, and to give those an interest who have been closely connected with Mr. Hires for years, the business, during the fall of last year, was turned into a stock corporation, with a capital of three hundred thousand dollars, and the work of extending the knowledge and the value of Hires' Root Beer will be pushed

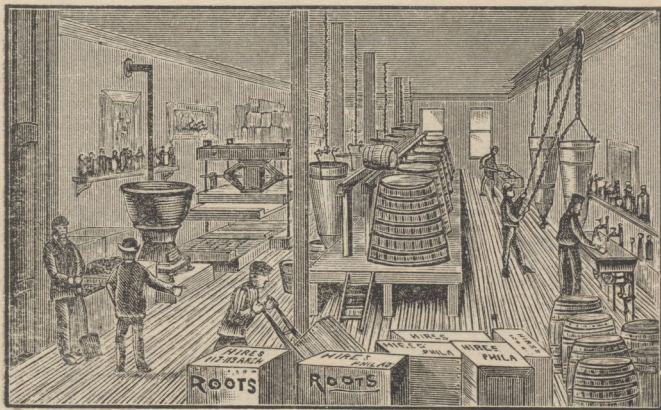
on even with a greater energy, until every inhabitant of the globe shall know of its delicious and health-giving properties.

AT COMPANY HEADQUARTERS.

Our readers will be interested in a perusal of a description of the house of the Company that has accomplished so astonishing results in the sale of such a boon to humanity. We present several views of the establishment. The new building is four stories high, the front of pressed brick with brown-stone trimming, and has a frontage on Arch street of 28 feet, running back 115 feet. In addition to the four floors, there is a light and airy basement under the entire building and extending for 15 feet under the pavement. It will readily be seen that the area of floor space occupied is very extensive. The arrangement of the interior is especially made with a view to perfect facilities for the business.

In the view first presented the interior of Mr. Hires' private office is shown. This office is handsomely furnished, but not excessively so. The second view is a pictorial simile of the main office, with the corps of clerks at work attending to the large mailage business. These offices and the shipping rooms are located on the first floor. The basement serves admirably as a packing and storage room.

Passing to the second floor the well-stocked printing office of the Company occupies a lion's share of the floor space, and it is a marvel of



FOURTH FLOOR.—LABORATORY.

completeness. Steam-power turns job presses whereon thousands of cards and circulars are printed. This printing establishment is kept busy the entire year on the exclusive work of the Company, and in fact it could not at present be dispensed with, we fear. The rear of the second floor is devoted to the storage of pictorial lithographic work and to other advertising matter. The system adopted in caring for this part of the business is most elaborate, and boxes of advertising matter, carefully and accurately counted out and assorted, can be packed, marked and shipped to any part of the country quickly and methodically.

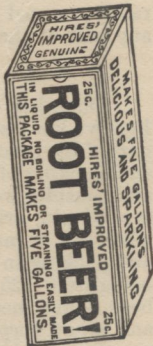
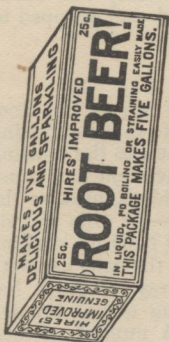
WHERE IT IS MADE.

Doubtless the impatient reader is saying: "But where is the Root Beer we know so much about made?" We are coming to that interesting part of the description. The entire third floor is given up to the bottling and packing of the Extract, and this is the point where one can pause and consider well the ensemble. Scores of comely maidens, neat as the typical pin, bright, and, perhaps, chattering *sotto-voce*—as girls will do when two or more are gathered together—are occupied bottling, corking and packing in cartons or boxes the Root Beer Extract, the daily capacity being from 125 to 150 gross each working day. In busy seasons it has been found necessary to double this force, part working during the day and a new corps coming on and working all night. A number of men are also kept busy boxing and nailing up the cases ready for shipment.

Now we come to the fountain head of the laboratory. The fourth floor is fitted up for and devoted to the purpose of a laboratory, where Hires' Root Beer and Cough Cure are compounded and stored in reservoirs, from which the liquid is conveyed through pipes to the floor below for bottling. First the roots, barks, herbs and berries are carefully selected and ground, then placed in an immense caldron of one hundred gallons capacity, where they are steeped several hours in water, with a small amount of glycerine to preserve the Extract; then transferred to a large press of eighty tons pressure to the square inch, and, after being exhausted as far as possible of their strength, are again transferred to a percolator, where the balance of their strength is entirely exhausted by percolation.

