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The practical soda fountain guide.

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The Practical Soda Fountain Guide



BY
WILLIAM S. ADKINS

National Druggist
S T. L O U I S, M O.

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THE SODA FOUNTAIN

ITS CARE AND MANAGEMENT

How to Make it Pay—Advice as to Buying a Fountain, and to Care for it Afterward—Useful Tables—Formulas for Extracts, Syrups, Sundaes, Sherbets, etc.—How to Make and Serve Popular Drinks.

Introduction.

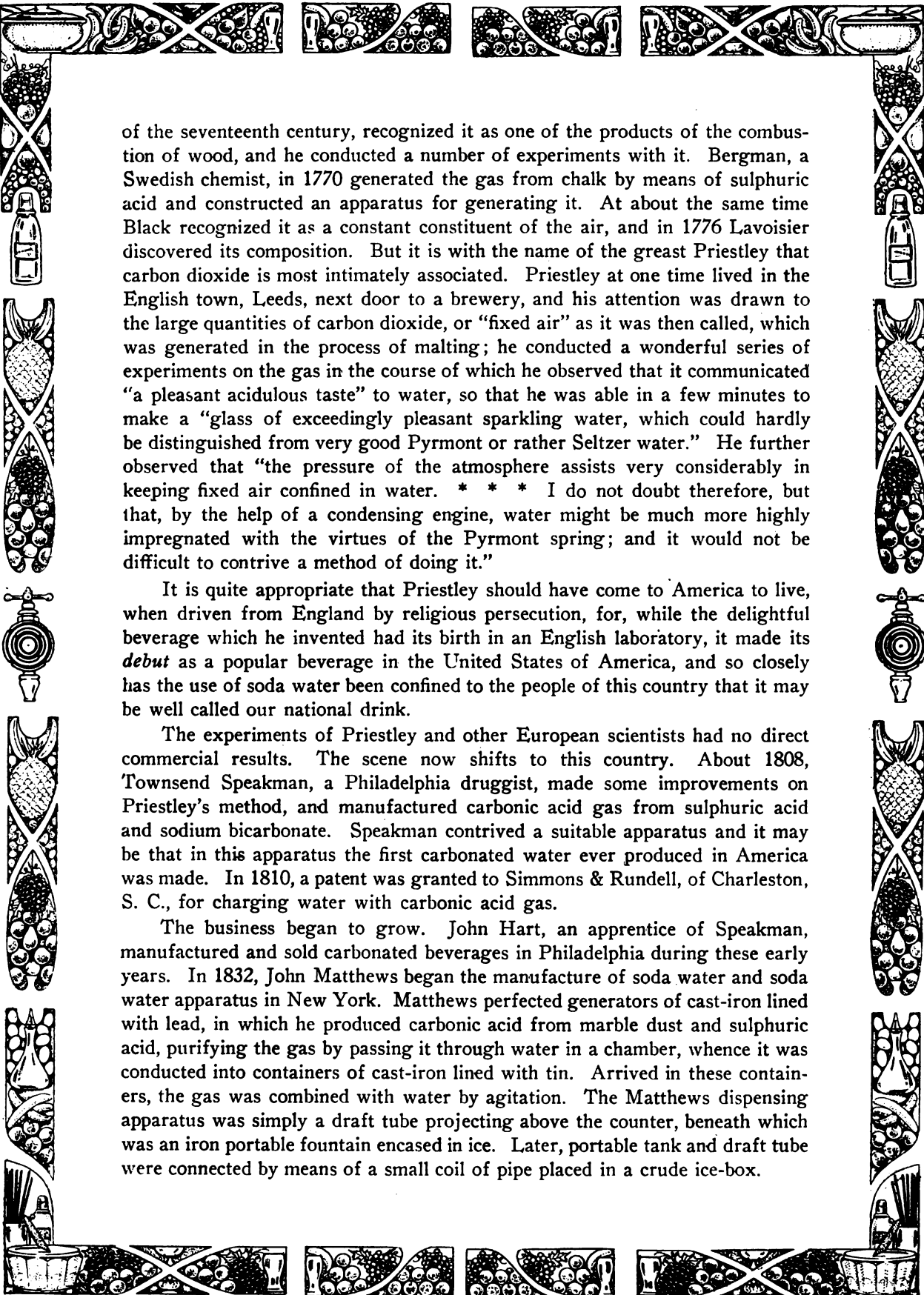
Historical and Retrospective.

TO THE student of social progress there is no more astonishing epoch in the world's annals than that era of scientific, technical and industrial development which began shortly after the close of the American civil war and has continued up to the present day. There is not a calling that has not been affected during that period, in some degree, by the scientific spirit and by the application of scientific principles; and in some industries the progress has been almost revolutionary. It is to be expected that the soda fountain industry, in all its branches, from the manufacture of fountains and their accessories to the dispensing of drinks in the splendid retail establishments of today, should have partaken in this wonderful development.

The generation which is growing up around us, accustomed to the ornate fountains and the delicious combination of drinks dispensed therefrom, take these things as a matter of course, and do not, as a rule, ever pause to consider from what humble origin they have sprung. It will, therefore, be instructive as well as interesting to survey, in brief compass, the beginnings of the soda fountain business and trace it through its different periods of growth up to the present time.

The *sine qua non* of the business is carbon dioxide, or, as it is called by the laity, carbonic acid gas. It is the property possessed by this gas of being soluble in water in comparatively large proportions, especially under pressure and in the cold, and of imparting to water thus impregnated a pleasant and refreshing taste, that makes it so desirable an addition to beverages flavored with syrup, the juices of fruits and other substances grateful to the human palate. It is not too much to say that were there no carbonic acid gas there would be no soda fountains.

The discovery of carbon dioxide is by some authors attributed to Paracelsus, about the year 1520, but the proofs which they adduce in support of their contention are not conclusive. Van Helmont, the great Belgian chemist



of the seventeenth century, recognized it as one of the products of the combustion of wood, and he conducted a number of experiments with it. Bergman, a Swedish chemist, in 1770 generated the gas from chalk by means of sulphuric acid and constructed an apparatus for generating it. At about the same time Black recognized it as a constant constituent of the air, and in 1776 Lavoisier discovered its composition. But it is with the name of the great Priestley that carbon dioxide is most intimately associated. Priestley at one time lived in the English town, Leeds, next door to a brewery, and his attention was drawn to the large quantities of carbon dioxide, or "fixed air" as it was then called, which was generated in the process of malting; he conducted a wonderful series of experiments on the gas in the course of which he observed that it communicated "a pleasant acidulous taste" to water, so that he was able in a few minutes to make a "glass of exceedingly pleasant sparkling water, which could hardly be distinguished from very good Pymont or rather Seltzer water." He further observed that "the pressure of the atmosphere assists very considerably in keeping fixed air confined in water. * * * I do not doubt therefore, but that, by the help of a condensing engine, water might be much more highly impregnated with the virtues of the Pymont spring; and it would not be difficult to contrive a method of doing it."

It is quite appropriate that Priestley should have come to America to live, when driven from England by religious persecution, for, while the delightful beverage which he invented had its birth in an English laboratory, it made its *debut* as a popular beverage in the United States of America, and so closely has the use of soda water been confined to the people of this country that it may be well called our national drink.

The experiments of Priestley and other European scientists had no direct commercial results. The scene now shifts to this country. About 1808, Townsend Speakman, a Philadelphia druggist, made some improvements on Priestley's method, and manufactured carbonic acid gas from sulphuric acid and sodium bicarbonate. Speakman contrived a suitable apparatus and it may be that in this apparatus the first carbonated water ever produced in America was made. In 1810, a patent was granted to Simmons & Rundell, of Charleston, S. C., for charging water with carbonic acid gas.

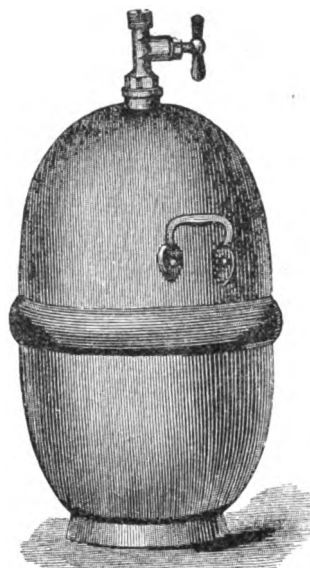
The business began to grow. John Hart, an apprentice of Speakman, manufactured and sold carbonated beverages in Philadelphia during these early years. In 1832, John Matthews began the manufacture of soda water and soda water apparatus in New York. Matthews perfected generators of cast-iron lined with lead, in which he produced carbonic acid from marble dust and sulphuric acid, purifying the gas by passing it through water in a chamber, whence it was conducted into containers of cast-iron lined with tin. Arrived in these containers, the gas was combined with water by agitation. The Matthews dispensing apparatus was simply a draft tube projecting above the counter, beneath which was an iron portable fountain encased in ice. Later, portable tank and draft tube were connected by means of a small coil of pipe placed in a crude ice-box.

Syrups and dispensing glasses were kept on the counter, uncovered or covered with netting to exclude the flies, no attempt being made at refrigeration of either. The number of syrups was limited, the smaller establishments confining themselves to four or five—lemon, vanilla, raspberry, strawberry and ginger. The larger establishments carried perhaps twice as many; a fountain owner who dispensed a dozen was regarded as having a "swell" trade.

In this primitive outfit the soda fountain had its beginning. The syrup bottles were afterward mounted in a sort of caster; later still, they were inverted, mounted in rings on a marble slab, and stopped from within by means of a valve on the end of a rod which projected through a hole in the top of the inverted bottle. The Matthews form of generator, with improvements, has been used continuously since its invention, and manufacturers of carbonic acid have also very generally adhered to the use of marble dust and sulphuric acid in the production of their gas. In the old days, druggists were forced to manufacture their own gas, but now they find it more convenient to buy this product in portable tubes.

The first marble soda fountain is said to have been patented about 1854. It was a counter apparatus, little more than a marble box, but was considered a wonderful affair. The soda business did not get its first real boom until the '70's. It is said that, in 1874, Robert M. Green, at the semi-centennial celebration of the Franklin Institute, Philadelphia, first made soda water into the popular food-drink by addition of ice cream, to which he gave the name of "Ice Cream Soda." At the close of the Celebration, he was doing a business of \$200 a day.

Coolers, couplings, stopcocks, draft tubes, faucets, and numerous other devices followed one another in rapid succession. In the draft tube alone, soda fountain experiments have found a fertile field. Scores of draft tubes have been patented, some of which were fearfully and wonderfully made. The craze for complicated devices eventually died out, and for the past thirty years the tendency has been towards simplicity. The introduction of liquified carbonic acid gas gave a great impetus to the soda water business. About 1840, Faraday, the English physicist, first liquefied carbon dioxide. Again we are indebted to an Englishman for a discovery of great value to the soda water trade. In the very early days the small druggist had a generator of limited capacity, from which he charged portable tanks. The larger dealers used more capacious machines, which were usually attached to stationary fountains. The system was cumbersome and also demanded a considerable outlay of money. The introduction of liquid gas changed all this. It saved the expense of a generating outfit,

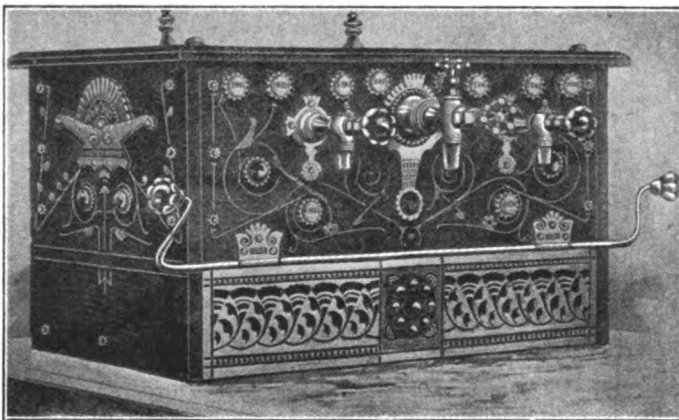


An Early Form of Carbonator.

and was much more convenient to use. These points brought it into rapid favor and it is now very generally employed.

In the soda fountain industry, competition has always been keen. Every decade has sent manufacturers into the field. Some houses have risen, flourished, and still exist; others have fallen or become merged with larger concerns. Nearly all have done the business some good. Two or three of the pioneer names still remain before the public; most of them, however, are gone. The names of Gee, Morse, Dows, Bigelow, once prominent in the soda fountain industry, are almost forgotten now.

The soda water business is not an old business. The grocery business began when the first cave man gathered more wild berries than he could conveniently consume, and so swapped the surplus for shells. We do not know when the first hut was contracted for, but carpenters have been doing business ever since. The first butcher subdivided a wild steer and traded steaks for the currency then in vogue, and the cost of living probably was not very high. Printing is at least 400 years old, and if we accept the claims of the Chinese, it dates back more than 3000 years. The soda water business only covers a span of about 100 years, and is a mere infant in years as compared with most industries.



An Early Soda Fountain, "Box Style."

It is a sturdy infant, however. Most of its progress has been made under our own eyes. The business had its beginning in this country and it has developed within our boundaries with but little outside help. And when we look back and remember that the first marble

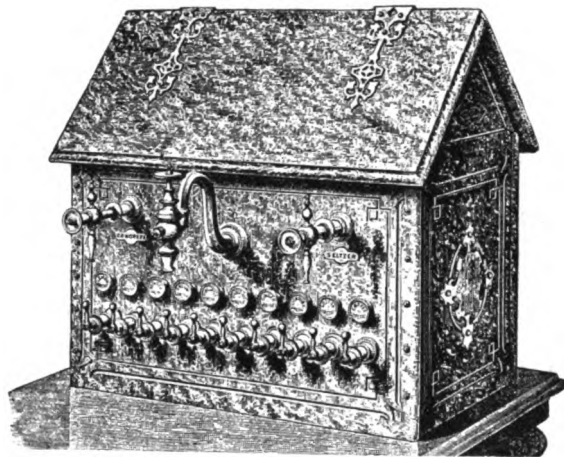
apparatus was made in 1854; when we remember that there are citizens in every community who recollect the day the first soda fountain "came to town"; when we recall that small white marble box and contrast it with the splendid apparatus of lustrous onyx and glittering silver that adorns the modern store we can but feel that this native industry stands today as a magnificent monument to American progressiveness and pluck.

The most astonishing feature in connection with the history of soda water is the education of the public in the matter of patronizing the fountain. In the early days the patronage was confined almost exclusively to women and children; when men frequented the stands it was in the company of ladies whom

they invited to take a drink, or when they desired a "pick-me-up," one of the essential ingredients of which was brandy or whiskey, and euphoneously designated as a "stick," the desire for which was expressed by a knowing wink to the soda clerk. But this has all changed; today everybody, men, women and children, natives and foreigners, patronize the fountain, and the "stick" has been relegated to the Limbo of forgotten things.

Another development of great moment has been the introduction of hot drinks at the soda fountain. Formerly the soda fountain department of every establishment remained idle during the autumn and winter months, not only earning nothing during this period, but becoming an expense on account of the time and labor required to keep it clean and in a presentable condition. It was about the year 1888, we believe, that a suggestion was made in the NATIONAL DRUGGIST to utilize the apparatus for serving hot drinks. This caught the eyes of an eastern manufacturer and resulted in the construction of an apparatus for serving hot soda, thus converting the department into a remunerative side line by making it available all the year around. People now found that a glass of cold soda or ice cream soda was as good a thing in winter as in summer, and thus the introduction of the hot soda-apparatus has served to increase the sale of cold drinks.

The soda-fountain has, therefore, become not only a great and lasting institution in itself, but it constitutes the most profitable side line which the druggist can carry. Many druggists are aware of this and they are developing the fountain department to the utmost; others are not making their fountains do the business they should; and, again, there are others who have no fountain but who, although knowing its capabilities, are reluctant about putting one in, because they are frightened at the multiplicity of details in the soda fountain trade. Now there is no question that the soda fountain business is a big business, and that nobody can plunge blindly into it and expect to make a success of it without giving it study and attention. But, fortunately, the details are easily mastered, for there are general principles underlying the soda business just as there are general principles underlying the art of pharmacy; and, these principles once understood and acquired, their application is easy. We believe, therefore, that a work treating of the subject on broad lines and which shall at the same time embody information valuable to the successful operator and the beginner alike will be welcomed by the entire



Early Soda Fountain of the "Cottage" Type.



The Fountain of To-Day.

trade; and it is for this reason that we offer our readers this, our practical guide and formulary for the soda fountain. We have divided it, for convenience of perusal and reference, into three parts. Part I is devoted to the business side of the fountain and offers a number of valuable suggestions, based largely upon actual experience. Many of the ideas advocated in this section are in use at the most successful fountains operated in different parts of the country. In parts II and III we give, in addition to many pertinent hints and suggestions, a large number of recipes and formulas. We have taken pains to avoid such formulas as only expert chemists could handle, such as contain rare or dangerous ingredients and such as are likely to bring the dispenser in conflict with the pure food laws.



Part I. The Business End.

How to Buy a Soda Fountain—Care of the Fountain—Fountain Decorations—Advertising the Fountain—Soda Menus—Food at the Soda Counter—Check Systems—What a Beginner Should Attempt—Suggestions to Large Dispensers—Naming a Drink—Supplies and Accessories.

IN BUYING a soda fountain there are many details to be considered. When you have decided upon the make of apparatus you want, get down to details. Remember the shortcomings of the old apparatus, and avoid them in the new. In the first place, don't buy too small an outfit. Many men make this mistake. A soda fountain ought to last you ten years, if you care to keep it in commission that long, and it will last you even longer if needs be. Remember that your town may double in population in ten years. Remember that your business may double in ten months. Remember that the soda business is a growing business. Don't buy too small. It is a good plan to arrange for at least two soda draft tubes. One soda draft tube may be enough for your ordinary days, but there may be extraordinary days, and then you will want two men to draw soda at the same time. One tube may get out of order, in which case you can draw soda with the other while you fix the tube that is acting badly.

Don't think because you live in a small town that a cheap fountain will be plenty good enough. Our big captains of industry are men who have always planned ahead. If you put in a cheap fountain, one of your competitors may wake up, and by going you a few hundred dollars better, install an apparatus that will throw yours completely into the shade. By putting in a cheap fountain, you give him an incentive to do this very thing. Take a long look ahead. Remember that your fountain will practically pay for

itself. Therefore don't pinch too much. Don't stand on a few hundred dollars if the salesman can show you that it can be invested to advantage. You will soon get the money back. You don't buy a soda fountain every day.

If you are located in a city, don't think because you are in a poor neighborhood that any old kind of a fountain will do. If you were doing business in an onyx neighborhood, you would have to put in an onyx fountain or fall behind the other druggists. You might spend several thousand dollars in such a neighborhood, install a superb soda fountain, and yet not excite any particular comment.

But if you put a handsome fountain in a poor neighborhood, a neighborhood where there are none but cheap fountains, you become the leading druggist then and there. You cause comment, and comment means advertising. An onyx fountain in a marble neighborhood offers a greater contrast than an onyx fountain in an onyx neighborhood. See the point? This experiment has been tried with good results.

Here are some important points in buying a fountain:

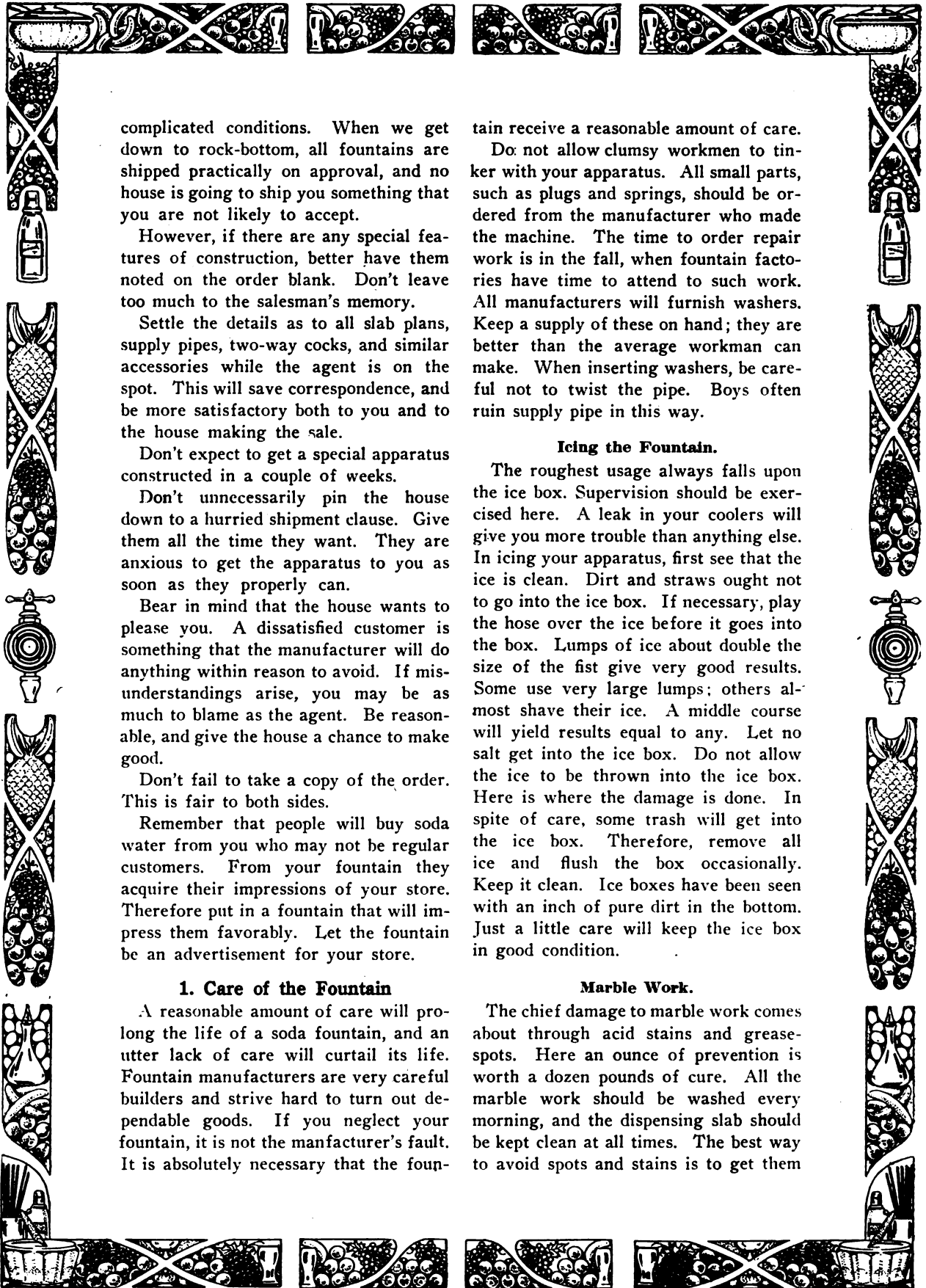
Get plenty of refrigerator space. It will help build business.

Get capacious ice cream cabinets. Ice cream is cutting a large figure in the soda water business today.

Plan out your work-board carefully. A good work-board is a great convenience.

Remember that simplicity of construction is always a good thing.

Don't tie up the agent with a lot of



complicated conditions. When we get down to rock-bottom, all fountains are shipped practically on approval, and no house is going to ship you something that you are not likely to accept.

However, if there are any special features of construction, better have them noted on the order blank. Don't leave too much to the salesman's memory.

Settle the details as to all slab plans, supply pipes, two-way cocks, and similar accessories while the agent is on the spot. This will save correspondence, and be more satisfactory both to you and to the house making the sale.

Don't expect to get a special apparatus constructed in a couple of weeks.

Don't unnecessarily pin the house down to a hurried shipment clause. Give them all the time they want. They are anxious to get the apparatus to you as soon as they properly can.

Bear in mind that the house wants to please you. A dissatisfied customer is something that the manufacturer will do anything within reason to avoid. If misunderstandings arise, you may be as much to blame as the agent. Be reasonable, and give the house a chance to make good.

Don't fail to take a copy of the order. This is fair to both sides.

Remember that people will buy soda water from you who may not be regular customers. From your fountain they acquire their impressions of your store. Therefore put in a fountain that will impress them favorably. Let the fountain be an advertisement for your store.

1. Care of the Fountain

A reasonable amount of care will prolong the life of a soda fountain, and an utter lack of care will curtail its life. Fountain manufacturers are very careful builders and strive hard to turn out dependable goods. If you neglect your fountain, it is not the manufacturer's fault. It is absolutely necessary that the foun-

tain receive a reasonable amount of care.

Do not allow clumsy workmen to tinker with your apparatus. All small parts, such as plugs and springs, should be ordered from the manufacturer who made the machine. The time to order repair work is in the fall, when fountain factories have time to attend to such work. All manufacturers will furnish washers. Keep a supply of these on hand; they are better than the average workman can make. When inserting washers, be careful not to twist the pipe. Boys often ruin supply pipe in this way.

Icing the Fountain.

The roughest usage always falls upon the ice box. Supervision should be exercised here. A leak in your coolers will give you more trouble than anything else. In icing your apparatus, first see that the ice is clean. Dirt and straws ought not to go into the ice box. If necessary, play the hose over the ice before it goes into the box. Lumps of ice about double the size of the fist give very good results. Some use very large lumps; others almost shave their ice. A middle course will yield results equal to any. Let no salt get into the ice box. Do not allow the ice to be thrown into the ice box. Here is where the damage is done. In spite of care, some trash will get into the ice box. Therefore, remove all ice and flush the box occasionally. Keep it clean. Ice boxes have been seen with an inch of pure dirt in the bottom. Just a little care will keep the ice box in good condition.

Marble Work.

The chief damage to marble work comes about through acid stains and grease-spots. Here an ounce of prevention is worth a dozen pounds of cure. All the marble work should be washed every morning, and the dispensing slab should be kept clean at all times. The best way to avoid spots and stains is to get them



off while they are fresh. If the soda boy is "on the job," you won't be bothered with spots or stains. Syrup should not be allowed to cake around the faucets. These should be cleaned every morning.

In removing grease and oil spots, the theory is that you can remove them from marble by means of the same agency that removes them from cloth; and if you could handle marble like cloth, the theory would probably work out as well. To remove grease spots, take powdered chalk, whiting, fuller's earth, any medium of this kind that will hold gasoline in saturation. Saturate the medium chosen with gasoline and apply in a pile to the spot to be treated. Add more gasoline as the pile dries. Gasoline should be handled in the daytime and all lights kept out of the store. It is treacherous stuff. It requires considerable time to remove spots from marble.

We cannot emphasize too strongly the care that must be exercised when using gasoline in the open, where it can evaporate. A spark will sometimes ignite the vapor, and a terrific explosion often ensues. When using gasoline, doors or windows should be opened and air admitted freely. Look out at the same time for lighted cigars or lights of any sort.

Care of Woodwork.

Woodwork may be easily kept in fine condition. Its chief enemies are dust and fly-specks. Dust may be readily wiped off and specks of all sorts can be washed off. In washing woodwork, avoid the use of hot water, which may cause blisters or damage the polish. Tepid water is the kind to use. Sponges should be kept clean, and cloths used in wiping woodwork should be changed frequently. If you use a sponge on the woodwork that has been previously employed in wiping up the marble counter, a sponge probably impregnated with grease or acid, you will injure the fine surface of the polished wood. A sponge that has

become gritty will scratch the woodwork. Look out for these things.

White and gold woodwork: Wipe off the dust with a soft cloth, and clean the woodwork with lukewarm water, applied with a soft sponge or cloth. Dry immediately with a soft, clean cloth.

Cherry, mahogany, oak, etc.: Wipe off the dust with a soft cloth, and wash the woodwork with lukewarm water to which a little aqua ammonia has been added. Dry with a soft cloth, and go over with a reliable furniture polish.

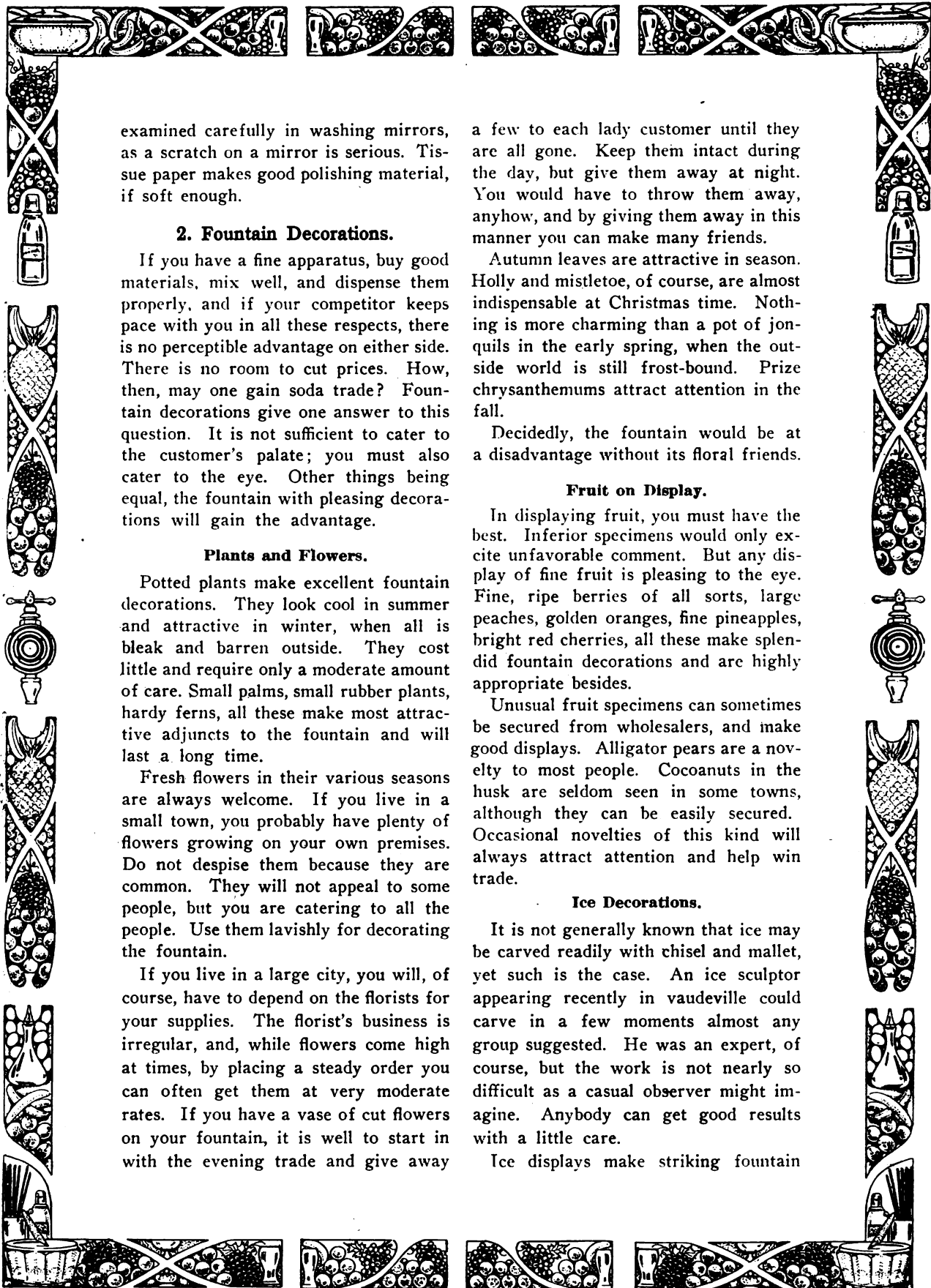
Ebony: Wipe off the woodwork with a soft cloth and clean with lukewarm water. A mixture containing equal parts of paraffin oil and gasoline is beneficial to ebony. Apply this mixture with a soft cloth and rub dry promptly. Keep gasoline away from fire.