Great skill and neatness in every department is apparent, particular attention being given to cleanliness in its preparation. Although everything is carried on on a large scale, nothing but the best is used, and this as long years of experience and study have suggested; but space forbids us to give a more extended illustration and description of this wonderful business.

Gossip.



"Say, Mama, I want another glass of
'HIRES' Root Beer."

A healthy, good beverage, that bringeth good cheer,
For all times and seasons, is Hires' Root Beer.

From herbs full of virtue this drink is prepared.

Unto all who will use it its virtues are shared—

Whoever they be, whether aged or young—

Its praises in village and hamlet are sung ;

For it is a package of world-wide renown—

Almost every city and village and town.

If any one will inquire, they are certain to hear

Of some one acquainted with Hires' Root Beer.

THE CHARLES E. HIRES CO.,

PHILADELPHIA.

117 and 119 ARCH ST.

Recipe ^{and} Directions for Making Root Beer

Take contents of bottle. 4 pounds of sugar (granulated is preferable).

5 gallons of pure fresh water (lukewarm is preferable).

Half pint of good fresh yeast, or half cake
of fresh compressed yeast.

When made in cool weather, double the quantity of yeast should be used.

THE WAY TO DO IT.

Dissolve the sugar thoroughly in the water, then add the Root Beer Extract and the yeast. (If cake yeast be used, it should first be dissolved in a little cold water, then it will mix more readily with the Beer.) Stir until thoroughly mixed, and bottle in strong bottles or jugs at once, corking and tying the corks securely. Then be sure and set in a **warm** place for several hours, so that it can become effervescent. (If set in a cool place when first made the yeast becomes chilled and cannot work.) It will be ready to drink after being bottled in ten or twelve hours, but will open more effervescently if allowed to stand for three or four days. After the Beer has become effervescent, it should then be set in a cool place of even temperature. Before opening the bottle place it on ice, or in a cold place, for a short time, when it will be sparkling and delicious.

To make the Beer more cheaply, molasses or common sugar may be used to sweeten it.

A very pleasant drink may be made for immediate use by adding two teaspoonfuls of the Extract to a quart of water, sweetening with granulated sugar to suit the taste, then beat half the white of an egg, and mix together.

NOTE.—Occasionally parties write us that they have tried to make the Root Beer, and while it is very good, it does not effervesce, or pop, when it is opened.

Now, when a case of this kind happens, we know that there is something wrong in the making of it. Either the yeast was not good, or else the Beer, when made, was placed in the cellar, or in a cool place, where it became chilled and could not ferment.

A woman in making bread is always very careful that the dough does not become chilled, so sets it in a warm place to insure its rising and becoming light. So it is with our Root Beer, warmth is essential to life. If this simple fact is borne in mind no one will ever fail in making our Root Beer to have it delicious and sparkling.

When we say "fresh compressed yeast," we mean the small square cake yeast that is sold fresh every day in most of the prominent towns of the United States at two cents a cake. When only the dry cake yeast can be had, a whole cake should be used. In fact, our experience has been that very little of the dry cake yeast sold is good for anything; we therefore prefer to use good fresh baker's yeast, or fresh compressed yeast.

If these simple hints are carefully borne in mind the Root Beer is very little trouble to make successfully.

When we say "yeast" we do not mean Baking Powder.

THE CHARLES E. HIRES CO.,
SOLE MANUFACTURERS,
PHILADELPHIA, PA.



HOME GUARD.

Though you laugh at and deride me,
 All your pomp and sneers can't hide me
 From the families who must have me,
 And must have me every day.
 I'm the Home Guard they appeal to;
 And their woes I quickly heal, too;
 For I kill the Coughs that rack them,
 Or I drive them far away.

HIRES' COUGH CURE

Will be found to be the best, surest and safest
 Remedy for Coughs, Colds, Croup and Whooping
 Cough ever discovered. Don't fail to try it when
 you have taken Cold.