Silver-Plated Parts.

Silver-plated draft tubes give little trouble, but the faucets are generally more or less caked with syrup. Syrup should be washed off every morning. See that the syrup does not harden on the under sides of the faucets. Caked syrup will not do the plugs any good. Silver-plated parts should be kept polished and buffed. Any reliable silver polish may be used. Finely powdered whiting, free from grit, in heavy solution with water, makes a silver polish that is commonly used. Apply with a soft sponge or cloth, and buff with a clean chamois. Chamois cloths should be kept in a tight drawer. If they get greasy, they are useless for polishing; and if they become gritty, they will scratch silver-plated surfaces. These seem minor points, but they often make the difference between keeping a fountain in good and in poor condition.

Mirrors.

First dust, then wash with lukewarm water and soap, and dry with a clean cloth. Some prefer to use a clean chamois skin. Chamois skins should be



examined carefully in washing mirrors, as a scratch on a mirror is serious. Tissue paper makes good polishing material, if soft enough.

2. Fountain Decorations.

If you have a fine apparatus, buy good materials, mix well, and dispense them properly, and if your competitor keeps pace with you in all these respects, there is no perceptible advantage on either side. There is no room to cut prices. How, then, may one gain soda trade? Fountain decorations give one answer to this question. It is not sufficient to cater to the customer's palate; you must also cater to the eye. Other things being equal, the fountain with pleasing decorations will gain the advantage.

Plants and Flowers.

Potted plants make excellent fountain decorations. They look cool in summer and attractive in winter, when all is bleak and barren outside. They cost little and require only a moderate amount of care. Small palms, small rubber plants, hardy ferns, all these make most attractive adjuncts to the fountain and will last a long time.

Fresh flowers in their various seasons are always welcome. If you live in a small town, you probably have plenty of flowers growing on your own premises. Do not despise them because they are common. They will not appeal to some people, but you are catering to all the people. Use them lavishly for decorating the fountain.

If you live in a large city, you will, of course, have to depend on the florists for your supplies. The florist's business is irregular, and, while flowers come high at times, by placing a steady order you can often get them at very moderate rates. If you have a vase of cut flowers on your fountain, it is well to start in with the evening trade and give away

a few to each lady customer until they are all gone. Keep them intact during the day, but give them away at night. You would have to throw them away, anyhow, and by giving them away in this manner you can make many friends.

Autumn leaves are attractive in season. Holly and mistletoe, of course, are almost indispensable at Christmas time. Nothing is more charming than a pot of jonquils in the early spring, when the outside world is still frost-bound. Prize chrysanthemums attract attention in the fall.

Decidedly, the fountain would be at a disadvantage without its floral friends.

Fruit on Display.

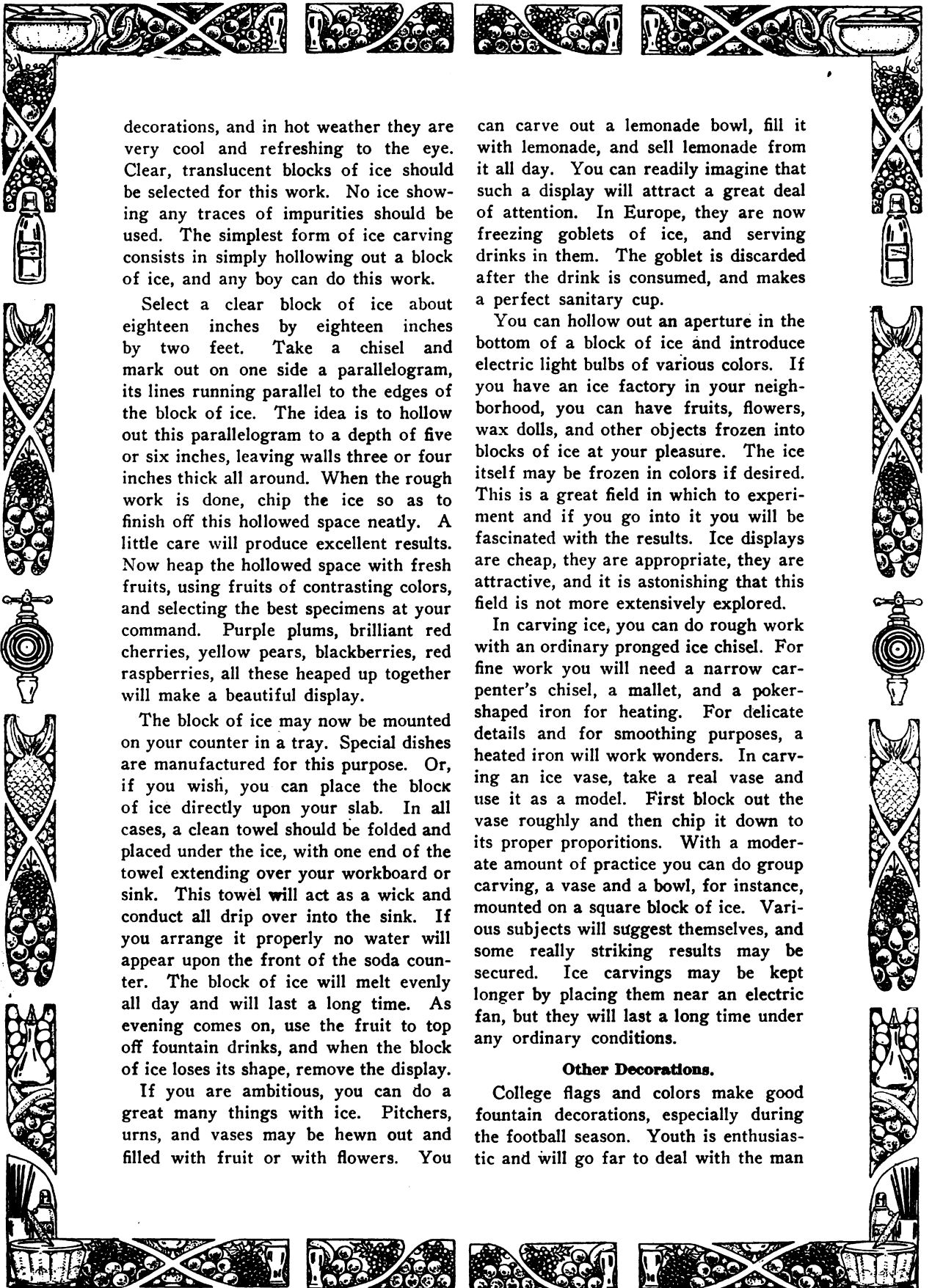
In displaying fruit, you must have the best. Inferior specimens would only excite unfavorable comment. But any display of fine fruit is pleasing to the eye. Fine, ripe berries of all sorts, large peaches, golden oranges, fine pineapples, bright red cherries, all these make splendid fountain decorations and are highly appropriate besides.

Unusual fruit specimens can sometimes be secured from wholesalers, and make good displays. Alligator pears are a novelty to most people. Cocoanuts in the husk are seldom seen in some towns, although they can be easily secured. Occasional novelties of this kind will always attract attention and help win trade.

Ice Decorations.

It is not generally known that ice may be carved readily with chisel and mallet, yet such is the case. An ice sculptor appearing recently in vaudeville could carve in a few moments almost any group suggested. He was an expert, of course, but the work is not nearly so difficult as a casual observer might imagine. Anybody can get good results with a little care.

Ice displays make striking fountain



decorations, and in hot weather they are very cool and refreshing to the eye. Clear, translucent blocks of ice should be selected for this work. No ice showing any traces of impurities should be used. The simplest form of ice carving consists in simply hollowing out a block of ice, and any boy can do this work.

Select a clear block of ice about eighteen inches by eighteen inches by two feet. Take a chisel and mark out on one side a parallelogram, its lines running parallel to the edges of the block of ice. The idea is to hollow out this parallelogram to a depth of five or six inches, leaving walls three or four inches thick all around. When the rough work is done, chip the ice so as to finish off this hollowed space neatly. A little care will produce excellent results. Now heap the hollowed space with fresh fruits, using fruits of contrasting colors, and selecting the best specimens at your command. Purple plums, brilliant red cherries, yellow pears, blackberries, red raspberries, all these heaped up together will make a beautiful display.

The block of ice may now be mounted on your counter in a tray. Special dishes are manufactured for this purpose. Or, if you wish, you can place the block of ice directly upon your slab. In all cases, a clean towel should be folded and placed under the ice, with one end of the towel extending over your workboard or sink. This towel will act as a wick and conduct all drip over into the sink. If you arrange it properly no water will appear upon the front of the soda counter. The block of ice will melt evenly all day and will last a long time. As evening comes on, use the fruit to top off fountain drinks, and when the block of ice loses its shape, remove the display.

If you are ambitious, you can do a great many things with ice. Pitchers, urns, and vases may be hewn out and filled with fruit or with flowers. You

can carve out a lemonade bowl, fill it with lemonade, and sell lemonade from it all day. You can readily imagine that such a display will attract a great deal of attention. In Europe, they are now freezing goblets of ice, and serving drinks in them. The goblet is discarded after the drink is consumed, and makes a perfect sanitary cup.

You can hollow out an aperture in the bottom of a block of ice and introduce electric light bulbs of various colors. If you have an ice factory in your neighborhood, you can have fruits, flowers, wax dolls, and other objects frozen into blocks of ice at your pleasure. The ice itself may be frozen in colors if desired. This is a great field in which to experiment and if you go into it you will be fascinated with the results. Ice displays are cheap, they are appropriate, they are attractive, and it is astonishing that this field is not more extensively explored.

In carving ice, you can do rough work with an ordinary pronged ice chisel. For fine work you will need a narrow carpenter's chisel, a mallet, and a poker-shaped iron for heating. For delicate details and for smoothing purposes, a heated iron will work wonders. In carving an ice vase, take a real vase and use it as a model. First block out the vase roughly and then chip it down to its proper proportions. With a moderate amount of practice you can do group carving, a vase and a bowl, for instance, mounted on a square block of ice. Various subjects will suggest themselves, and some really striking results may be secured. Ice carvings may be kept longer by placing them near an electric fan, but they will last a long time under any ordinary conditions.

Other Decorations.

College flags and colors make good fountain decorations, especially during the football season. Youth is enthusiastic and will go far to deal with the man

who caters to its little foibles. If you live in a college town, you ought to have a full set of the college colors, and it is also well to have the colors of the various colleges who send teams to your town to play match games. Such teams always bring visitors along, and visitors drink soda water as well as home folks.

Posters make effective decorations. There are all sorts on sale. College posters go well with college colors. Theatrical posters are much sought after, and if you are located near a theatre you can often secure some fine ones for the asking.

Never hang anything crude about the soda fountain. Let your placards be neatly lettered, and their object be to decorate as well as to enlighten.

3. Advertising the Fountain.

This is an advertising age and it is a good thing to keep your soda water department well before the public. The finest product on earth will go to waste unless people know that you have it. A customer will walk into your store and ask for chocolate soda, because every druggist is expected to have chocolate soda. But it may be that you make a special chocolate egg flip that is very fine. You know about it and some of your customers know about it, but the general public knows nothing of it and cannot be expected to call for it. Therefore advertise it. All special drinks must be advertised.

General advertising of almost any sort will help your fountain. If you do not advertise, people will possibly know in a vague way that you have a soda fountain, because every druggist is supposed to have a soda fountain. But if you do advertise, the result will be that people, whenever they think of a soda fountain, will think of your soda fountain. This is one reason why advertising brings business. It always pays to advertise.

If it does nothing else, it shows that you are on the job, and custom gravitates naturally to a live man.

Snipes and Placards.


Snipes and placards make good advertising. The printed ones are cheap and plentiful. Those you make yourself should be neatly done, and a lettering outfit is a useful adjunct to any soda fountain. One or two permanent placards, done by a professional sign painter, and giving a complete list of your standard flavors, will prove useful. Permanent placards should be of the kind that can be washed and cleaned. The price of the drink should always be given. This saves answering questions, and possible embarrassment to a customer. Snipes and stickers should remain up only a few days. They should not be allowed to become dirty and fly-specked.

Snipes may be pasted on doors or windows, and sometimes they may be placed upon the fountain mirror. It is not a good plan, however, to hide the beauties of an expensive apparatus beneath a mass of snipes. Use them about the fountain judiciously, and change them frequently.

Window Displays.

Any sort of window display that will attract attention to your store will naturally help the soda water department, but it takes some thought to evolve a display that is strictly appropriate to the fountain. Ice displays are sometimes placed in the window, and an elaborate ice carving always makes a good display. Fruit products are naturally thought of in this connection.

Last spring an enterprising druggist made an interesting window display of fruit products. He had bought some very fine whole and crushed fruits which came in handsome jars. Instead of piling these in his window haphazard, he first cleaned his window carefully, and



then carpeted it with a handsome piece of rich purple velvet. The jars of fruit were then taken in hand, all traces of packing removed, and the jars washed and polished carefully. They were then tastefully arranged in the window, with contrasting colors, a jar of cherries next to a jar of pears, and so on. With its background of rich velvet, this window looked as if it contained something valuable, and so it did, for it contained an idea, as well as a fruit display. Now this assortment of fruit could have been huddled together in a careless manner without attracting any attention whatever. It pays to give some thought to these window displays.

Another druggist saved all his soda tickets for a year. He does a large business all the year 'round, and eventually he had half a barrel of tickets. He secured a new barrel and placed it in his window with the tickets pouring from it. A neatly lettered placard read as follows: "This is the amount of soda business we did last year." There was nothing else in the window. This display appealed to the public because it conveyed the idea of large business. Everybody likes to go where the crowd goes.

Some druggists have their carbonators in the show window; others keep up the percolation of simple syrup. Any kind of machinery or mechanical process will attract the public, especially anything of an unfamiliar nature. All such displays are good.

Printer's Ink.

Printer's ink is supposed to be the best of all advertising mediums, and the druggist can hardly afford to ignore it. A soda menu of a size suitable for mailing is a good thing. These may be mailed to your customers, not forgetting the customers of your competitor. Keep these menus on your soda tables and encourage your customers to take them home. Keep them where your customers

can get at them. Printed matter that a customer picks up of his own accord is always valuable. These menus also make good inserts for packages. We give elsewhere directions for getting up a soda menu.

If you are located in a town that has a daily paper, you can use short reading notices about your soda department to advantage.

Let these reading notices be brief and to the point. Word them plainly, use short words, and avoid anything that smacks of smartness. If you have a new drink, try advertising it in this manner. Don't think that you can't advertise without a catch phrase or slogan. These catch phrases are good things, and some of them have been very valuable, but it is hard to invent a new one, and a poor one is worse than none. Plain, pointed wording will get the business. Reading notices should be changed frequently.

Opening Days.

An opening day of some sort makes a fine advertisement and is well within the means of any druggist. In having an opening day, cut your garment to suit your cloth. If you have a small store, one that won't hold over a dozen people, an orchestra is probably not advisable. It will only attract a crowd outside and block up your doorway. By an orchestra, we mean three or four pieces, which will furnish adequate music for an opening day and not cost very much. If you have the room, music during the afternoon and evening is usually enjoyable.

The fountain should be tastefully decorated with plants and flowers, of course. If there is a florist near, you need not buy a lot of plants, as you can hire them in any quantity. In a small town you can generally borrow them by the dozen. In buying flowers, select such flowers as roses or carnations, flowers which may be distributed to your customers towards the close of the affair. The question of

free soda depends largely upon the location of your store.

To give away soda, as a general rule, is not advisable. In some localities it has been known to bring on a small riot. Often it results in the soda going to rowdies, and not to your regular customers. If you can mail tickets carefully, you can get around this trouble, but in distributing tickets somebody is nearly always overlooked, and then you lose a customer. In quiet neighborhoods, free soda has been successfully given to all comers, but as a general thing the attempt will bring trouble. An opening day is no time to stand on ceremony, however, and after a customer has purchased a glass of soda it is all right to offer another. But aim to treat all customers alike.

Do not think because you live in a small town that an opening day would be wasted. Efforts that might appear small in a city, in a small town might assume all the dignity of a public function. The smaller the town, the bigger the stir. If the thing has never been attempted in your town, that is just the reason why you should try it. Don't be afraid to be different. Therein lies one secret of successful advertising.

An opening day need not necessarily be held upon the very day the fountain is opened for the season. Better hold it after the fountain is in good running order. Try to pick out a stretch of good weather, and try to make a sociable affair of it.

Other Advertising.

The number of schemes that you can use in advertising your fountain is practically unlimited. Last season, a druggist in a small town got very good results by giving away a box of candy every week with a lucky number placed on a soda ticket. This is a "gift enterprise,"

however, and would not go in some communities, although a very harmless enterprise.

A druggist who wished to introduce ice cream cones to his little town gave a cone to every child who came into his store for a week. The bargain was that the cone was to be eaten on the street and not in the store. Start a child up the street eating an ice cream cone in a town where ice cream cones were never seen before, and you can imagine the effect upon other children. This original bit of advertising was a great success.

Charity days have been tried in many forms, the idea being to give one day's receipts to some local charity, one day's profits, or whatever may be agreed upon. The best way to handle this proposition is to place tickets with the charity workers and offer half the receipts for say three days. A crowd of energetic workers will sell enough tickets to roll up a profit for the druggist, a fund for charity, and furnish the druggist with a fine advertisement as well.

4. Soda Menus.

A soda menu is a good thing for any store dispensing carbonated beverages. It is not absolutely necessary, of course, and you can get along without it. But it indicates enterprise, attracts attention, and is good advertising. Ladies form a large percentage of soda customers, and ladies like to sit at a table and chat over their soda. A soda menu always pleases them, and such customers are well worth pleasing.

If you have a drug store in a section that is not rich, it does not necessarily follow that a soda menu will not be appreciated. On the contrary, poor people often appreciate these little things more than rich people, who are accustomed to every attention. It stands to reason that if your soda menu is the only one in the neighborhood, it will cause more stir than would be the case

in a locality where every druggist published a soda menu.

In getting up a soda menu, do it well, or don't do it at all. Use good materials and get neat printing. In printing, the difference in cost between a poor article and a good article is not very great. Bear this in mind, and govern yourself accordingly.

Card Menus.

Card menus are more or less in use, and are very well in their way. They are usually printed on cards about six inches by eight inches. This makes a very good size for tables, and, in fact, the menu will have to be at least this large or you can't get anything on it. This very size limits the usefulness of the card menu, as it renders it too large for mailing conveniently, and too large for inserting in packages.

Card menus should be printed on one side only. They should be printed on fairly substantial cardboard. They are more durable than other menus, and will last longer. This durability is not altogether an advantage, however, as it offers constant temptation to keep a menu in commission after it has become soiled or stained with syrups. Soda water is very sticky, and in the nature of things the menus will become soiled easily.

A substantial card will last a long time, and the natural inclination is to wipe it off and keep it in service. Of course a card with syrup upon it offers a fine bait for flies, and these busy pests will soon decorate a menu with their specks. Soiled or specked menus should not be kept in commission. They are unsightly and will do more harm than good. As soon as a card menu becomes soiled, throw it away and replace it with a fresh one.

Folders.

By a folder, we mean a piece of paper about seven inches by five, creased once

across the centre so as to offer four surfaces for printing. A folder of this sort is a booklet of four pages. Anything around this size is suitable. The ordinary business envelope is a shade over three and one-half inches wide, and a trifle over six inches long. There is a handsome envelope on the market measuring five by four. A handsome "square" envelope has individuality and will always attract attention. Get up your folder, however, in a size suitable to your own needs.

The first page of the folder is generally used as a cover and can be made very attractive. Cuts, designs, and illustrations may be utilized; also two-color work in printing.

An attractive cover page was arranged as follows: At the top of the cover, in large letters, appeared the words:

SODA MENU.

In the middle of the page was the following verse:

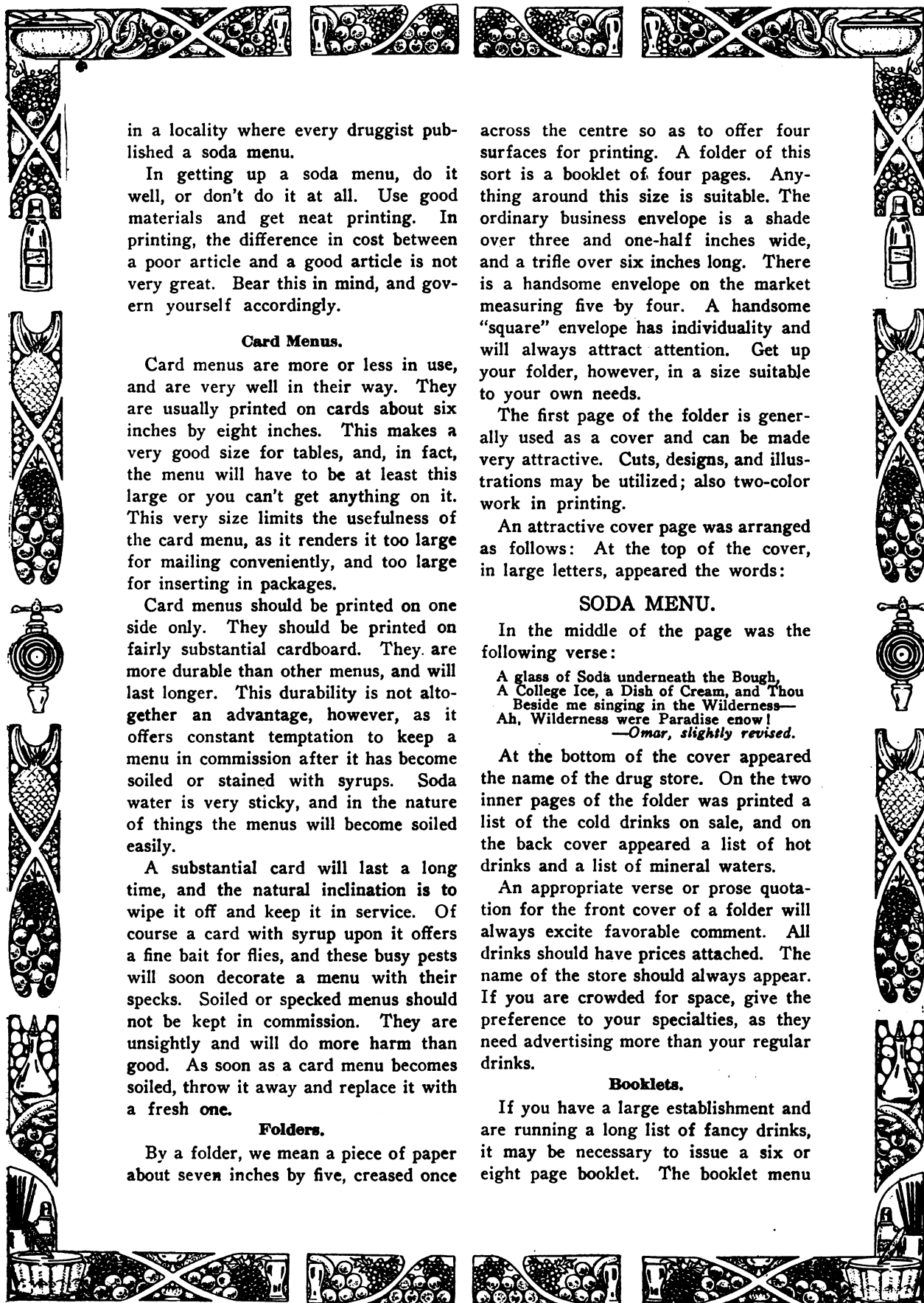
A glass of Soda underneath the Bough,
A College Ice, a Dish of Cream, and Thou
Beside me singing in the Wilderness—
Ah, Wilderness were Paradise now!
—Omar, slightly revised.

At the bottom of the cover appeared the name of the drug store. On the two inner pages of the folder was printed a list of the cold drinks on sale, and on the back cover appeared a list of hot drinks and a list of mineral waters.

An appropriate verse or prose quotation for the front cover of a folder will always excite favorable comment. All drinks should have prices attached. The name of the store should always appear. If you are crowded for space, give the preference to your specialties, as they need advertising more than your regular drinks.

Booklets.

If you have a large establishment and are running a long list of fancy drinks, it may be necessary to issue a six or eight page booklet. The booklet menu



is simply a folder, with extra pages inserted. In such cases, the cover should be printed on somewhat heavier paper than the inside pages. If you have plenty of space, let the cover be really a cover, and print no extra matter upon it, either front or back.

With a booklet, you can go more into details and print a few lines about the quality of your drinks and materials. A few words about chocolate in general and your own chocolate in particular, for instance, would make good subject matter. A little data about the vanilla bean might be appropriate. But avoid the error of being too prolix. Prune your copy with a relentless hand. Speak briefly, and to the point. People will not read too much, and if you try to force too much upon them, the whole force of your booklet is lost.

Customers should be encouraged to carry home soda menus, and folders and booklets are better adapted for this sort of advertising than card menus. A scrap book for all advertising matter is an excellent thing to keep. In this way, as you progress, you can look back over past efforts and in getting up new copy determine more readily what to omit and what to include.

5. Food at the Soda Counter.

In the old days, many a soda fountain would remain idle for six or seven months of the year. Several years ago a downtown druggist in one of our large cities began to make some inquiries among his dispensers. This man represents a class, and we will cite him as an example. He has a location where several thousand people pass daily, pays a large annual rental, and depends upon his soda fountain for a large share of his receipts. He employs several dispensers, an expert mixer to make syrups, and a couple of boys to assist generally.

This man noticed that his soda business would fall off every day between

the hours of twelve and one. Business began about eight and gradually grew brisker up to twelve, then came a lull, after which business picked up again and remained good until six. It did not take much thought to discover why business dropped off at the noon hour. People were eating lunch, instead of drinking soda water. The druggist thought this matter over carefully. He did not like to see several hundred people in his vicinity liberated from work at the noon hour without getting some of their business. And furthermore, he decided that, with his rental, he could not afford to let his fountain remain even partly idle each day for sixty minutes in the very heart of the day.

Quick Lunch.

How to get customers up to the soda fountain during the noon hour was the question, and it didn't take very long to find the answer. The druggist circulated around among the various lunch rooms adjacent for several days, then came back and got busy. He got ready to serve four kinds of cold sandwiches, ham, tongue, chicken and cheese. He put in several kinds of pie, and arranged to serve hot coffee, not coffee soda, but plain restaurant coffee right from the urn. Sweet milk and buttermilk he had on sale already.

This was the opening wedge. In a few days there was no lull at the fountain during the noon hour. People were crowded around the soda counter, and at tables, being served with soda, coffee, and sandwiches. Some people think anything tastes better at the soda counter. The novelty of the thing may have appealed to some. But it is not necessary to speculate as to reasons. We are discussing facts, and the facts are that the crowds did come and are still coming. The noon hour in that drug store is now the busiest hour of the day.

Short Orders.

From quick lunch to short orders is but a step. The words "short order" constitute a restaurant term for any small order that may be cooked and served quickly. An oyster stew is a short order, or a half dozen fried. It was not long before the druggist in question was having requests for oyster stews, and other small orders, and he was quick to supply the demand. He installed a cooking department in his basement, hired a short order cook, and was ready for this business. He already had a dumb waiter connecting with the fountain and this came in very nicely for serving cooked food. The innovation proved popular, and this store is now ready to serve oysters in almost any style, hot roast beef, eggs in any style, baked beans, clam chowder, corned beef hash, and a number of other dishes commonly found in a restaurant. The statement has been made that this drug store is nothing but a restaurant at the noon hour, and the statement may carry a large measure of truth.

There are some customers who combine food with soda water, but there are many others who ignore soda water altogether and go into this drug store solely for lunch. We make no attempt to discuss the ethics of the question. We simply cite this case as a remarkable phase of modern soda water business. Many druggists are handling food products at the soda counter on a smaller scale, and it seems to be a fact that wherever coffee is introduced it sells remarkably well. The druggist we mention is certainly doing a wonderful business, and his profits from his new enterprise must be very large.

Breakfast at the Fountain.

Of course it was only a question of time when somebody would want breakfast at this fountain, and, as the early hours were dull hours, this was a wel-

come demand. The popular breakfast foods are easy to serve and work in very nicely at the soda fountain. In addition to these, the drug store serves sausage, eggs in any style, and several kinds of cakes. When the last breakfast order is served, things are cleared away for regular soda business; and another general cleaning up occurs after lunch.

This being a downtown store in the business section, business is not so brisk after dark. But any customer who wants a short dinner order can get one, and for those who care to drop in after the theatre there are club sandwiches and several kinds of salads on sale. This store also makes a specialty of afternoon tea for ladies. To use the vernacular of the day, there is "something doing" all the time.

This store, in its own section, is considered something of a show place, and many strangers drop in to see the crowds at the lunch hour. The proprietor is well satisfied with the results of his efforts, and is looking for novelties all the time. As we said before, we make no attempt to discuss the ethics of the question. There is no reason why any druggist should not sell what he pleases, provided the business is legitimate. The financial returns in the case in question are certainly very large.

6. Check Systems.

The soda water end of the business runs more smoothly if it is big enough to be a department in itself, and it should be the aim of every druggist to make it so. Even though you have only a moderate soda business, try to get it to a point where you can afford to hire one or two men or boys to devote themselves to soda water alone. In this way you relieve your prescription clerks, and become enabled to make a regular department of soda water. With the business thus isolated, you can check receipts

and expenditures and learn just what the business is doing. By having a definite head to the soda water department, you can hold that person responsible for results.

Without system, running a mixed business, the drug department may be carrying soda water as a dead weight. Or the soda department may be paying handsomely and helping to carry the rest of the store. Everything is specialized nowadays. If your soda water department is paying, you ought to know it. If it is not paying, you ought to know it, for then you can go to work intelligently to see what is wrong. If the soda water department is paying well, it deserves a good appropriation for increasing the business. If it is not paying, it must be watched, expenses pruned, and every effort made to put the fountain upon a paying basis.

As a general proposition, soda water ought to pay handsomely. If the fountain is not showing a dividend, there must be waste or leakage. But without system, no druggist can hope to put his finger on the weak spots.

Check systems have their merits and their disadvantages, and what suits one man's business may not suit that of another. Local conditions count for so much that we cannot pretend to say what is best for any individual case without a complete understanding of that case. In describing the various check systems, therefore, we offer our statements without comment. Each druggist can look them over and decide for himself what is best for his own peculiar needs.

Pay as You Enter.

In check systems, the pay-as-you-enter system has considerable vogue. Under this system, the customer approaches a cashier, buys a check, gets his drink at the fountain, turns over the check, and departs. It is necessary for the customer to know the price of the drink he wants.

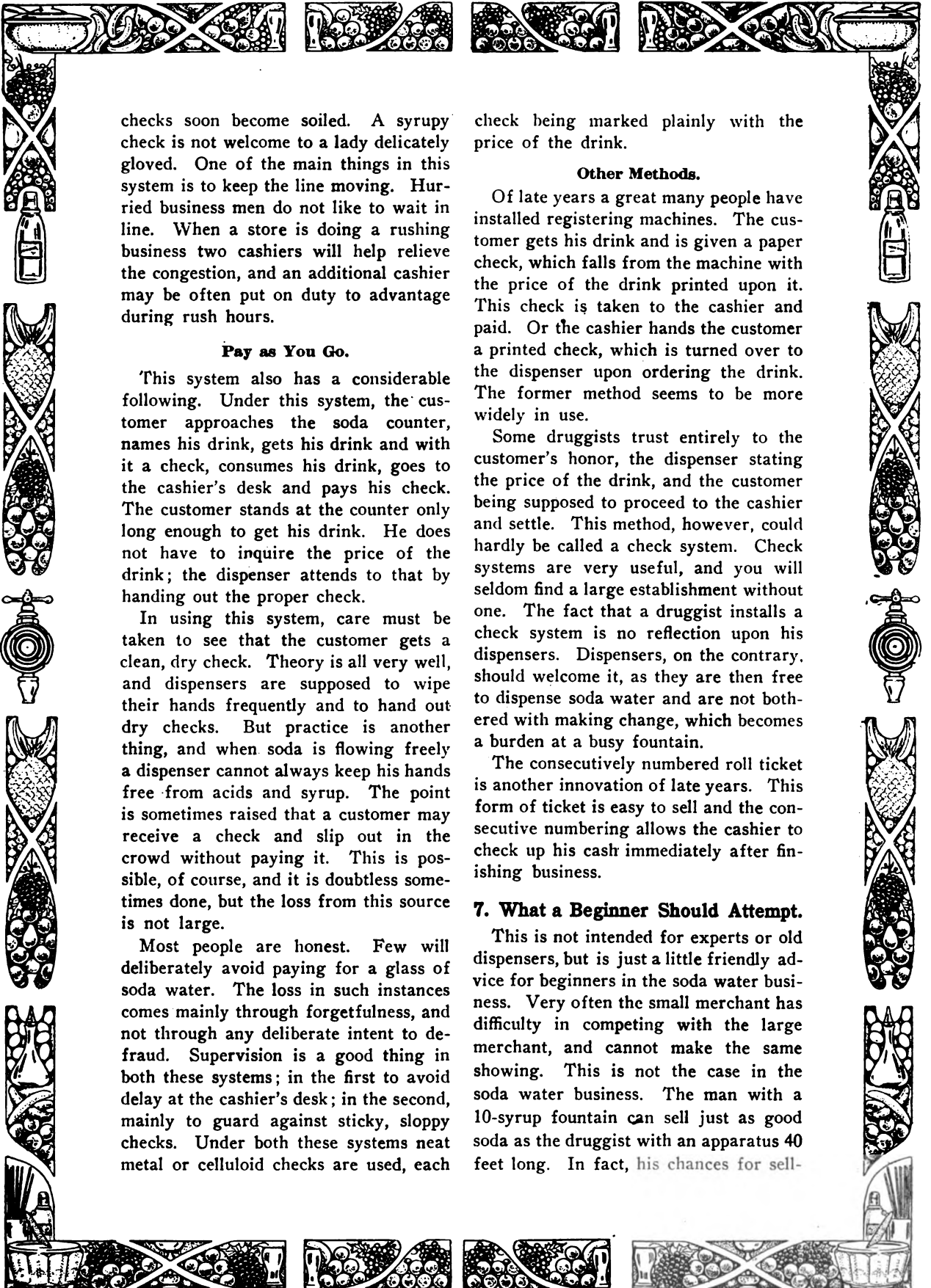
If you are running this system, it is well to have the cashier posted on the prices of all drinks. In a busy store, a customer sometimes has to stand in line to buy a check. If, after standing in line, he approaches the cashier, cannot state the price of his drink and must fall out of line to secure that information at the fountain, unfavorable comment is likely to ensue.

Sometimes a busy cashier will give a curt reply to a customer asking the price of a drink. To strengthen this system, the cashier should be posted and should be obliging. Placards should be posted about the store, telling a customer how to secure a check. In summer resort establishments selling only one special drink, such as orangeade or root beer, this system works very smoothly even when hundreds of customers are being served in a continuous stream. There is some delay in buying checks, at times, caused by standing in line, but visitors at a summer resort have plenty of time and do not so much mind standing in line. The placards read about as follows:

ORANGEADE, 5 CENTS.
GET YOUR CHECKS
FROM
CASHIER.

This placard covers the ground completely and leaves no room for misunderstandings. But in this case, there is only one drink on sale, and that at an established price. With dozens of drinks on sale, at various prices, the system becomes more complicated and some person must be designated to answer questions and quote prices. That person may be either the cashier or the dispenser, but placards should be prominently posted to that effect.

The pay-as-you-enter system has one great advantage, in that it guarantees every customer a clean, dry check. When business is brisk at the soda fountain,



checks soon become soiled. A syrupy check is not welcome to a lady delicately gloved. One of the main things in this system is to keep the line moving. Hurred business men do not like to wait in line. When a store is doing a rushing business two cashiers will help relieve the congestion, and an additional cashier may be often put on duty to advantage during rush hours.

Pay as You Go.

This system also has a considerable following. Under this system, the customer approaches the soda counter, names his drink, gets his drink and with it a check, consumes his drink, goes to the cashier's desk and pays his check. The customer stands at the counter only long enough to get his drink. He does not have to inquire the price of the drink; the dispenser attends to that by handing out the proper check.

In using this system, care must be taken to see that the customer gets a clean, dry check. Theory is all very well, and dispensers are supposed to wipe their hands frequently and to hand out dry checks. But practice is another thing, and when soda is flowing freely a dispenser cannot always keep his hands free from acids and syrup. The point is sometimes raised that a customer may receive a check and slip out in the crowd without paying it. This is possible, of course, and it is doubtless sometimes done, but the loss from this source is not large.

Most people are honest. Few will deliberately avoid paying for a glass of soda water. The loss in such instances comes mainly through forgetfulness, and not through any deliberate intent to defraud. Supervision is a good thing in both these systems; in the first to avoid delay at the cashier's desk; in the second, mainly to guard against sticky, sloppy checks. Under both these systems neat metal or celluloid checks are used, each

check being marked plainly with the price of the drink.

Other Methods.

Of late years a great many people have installed registering machines. The customer gets his drink and is given a paper check, which falls from the machine with the price of the drink printed upon it. This check is taken to the cashier and paid. Or the cashier hands the customer a printed check, which is turned over to the dispenser upon ordering the drink. The former method seems to be more widely in use.

Some druggists trust entirely to the customer's honor, the dispenser stating the price of the drink, and the customer being supposed to proceed to the cashier and settle. This method, however, could hardly be called a check system. Check systems are very useful, and you will seldom find a large establishment without one. The fact that a druggist installs a check system is no reflection upon his dispensers. Dispensers, on the contrary, should welcome it, as they are then free to dispense soda water and are not bothered with making change, which becomes a burden at a busy fountain.

The consecutively numbered roll ticket is another innovation of late years. This form of ticket is easy to sell and the consecutive numbering allows the cashier to check up his cash immediately after finishing business.

7. What a Beginner Should Attempt.

This is not intended for experts or old dispensers, but is just a little friendly advice for beginners in the soda water business. Very often the small merchant has difficulty in competing with the large merchant, and cannot make the same showing. This is not the case in the soda water business. The man with a 10-syrup fountain can sell just as good soda as the druggist with an apparatus 40 feet long. In fact, his chances for sell-

ing good soda are better than those of the large dispenser, for he can give his soda department close supervision, a thing which the very large dealer cannot always do.

The man with a 10-syrup apparatus can make a showing quite as impressive, in its way, as that of the store running an apparatus of 64 syrups. Cleanliness is one of the greatest "luxuries" connected with the soda fountain. Cleanliness is cheap, and the man with a small apparatus can make as good a showing in this direction as the large dealer. His chances are even better, for he has less to clean. The man with the small apparatus can use as fine accessories as any dealer, and fine accessories make a brave showing and go a long way towards putting a soda business upon a high plane.

What Syrups to Carry.

The beginner often makes the mistake of trying to put in a bewildering line of specialties, while neglecting his standard drinks. Fine specialties are desirable and will give tone to any fountain. But take them up in their due turn. In building your business edifice, do not try to put on the roof first. Conduct this building operation just as you would any ordinary building operation, and lay a solid foundation first.

The foundation of any soda business lies in the syrups which are most in demand. The beginner should make his start here. If you are opening a new fountain, your first effort should be to inspire the public with the belief that you are carrying just about what a soda fountain should carry. No sensible customer will walk up to a small soda fountain and demand "Chinese Flip" or some unheard of concoction that he may have once gotten at a big fountain a thousand miles away. But any customer is liable to come in and ask for lemon phosphate, and if you can't give him lemon phos-

phate he is apt to think that your fountain is not a very extensive affair.

A customer might excuse much, but suppose he asks for a glass of vanilla soda water, and you can't give it to him? He will not go away with a very high opinion of your store.

We can set it down for a fact that chocolate is the best fountain seller. It therefore behooves the beginner to pick out a good formula for chocolate, and to learn to make a good article of chocolate syrup. Among men, lemon is one of the best sellers. Learn, therefore, to make good lemon syrup. Vanilla, strawberry, raspberry, orange, pineapple, and sarsaparilla are other standard flavors, flavors which people expect to find at any soda fountain. This gives you a foundation of eight syrups, and with these eight syrups you will find that the bulk of your business is done. If you have a 10-syrup apparatus, you still have a leeway of two syrups. Select for these whatever flavors seem best suited to your local requirements.

Drinks and Specialties.

After deciding upon your list of syrups, you must decide upon your mixed drinks and specialties. Ice cream is your most important specialty, and it is cutting a larger figure in soda water every day. The most useful cream at the fountain is probably a basic cream, without flavoring, or flavored with a slight trace of vanilla. This is used with all sorts of syrups, for sundaes, and for all sorts of fancy concoctions. If your business warrants carrying two varieties of ice cream, let your second choice be chocolate.

As regards mixed drinks, you must adapt your list to your locality. By mixed drinks, we mean drinks that are not included in your regular syrup lists. The egg phosphate is one of the most popular sellers all over the country, and is a good drink for any druggist to carry.

Among the proprietary drinks, every

section has its own favorites. As we say, you must adapt your list to your locality. If a proprietary drink has vogue in your neighborhood, carry it at your fountain by all means. These drinks are well advertised, and anything that is advertised is apt to be called for. A beginner with a 10-syrup fountain is not expected to carry a long list of specialties, and it is a mistake to attempt to do so. Some large stores offer a menu comprising thirty or forty sundaes. It is not necessary for a druggist with a 10-syrup fountain to try to compete with such lists. From among the formulas we offer, pick out two or three good sundaes, and use them as a foundation.

For hot weather, you cannot get a better specialty than plain lemonade. We do not mean lemonade served to order, with fancy trimmings, but old-fashioned lemonade, made in bulk and served from a bowl. Lemonade is much like soup and you cannot get the best results by making up a cup at a time.

Hot Drinks.

In hot drinks, the man with a 10-syrup fountain should carry as staples beef, clam, chocolate, and coffee. With these four drinks as a foundation, he may enlarge his list as conditions warrant. Hot ginger and hot lemonade are easily served and may be made up quickly. There are many broths and soups which may be added to advantage as the business grows, and, of course, there are numerous specialties. But when a customer comes in and asks for hot beef tea, he expects to find it on sale, as the drink is a staple. Hot chocolate is a prime favorite, and a drink to be studied.

A reputation for serving a finished cup of hot chocolate is an asset. A reputation on one drink alone will often make a man. Clam broth makes a delicious hot drink and is grateful to the most delicate stomach. Hot coffee seems to fall somewhat

behind the other hot drinks. It may be that hot coffee is more or less neglected. Hot coffee, like cold coffee, has many admirable points, and those who like it generally stick to it. If you will experiment with hot coffee and learn to turn out a good article, you will make many friends for your soda fountain. Many druggists are now serving regular restaurant coffee at the soda counter, not coffee syrup, but plain breakfast coffee drawn from an urn. This drink is making a tremendous hit in some sections and makes a hot drink that can be served all the year 'round.

Any drink that will add to the "all the year 'round" idea is worth going in for. People drink hot coffee at home in mid-summer and eat ice cream with the Christmas dinner. If they will do these things at home, it seems reasonable to figure that they will do them at the soda counter. If you can build up a business that will keep your fountain open twelve months in the year, you will have accomplished something worth while. Such a fountain helps the general business and also shows a fine profit on its own account at the end of the year. Every druggist should strive to open earlier every year and close later, that is, as regarding the seasons. If you can gradually get to the point where it will pay to keep the fountain going all winter, you will have added a valuable department to your business.

To Sum Up.

To sum up, a man with a 10-syrup fountain ought to carry eight standard flavors and two additional flavors to be selected according to his best judgment. If you have the only fountain in town, you can do business with these flavors alone, that is, if you do not wish to carry ice cream. We strongly advise the use of ice cream, however, as it is in great demand with chocolate and fruit syrups, and is very useful in serving specialties.

With the only apparatus in town, you have, of course, a monopoly; but you can never tell how long that monopoly will last.

A druggist in a certain small town would not introduce ice cream cones, on the grounds that they would only involve additional trouble and expense, and that he had all the soda water business in town, anyhow. Soon another man opened up, put in ice cream cones, made an instantaneous hit, and used them to help build up a good soda business. The original druggist had to fall into line, and became a follower where he might have been the leader. It pays to be a leader.

We advise, therefore, the use of ice cream. You can get along nicely with a vanilla ice cream; and with vanilla and chocolate you have all that could be expected. The next question is that of crushed fruit. Peach, pineapple, and strawberry make the best sellers. Two of these will make a good showing, and with all three of them you are above criticism. The druggist in a small town has constant opportunities to secure fresh fruit at reasonable prices, and can make up many attractive specialties in season. As regards sundaes, three or four standard formulas will give you a first-class showing. In hot flavors, if you carry beef, clam, coffee, and chocolate, you have the standard sellers.

To recapitulate: 10 cold syrups, 4 hot flavors, 1 ice cream, 2 crushed fruits, and 3 sundaes, will make a good showing, and a very slight addition to this list will put you above criticism. The list is not a long one, and involves very little trouble. A beginner who starts with such a foundation to build upon, will not go far wrong in running his soda water business. A bewildering array of fruits, nuts, and water ices is very fine, but first lay a solid foundation, and then add your specialties. A soda business built

up in this way will last, and it will make you some money.

8. Suggestions to Large Dispensers.

We offer here a few ideas collected from various sources. An interchange of ideas is never harmful, and big business houses often hold conventions for this purpose. A druggist running the only soda fountain in town needs only to serve good soda, and he will get along nicely. Given the standard flavors, ice cream, and a few crushed fruits, he can satisfy all comers. The business is conducted along broad, easy-going lines, and there is no competition.

But take a large city, with six handsome stores within a radius of as many blocks, all striving neck and neck for business. Suppose these six stores all start on the same basis, all carrying the same standard syrups, getting the same prices, and making first-class soda. They will probably divide up the business in about equal proportions. Suddenly one of these stores puts out a novelty. Immediately, it begins to gather in the "floaters," people in search of something new.

Novelties, as we all know, count for much with city trade. Attractive specialties will always draw a certain amount of custom. Thus business seesaws back and forth, and attention to detail often wins the dollars.

Ice Cream Molds.

The ice cream mold opens up a world of possibilities. You can have almost anything you wish made to order in the way of an ice cream mold. A Thanksgiving novelty was a turkey sundae, the representation of a small turkey served in vanilla ice cream with a dash of cranberry syrup over it. It made a hit. The contrasting colors made it attractive to the eye—an important point, as we all know. It was only vanilla ice cream, one of the simplest things at the soda



counter, dispensed in a novel way. The idea sold it. This was put on sale for a few days around Thanksgiving, then withdrawn, and put out later during the holidays.

One of the simplest of ice cream molds turns out a representation of a club sandwich. It doesn't make any great difference how you make up the ice cream sandwich. The idea sells it; and as a seller it is a wonder. We give elsewhere directions for ice cream club sandwiches, which are dispensed as sundaes. These specialties should be advertised by means of placards. Customers who see them being made up, want them; but people who do not know about them, do not, of course, ask for them.

What could be more attractive than a pear of ice cream, with a candy stem, and drenched with pear syrup? The ingredients are all old. Nothing new here—except the way of serving.

TRY AN ICE CREAM PICKLE.

Wouldn't that sign attract any school girl? All you need is the mold. The pickle is made of vanilla or chocolate ice cream, and they are both very familiar to school girls. A small banana of rich yellow ice cream is attractive, and you can serve it with a dash of banana syrup. How about heart-shaped sundaes for St. Valentine's Day? Why, you couldn't keep the girls away from them.

Tumblers and Straws.

A drug store caters to all kinds of people, to pleasant people and to peevish people, to optimists and to cranks. Some of your customers may not think about germs or bacteria once a month; others think of germs or bacteria every time they eat or drink.

As regards tumblers, the only way to absolutely avoid criticism is to serve every customer with a dry, polished glass. It is not always practicable to do buffing or polishing at the soda counter itself.

Generally it is better to do this in the basement or in another part of the store. A system that works very well is to use the tumbler washer for rough washing, and to then put the tumblers aside to be removed, rinsed, and polished. This does away with carrying sloppy trays through the store and perhaps spilling refuse along the route. It is always a good plan to get rid of refuse as soon as possible.

Any store that cares to take the trouble can serve dry, polished tumblers. The only requisites are plenty of tumblers and sufficient help. If you do this, the most captious customer will have no grounds for complaint.

There are several ways of handling straws. Straws are sometimes kept in tall covered jars, sometimes in flat dishes which permit the straw to be grasped in the middle, the fingers not coming in contact with either end. In some stores, customers are permitted to choose their own straws, and this system would work very well if customers would not finger the straws. Why customers should be so irresolute as to have to finger the straws in making a selection, is a mystery in its way, but the fact remains that they often do. In some establishments, the dispenser hands out the straws, and there would seem to be no particular objection to this method. As between the two systems there is no great choice.

Some stores serve each customer with two straws enclosed in tissue or waxed paper. These narrow packets are sealed, and each customer may tear open the package and remove his own straws. There has been some little discussion recently about the handling of straws at the soda fountain. To a casual observer, the question does not seem to be one of momentous weight, but we must remember that it is attention to details that

wins customers. Machines for protecting and dispensing straws are now on the market.

War on Flies.

Fifteen years ago the common or house fly used to buzz around without exciting any particular comment, but the fly has come in for a great deal of discussion during the past decade. There have been scientific discussions, public lectures, and organized crusades. Illustrated lectures on flies as filth-carriers have aroused considerable public interest, and there has been a great deal in print on the subject.

As a result, the public is lined up solidly against the fly, and people who tolerated him a few years ago are now his bitter enemies. There is no doubt in the world that the house fly is a filthy pest. If you will watch the operations of one of these pests in a dining room, you will see it display a wantonness that is almost unaccountable. It does not seem driven by a desire to satisfy hunger, but will alight in turn on every dish of food in the room.

A fly will alight upon a plate of cakes and will not rest until it has clambered over every cake that it can reach. A fly will wing its way directly from the filth of the street to the food displayed upon a soda counter or in a dining room, and will climb over such food until driven away.

Such traits have not endeared the fly to mankind. Many intelligent people feel deeply upon this subject, and no business man can afford to ignore the intense antipathy which most people now harbor against the filth-carrying fly. This antipathy is growing every day. It is something that we cannot afford to overlook, as it means possible loss of business.

Two or three flies buzzing around a handsome store will make themselves very prominent. The fly is not retiring

in his habits. He will make his presence known. With people feeling as they do on the subject, his ceaseless activities can hardly fail to offend. It therefore behooves us to make war, and uncompromising war, upon our enemy, the fly.

Other Suggestions.

We wish to call the attention of dispensers to the possibilities of oysters at the soda counter. Oysters, where they may be had conveniently, are now being served at many fountains, and the public is responding well. The oyster cocktail makes an appetizing and attractive novelty. It is easy to serve and its possibilities are large. With certain people, few novelties are more popular than this. Clams are served in the same manner and crab meat has also been added to the list. We give elsewhere directions for serving these attractive specialties. Oysters and clams are also being served on the half shell.

Most Americans drink soda water, but there are some who prefer other drinks. If we can reach this class, we are bringing people to the soda counter who might not otherwise be regular patrons. With competition keen, no class should be overlooked.

Plain coffee has its devotees, and most of them cling to their favorite drink. Iced coffee is a drink that has been somewhat overlooked. Possibly it has been overshadowed by its better known companion, iced tea. Both are great drinks and make good sellers, show a large margin of profit, and are easy to prepare. Hot tea and coffee in individual pots are making headway wherever they are being introduced.

For a thirst-quencher, there is nothing finer in the world than lemonade, either plain or with thin, small slices of luscious pineapple—some people prefer it one way, some another. A bowl of this standard beverage makes a great card for a sweltering day. Those

unexpected hot days of early spring, when people still have on their winter flannels, offer rare opportunities for lemonade. The fountain may be closed, or may not be in full swing. The day may open cold and gradually grow warm. But you can make up a bowl of lemonade and get it on sale within ten or fifteen minutes, and it would be difficult to fix up a line of soda syrups as rapidly as that.

We cannot pick or choose our customers, and it is well to have something to suit the tastes of all. The fountain, like the prophet, may well aim to be all things to all men.

9. Naming a Drink.

A good name will not carry a poor drink to success; but a good name attached to a good drink forms a strong combination. No rules can be given for thinking up a name guaranteed to carry a drink to world-wide success, for such names are largely a matter of inspiration and are not often found.

But no article has to have a peculiar or unusual name to win success. Some of the best known articles on the market have plain, matter-of-fact names. Persistent advertising covering a long period of years has made these names familiar to everyone, and a name thus established becomes immensely valuable. Names given to fountain drinks are not expected to last indefinitely. Now and then a name given to a drink or to a dish becomes permanent. Peche Melba was a name not known to our grandfathers, but it will probably go down to our descendants.

Now and then a name is originated that takes its place in the language. We all know that the sandwich is said to have derived its name from Lord Sandwich. The word "sundae" will probably find its ways into our dictionaries, if it has not done so already. Such names identify certain compounds or combinations. Names attached to fountain drinks are

generally ephemeral. But they interest the public, help business, show that the druggist is alert, and thus have their uses.

Historical Names.

Current history has always furnished a wealth of names for special drinks. During the Russian-Japanese war, "Togo" drinks were numerous. Throughout our unpleasantness with Spain, "Dewey" drinks were plentiful. Wars, political campaigns, jubilees, coronations, all such events bring into being a list of drinks appropriate to the occasion. Names of this character are usually very striking. They attract public interest and help to make a drink a seller. The march of events may crowd them out eventually and cause them to be forgotten, but for the time being they do good service.

An event does not have to be of world-wide importance to enable you to coin a valuable name from it. Every newspaper man will tell you that people are more interested in what is going on in the hometown than they are in events in China. Take your cue from this, and if you can coin a good name from a local episode, try it and see if it won't get you some business. Names of this sort must be good-natured, however. If there is a hot local campaign on, do not select a name that will please one faction, but irritate another. Names that may make enemies are to be avoided. There should be no politics in business.

Names appealing to public spirit or to patriotism are always in order, since nearly every individual feels it his duty to take at least one go at them. Cherry drinks, for instance, make good headlines for Washington's Birthday, and any kind of a drink with a spread-eagle name to it will sell well on the Fourth of July. We can well imagine that during Revolutionary times soda would have taken precedence over tea. Unfortu-

nately our national drink was not then being sold extensively. But try a "Yorktown" special next Independence Day, and see if there isn't a demand for it.

Once in awhile an event causes such widespread discussion that a host of drinks with significant names deluge the market. It has not been so very long ago that "North Pole" specialties were selling briskly. One of these specialties was so appropriate that it deserves particular mention. A half globe of-vanilla ice cream was placed in a sundae dish, at the apex was placed a candy pole, and from the base there was traced in chocolate syrup a tortuous route to the Pole. This idea, with numerous variations, was taken up widely. It is needless to say that it made a good seller.

Books and Plays.

Names derived from books and plays are always useful during the vogue of the book or the play from which the name is taken. When a book takes the country by storm, as "Trilby" did, the value of such names becomes obvious. The vogue of "Trilby" amounted to a craze, and all sorts of specialties were named for that unfortunate heroine. Their lives were not brief, either. Nearly every season produces its best sellers, and it is a very easy matter for the dispenser to follow the trend of the times. The drink itself need not necessarily be altered materially.

As regards plays, a drug store in a theatre district has a very good chance to get business along these lines. It is perfectly feasible to have a new name almost every week. Theatre-goers often drop into a drug store after the play, and what would be more natural than to take an interest in a drink in some way connected with the play just witnessed? Young people like these things, and are interested in them. And young people, we may say in passing, drink a large amount of the soda water con-

sumed. Consequently, anything that interests them will get business.

To the matinee girl, a large consumer of soda water, there is nothing more interesting than her favorite actress or actor. Any name relative to a popular actress or actor will make the drink bearing that name a seller. This especially holds good in a downtown or theatre district. These names do not lose their value so quickly as some others, for very often a favorite actress will keep her popularity for more than a generation. The druggist in a small town should not consider it useless for him to consider these matters, for often it is easier to arouse interest in a small town than in a large one. Books go everywhere and plays go to a great many places. While a play cannot always go to a town, the people of that town can always go to the play, even though they have to do some traveling.

We repeat that these things especially interest young people, and that young people are well worth catering to. Of course, if a man drinks lemon soda and wants nothing but lemon soda, you can hold his trade by giving him good lemon soda and by being courteous. He expects nothing more. But there are a great many people who like to float around. This is probably the case with a large proportion of the younger people. Youth is changeable, constantly seeking after novelty, ever interested in anything new. Such qualities have always been inherent in youth, and no doubt always will be. Such being the case, anything that caters to this desire for novelty will attract the young people, the floaters of all sorts, and tend to make permanent customers of them. If you can't make permanent customers of them, you can at least get a large share of their business.

Names from Other Sources.

Other sources of inspiration are numerous. Popular songs and games furnish a great many names. Every perfected invention of note brings a number of fountain drinks in its train. For the past several years "auto" drinks have been much in evidence, and now "aeroplane" drinks are beginning to acquire vogue.

Drinks named for the various colleges have always had considerable popularity, and no doubt always will.

Special seasons and holidays involve a certain amount of sentimental interest. A heart-shaped sundae, for instance, makes an attractive novelty for St. Valentine's Day, and all kinds of shamrock drinks ought to go well around St. Patrick's Day. A turkey sundae with cranberry syrup has been known to sell well around Thanksgiving, the "turkey" being turned out of an ice cream mold. It was made of vanilla ice cream and bore a general resemblance to a small turkey. The Christmas season always introduces a number of suitable specialties, and thus it goes throughout the entire year.

In seeking a name for a drink, the current news columns offer a fertile field. Anything that is talked about by the public will help sell a drink. Of course, you ought to choose your names with discrimination, and avoid anything that might give offense. The latest big ship, the newest dress craze, the harmless fads and follies of the day, any ludicrous happening of unusual proportions, all these things furnish current news and also names for fountain drinks.

As we say, such names are often ephemeral. But they do no harm, they do stimulate business in a measure, and once in awhile a dispenser hits upon a name that brings him in a lot of money. We repeat that timely or catchy names interest the public, show that the dis-

penser is on the alert, and thus have their uses.

10. Supplies and Accessories

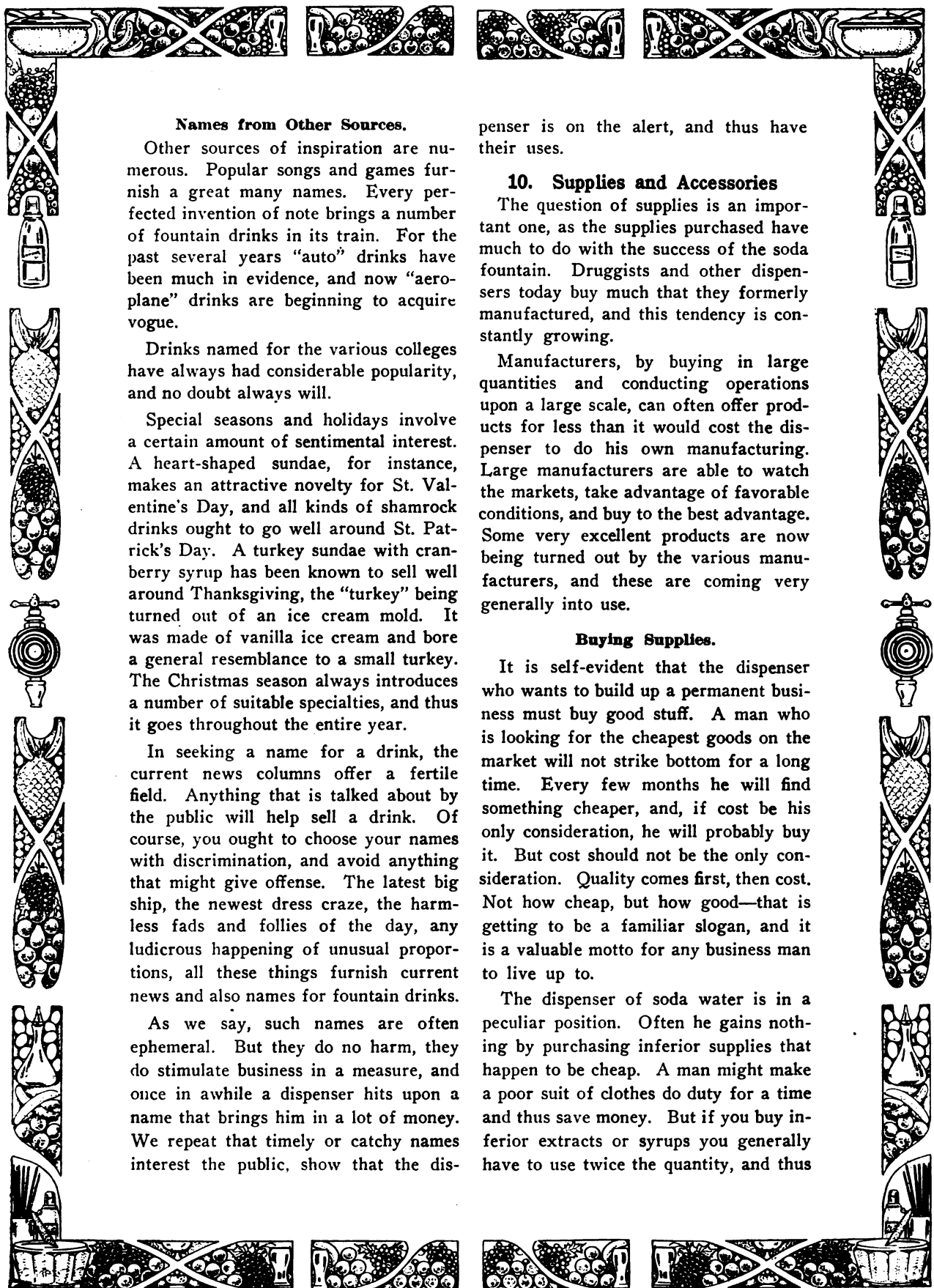
The question of supplies is an important one, as the supplies purchased have much to do with the success of the soda fountain. Druggists and other dispensers today buy much that they formerly manufactured, and this tendency is constantly growing.

Manufacturers, by buying in large quantities and conducting operations upon a large scale, can often offer products for less than it would cost the dispenser to do his own manufacturing. Large manufacturers are able to watch the markets, take advantage of favorable conditions, and buy to the best advantage. Some very excellent products are now being turned out by the various manufacturers, and these are coming very generally into use.

Buying Supplies.

It is self-evident that the dispenser who wants to build up a permanent business must buy good stuff. A man who is looking for the cheapest goods on the market will not strike bottom for a long time. Every few months he will find something cheaper, and, if cost be his only consideration, he will probably buy it. But cost should not be the only consideration. Quality comes first, then cost. Not how cheap, but how good—that is getting to be a familiar slogan, and it is a valuable motto for any business man to live up to.

The dispenser of soda water is in a peculiar position. Often he gains nothing by purchasing inferior supplies that happen to be cheap. A man might make a poor suit of clothes do duty for a time and thus save money. But if you buy inferior extracts or syrups you generally have to use twice the quantity, and thus



your object defeats itself. It is very difficult to save money in this way, and the experienced dispenser will not try to.

When you have found a satisfactory brand of goods, stick to it. Constant shifting will hurt business. Changing brands is apt to disturb the uniformity of your drinks. It is not meant by this that superior products are not to be adopted when the chance offers. Quite the contrary. Fountain products are constantly being improved and it behooves every dispenser to keep abreast of the times. But do not make aimless changes. Frequent changes, made without any particular reason, are apt to bewilder customers and this is a thing to be avoided. But if you find you can improve a drink by making a change, then it is always advisable to do so.

Small Accessories.

It is well to have your small accessories, and your large ones, too, for that matter, in keeping with the apparatus. A cheap, crude lemon squeezer certainly looks out of place in front of an onyx

fountain which may have cost several thousand dollars. The cost of the best accessories will not amount to very much and this is a poor place to skimp. Fine accessories are within the reach of every dispenser, and they add much to the status of the business.

There is a silvered steel knife made for cutting fruit, for instance, which will not become discolored and will not give the fruit a metallic tang. Such accessories, which are made especially for fountain use, look better and render better service than mere kitchen utensils bought at random and pressed into service at the soda counter. Have plenty of small accessories and have suitable ones. Makeshifts are always unsatisfactory. You can seldom extract a cork properly with a penknife. For this purpose you need a cork-puller. In dispensing ginger ale, the round-bottomed bottle is very awkward to handle unless you have a bottle holder. Spoons do not look well strewn around the counter. They should be kept together in a neat spoon-holder.



Part II. The Mixing Department.

Mixing and Manufacturing—Useful Tables—Essences and Extracts—Syrups—Added Ingredients—Coloring—Foams—Whipped Cream—Ice Cream and Ices—Frappes—Crushed Fruits.

EVERY dispenser does more or less mixing, of course, and the dispenser who makes his own extracts is actually manufacturing sometimes on a large scale. Even though you do no manufacturing, it is well to put the mixing room on the basis of a separate department.

Formulas should not be merely thrown together and it is unwise to carry your formulas in your head. A formula book is a good thing. If you can improve a formula, do so, and note the changes in your book. A formula that will suit one community will not always please another, even though it be a good formula. If you have a permanent book, when you hire a new man he will know how to handle your formulas.

Guesswork in mixing is not to be encouraged because it is apt to impair the uniformity of your products. Have the proper measuring utensils and have plenty of them.

1. Useful Tables.

In delicate or even in ordinary operations, the use of a graduated measuring glass is strongly recommended. Teaspoons, for instance, vary in capacity, and while a teaspoon is commonly said to hold one dram, it will frequently hold nearly twice this quantity.

Gee's Table of Drops.

Used in estimating the amount of a flavoring extract necessary to flavor a gallon of syrup. Based on the assumption of 450 drops being equal to one ounce.

One drop of extract to an ounce of syrup is equal to 2 fluid drams to a gallon.

Two drops of extract to an ounce of syrup is equal to 6½ fluid drams to a gallon.

Three drops of extract to an ounce of syrup is equal to 6½ fluid drams to a gallon.

Four drops of extract to an ounce of syrup is equal to 1 ounce and 1 dram to a gallon.

Five drops of extract to an ounce of syrup is equal to 1 ounce and 3⅞ drams to a gallon.

Six drops of extract to an ounce of syrup is equal to 1 ounce and 5½ drams to a gallon.

Seven drops of extract to an ounce of syrup is equal to 2 ounces to the gallon.

Eight drops of extract to an ounce of syrup is equal to 2 ounces and 2½ drams to a gallon.

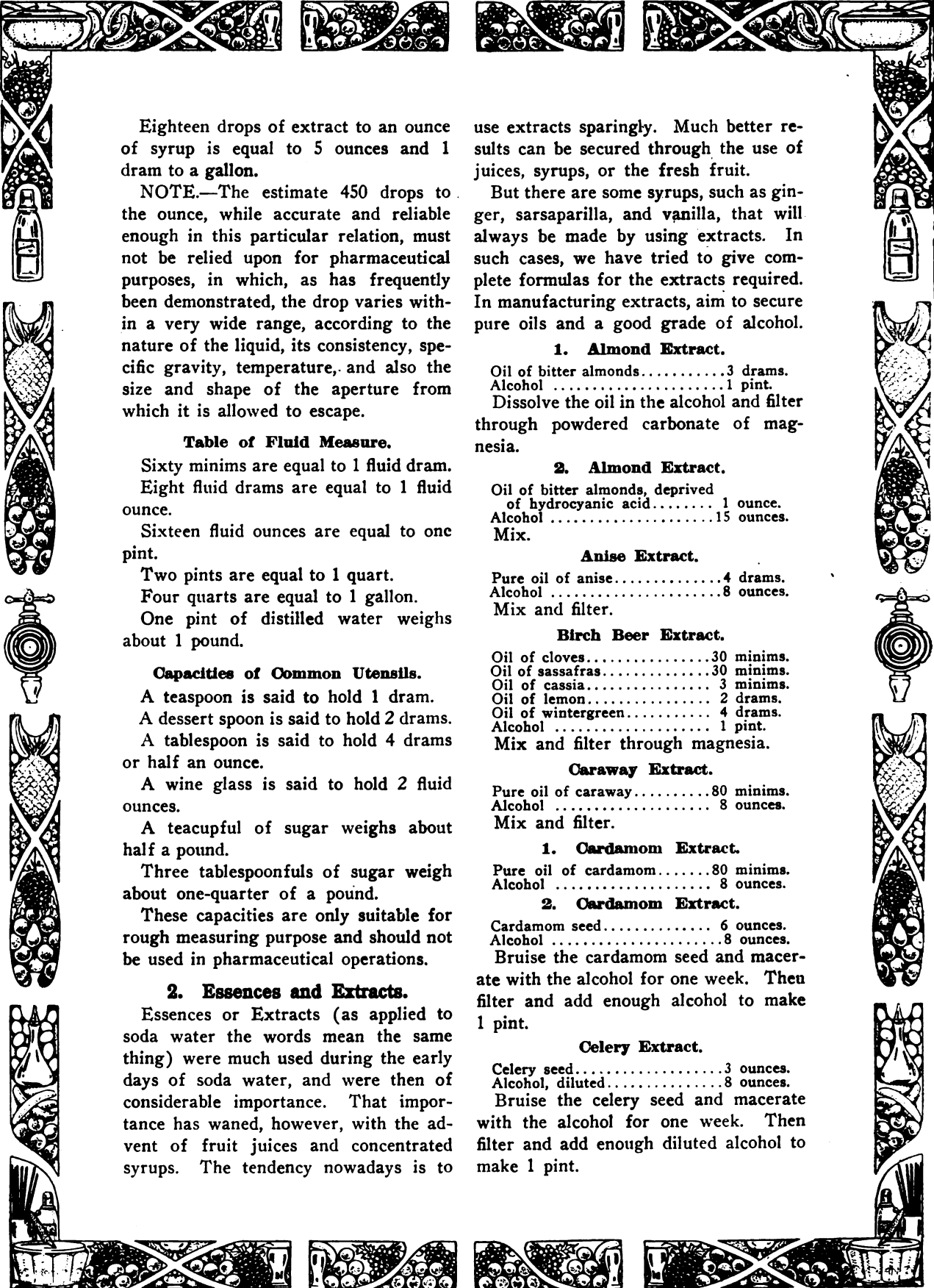
Nine drops of extract to an ounce of syrup is equal to 2 ounces and 4½ drams to a gallon.

Ten drops of extract to an ounce of syrup is equal to 2 ounces and 6¾ drams to a gallon.

Twelve drops of extract to an ounce of syrup is equal to 3 ounces and ¾ drams to a gallon.

Fourteen drops of extract to an ounce of syrup is equal to 4 ounces to a gallon.

Sixteen drops of extract to an ounce of syrup is equal to 4 ounces and 4⅞ drams to a gallon.



Eighteen drops of extract to an ounce of syrup is equal to 5 ounces and 1 dram to a gallon.

NOTE.—The estimate 450 drops to the ounce, while accurate and reliable enough in this particular relation, must not be relied upon for pharmaceutical purposes, in which, as has frequently been demonstrated, the drop varies within a very wide range, according to the nature of the liquid, its consistency, specific gravity, temperature, and also the size and shape of the aperture from which it is allowed to escape.

Table of Fluid Measure.

- Sixty minims are equal to 1 fluid dram.
- Eight fluid drams are equal to 1 fluid ounce.
- Sixteen fluid ounces are equal to one pint.
- Two pints are equal to 1 quart.
- Four quarts are equal to 1 gallon.
- One pint of distilled water weighs about 1 pound.

Capacities of Common Utensils.

- A teaspoon is said to hold 1 dram.
- A dessert spoon is said to hold 2 drams.
- A tablespoon is said to hold 4 drams or half an ounce.
- A wine glass is said to hold 2 fluid ounces.
- A teacupful of sugar weighs about half a pound.
- Three tablespoonfuls of sugar weigh about one-quarter of a pound.
- These capacities are only suitable for rough measuring purpose and should not be used in pharmaceutical operations.

2. Essences and Extracts.

Essences or Extracts (as applied to soda water the words mean the same thing) were much used during the early days of soda water, and were then of considerable importance. That importance has waned, however, with the advent of fruit juices and concentrated syrups. The tendency nowadays is to

use extracts sparingly. Much better results can be secured through the use of juices, syrups, or the fresh fruit.

But there are some syrups, such as ginger, sarsaparilla, and vanilla, that will always be made by using extracts. In such cases, we have tried to give complete formulas for the extracts required. In manufacturing extracts, aim to secure pure oils and a good grade of alcohol.

1. Almond Extract.

- Oil of bitter almonds.....3 drams.
- Alcohol1 pint.

Dissolve the oil in the alcohol and filter through powdered carbonate of magnesia.

2. Almond Extract.

- Oil of bitter almonds, deprived of hydrocyanic acid..... 1 ounce.
 - Alcohol15 ounces.
- Mix.

Anise Extract.

- Pure oil of anise.....4 drams.
 - Alcohol8 ounces.
- Mix and filter.

Birch Beer Extract.

- Oil of cloves30 minims.
 - Oil of sassafras.....30 minims.
 - Oil of cassia..... 3 minims.
 - Oil of lemon..... 2 drams.
 - Oil of wintergreen..... 4 drams.
 - Alcohol 1 pint.
- Mix and filter through magnesia.

Caraway Extract.

- Pure oil of caraway.....80 minims.
 - Alcohol 8 ounces.
- Mix and filter.

1. Cardamom Extract.

- Pure oil of cardamom.....80 minims.
- Alcohol 8 ounces.

2. Cardamom Extract.

- Cardamom seed..... 6 ounces.
- Alcohol 8 ounces.

Bruise the cardamom seed and macerate with the alcohol for one week. Then filter and add enough alcohol to make 1 pint.

Celery Extract.

- Celery seed.....3 ounces.
- Alcohol, diluted.....8 ounces.

Bruise the celery seed and macerate with the alcohol for one week. Then filter and add enough diluted alcohol to make 1 pint.

1. Cinnamon Extract.

Pure oil of cinnamon.....90 minims.
Alcohol 8 ounces.

2. Cinnamon Extract.

Pure oil of cinnamon.....60 minims.
Pulverized cinnamon bark.... 1 ounce.
Alcohol 8 ounces.

Mix the oil with the alcohol. Moisten the cinnamon bark with 8 ounces of water, add to the alcohol, macerate for a week, and filter.

Clove Extract.

Pure oil of clove.....90 minims.
Alcohol 4 ounces.
Mix the oil with the alcohol, add 4 ounces of water, a little at a time, and filter.

1. Coffee Extract.

Mocha coffee, coarsely ground..5 ounces.
Java5 ounces.
Diluted alcohol.....2 pints.
Moisten the coffee with 8 ounces of diluted alcohol and let stand in a percolator for several hours. Then pass through sufficient diluted alcohol to make 2 pints.

2. Coffee Extract.

Mocha coffee, coarsely ground..8 ounces.
Java4 ounces.
Rio4 ounces.
Place the coffee in a covered vessel and pour over it 1 quart of boiling water. Let the mixture stand for 10 minutes. Strain, set the liquid aside and pack the wet coffee in a percolator. Pass the original liquid through the percolator, adding boiling water, until 2 quarts of percolate are obtained. Add 8 ounces of sugar and four ounces of glycerin.

NOTE.—Coffee extracts are intended for making hot soda drinks. For cold soda, coffee syrup should be made up ready to use. It is difficult to set down any hard and fast rules for making coffee extracts, as the various coffee blends vary greatly in strength. The best way is to experiment with the various coffee extracts, and when you strike a combination that seems to suit your trade, stick to it.

Coffee essences are mostly aqueous extracts, in fact, nothing else

than infusions. In making these extracts, the following process is as good as any. Take 1 pound of freshly roasted coffee of any desired blend and coarsely ground. Moisten with boiling water and pack in a percolator. Pass through sufficient boiling water to obtain 1 quart of percolate. Pass this percolate through a second time if necessary, the idea being to exhaust the coffee. But do not exhaust the coffee to the point of bitterness. Bring the final percolate up to 1 quart by pouring more boiling water upon the coffee if necessary. Now add a few ounces of sugar.

1. Ginger Extract.

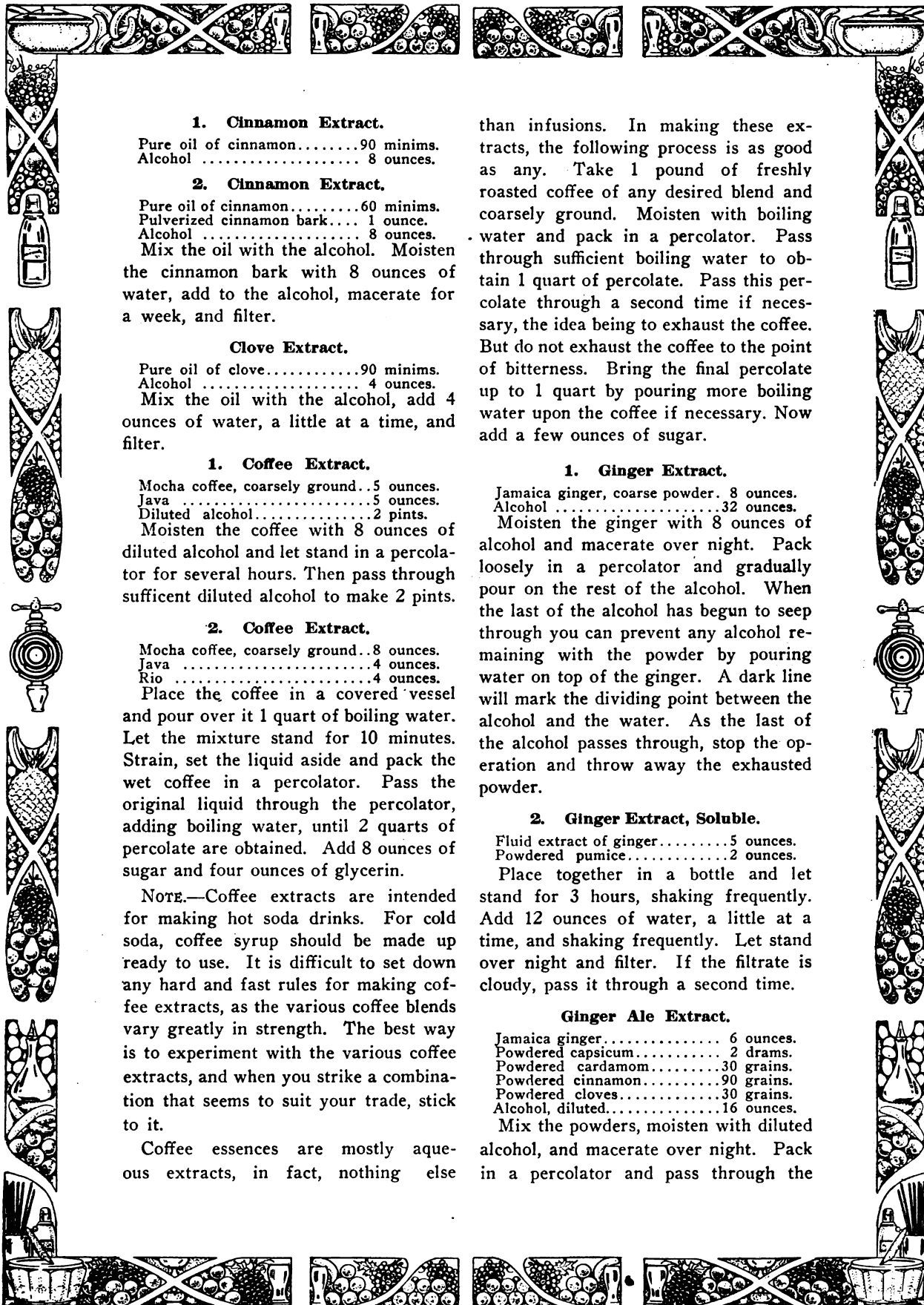
Jamaica ginger, coarse powder. 8 ounces.
Alcohol32 ounces.
Moisten the ginger with 8 ounces of alcohol and macerate over night. Pack loosely in a percolator and gradually pour on the rest of the alcohol. When the last of the alcohol has begun to seep through you can prevent any alcohol remaining with the powder by pouring water on top of the ginger. A dark line will mark the dividing point between the alcohol and the water. As the last of the alcohol passes through, stop the operation and throw away the exhausted powder.

2. Ginger Extract, Soluble.

Fluid extract of ginger.....5 ounces.
Powdered pumice.....2 ounces.
Place together in a bottle and let stand for 3 hours, shaking frequently. Add 12 ounces of water, a little at a time, and shaking frequently. Let stand over night and filter. If the filtrate is cloudy, pass it through a second time.

Ginger Ale Extract.

Jamaica ginger..... 6 ounces.
Powdered capsicum..... 2 drams.
Powdered cardamom.....30 grains.
Powdered cinnamon.....90 grains.
Powdered cloves.....30 grains.
Alcohol, diluted.....16 ounces.
Mix the powders, moisten with diluted alcohol, and macerate over night. Pack in a percolator and pass through the



rest of the alcohol. A little fresh lemon peel will give an added flavor if macerated in the product for several days.

Note. The term "ginger ale extract" is very flexible. Almost any combination of spices will furnish a so-called ginger ale extract. We recommend purchasing ginger ale extract from some house that has perfected a standard formula.

Lemon Extract, Quick Process.

Oil of lemon, fresh.....3 drams.
Alcohol8 ounces.

Dissolve the oil in the alcohol and filter through magnesia. This makes a strong extract, and smaller quantities than usual may be used in mixing syrups.

Lemon Extract, Slow Process.

Oil of lemon, fresh.....10 drams.
Lemon peel.....3 ounces.
Alcohol1 pint.

Place the lemon peel with the alcohol in a tight bottle and macerate for 15 days, then dissolve the oil of lemon and filter. This makes a strong extract of a very rich golden color.

Note. By varying the amount of oil, lemon extract may be made as weak or as strong as desired. It is a delicate product, and everything depends upon securing a pure fresh oil. Stale oil of lemon will furnish a bitter and unpleasant extract. The lemon peel is added principally for coloring, although it does give a smoother and more delicate flavor.

Mace Extract.

Mace, coarse powder.....2 ounces.
Alcohol8 ounces.

Macerate for 1 week (2 weeks is not too much) and filter.

Nutmeg Extract.

Oil of nutmeg.....40 minims.
Nutmeg, coarse powder.....2 drams.
Alcohol8 ounces.

Mix and macerate for 1 week, and filter.

Note. In all macerations, it is well to agitate occasionally.

1. Orange Extract.

Oil of orange, bitter.....5 drams.
Fresh orange peel.....2 ounces.
Alcohol16 ounces.

Mix and macerate for 1 week, and filter.

2. Orange Extract, Soluble.

Oil of orange, bitter.....6 drams.
Fresh orange peel.....3 ounces.
Alcohol, diluted.....8 ounces.
Alcohol, pure.....4 ounces.

Mix the oil of orange with the pure alcohol and rub up with magnesia. Then add the diluted alcohol, the orange peel, and macerate for 15 days. Filter and add enough water through the filter to make the filtrate measure 16 ounces.

Note. Oil of orange is a delicate product, and pure fresh oil must be used to secure good results. Both the oils of lemon and orange are often preserved by the addition of a small quantity of pure alcohol.

Peppermint Extract.

Oil of peppermint.....5 drams.
Alcohol8 ounces.

Mix, add a few peppermint leaves, macerate over night, and filter.

Sage Extract.

Oil of sage.....90 minims.
Sage leaves.....2 drams.
Alcohol8 ounces.

Mix, macerate over night, and filter.

This extract is sometimes used for flavoring soups and broths.

1. Sarsaparilla Extract.

Oil of anise.....2 drams.
Oil of sassafras.....4 drams.
Oil of wintergreen.....6 drams.
Alcohol1 pint.

Mix. This makes a strong and very satisfactory extract. The finished syrup should be colored with caramel.

2. Sarsaparilla Extract, Soluble.

Oil of anise.....1 dram.
Oil of sassafras.....2 drams.
Oil of wintergreen.....2 drams.
Alcohol8 ounces.

Mix the oils with the alcohol and rub up with carbonate of magnesia. Macerate this mixture for 15 days, with the addition of 8 ounces of water. Then

filter, adding water enough through the filter to bring the filtrate up to 16 ounces.

1. Vanilla Extract.

Vanilla bean..... 1 ounce.
Alcohol, diluted..... 1 pint.

Cut the vanilla bean fine. Some recommend pounding it in a mortar with sugar or rock candy to further divide it. Sand and broken glass have often been used for this purpose, but these agents hardly seem advisable. Macerate the bean with the alcohol for at least 3 weeks and then percolate.

The whole secret of securing a good vanilla extract lies in buying good beans and in long maceration. Some druggists keep vanilla bean macerating all the time, drawing off a portion from time to time, and adding fresh ingredients. Vanilla extract is said to improve with age.

2. Vanilla Extract.

Vanilla bean..... 1 pound.
Alcohol, diluted..... 1 gallon.

Chop the bean very fine, add the diluted alcohol, and macerate for one month, using no other ingredients. Percolate and add two pounds of sugar. An old druggist claims that this will give as fine a product as can be obtained. One ounce of a strong extract will go as far as two ounces of a weak extract, so in the end there is nothing saved.

3. Vanilla Extract.

Vanilla bean..... 8 ounces.
Alcohol 24 ounces.
Glycerin 12 ounces.

Chop the bean fine and macerate for several weeks. Percolate and add sufficient diluted alcohol to make two quarts.

NOTE.—Fresh, rich bean makes the best extract. Some authorities claim that vanilla extract ought to stand at least six months before using. Vanilla will absorb other odors or flavors, and if you manufacture the extract in juxtaposition to an ill-smelling drug, you will run the risk of hurting your product. If you are not a

judge of bean, you will have to depend upon some good, reliable house, not a bad plan under any circumstances. The price of vanilla bean fluctuates considerably, according to crop conditions.

3. Syrups.

Some Rules for Mixing.

Syrups are made by adding extracts to simple syrup, by diluting purchased concentrated syrups with simple syrup, by treating fruit juices with sugar, and from the fresh fruit by adding sugar or simple syrup or both. The rules we offer are not many, and will improve your product if observed.

See that utensils are kept clean. This ought to be superfluous advice, but some boys will not take it.

Have separate vessels for mixing such syrups as sarsaparilla and ginger. These are strong syrups and nearly always leave traces behind.

Add extracts only to cold syrup. Extracts mixed with hot syrup are apt to evaporate.

Add foam only at the last moment; that is, just before pouring the syrup into the syrup jar.

Apply this rule also to acid solutions; in fact, to all extraneous ingredients.

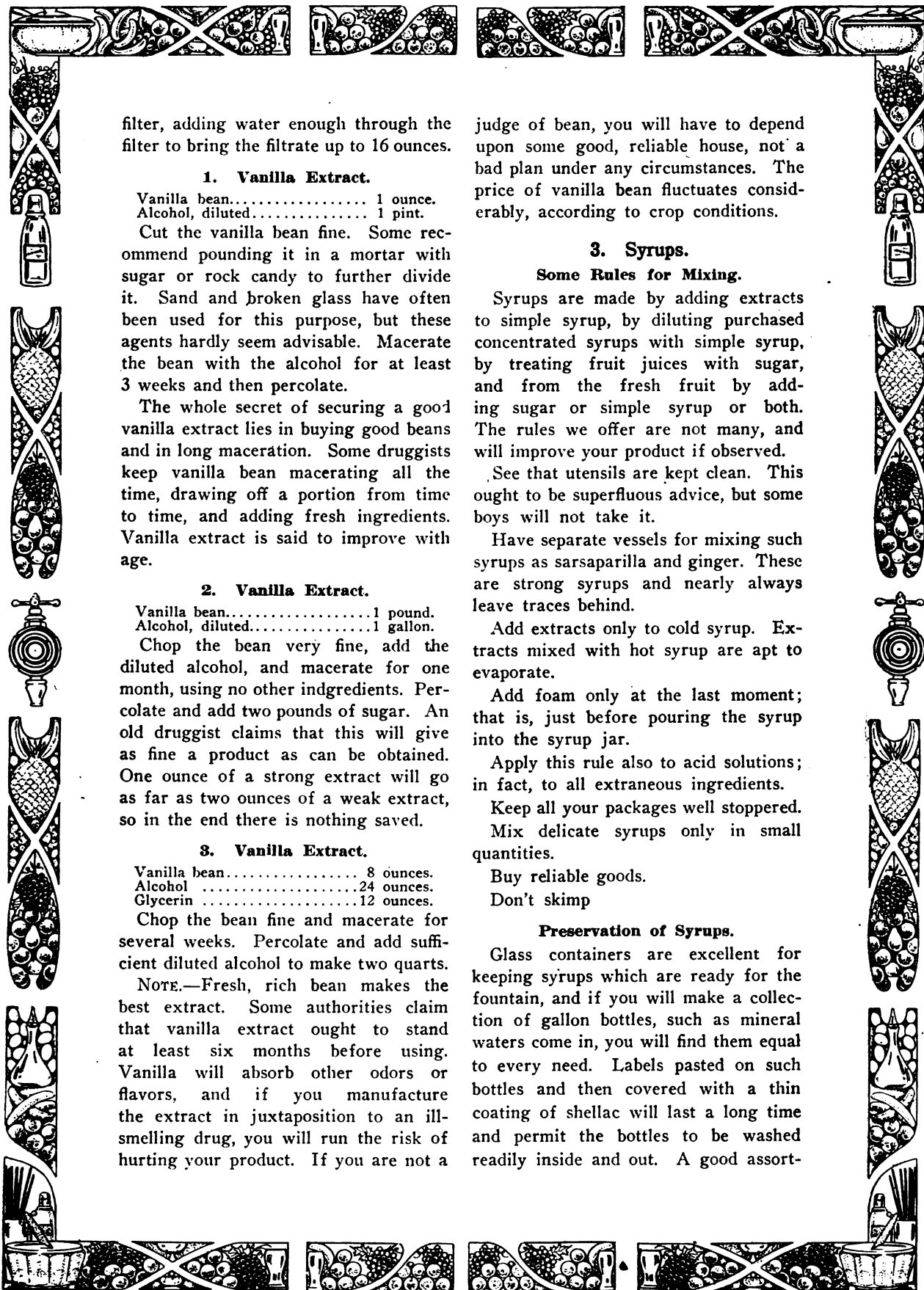
Keep all your packages well stoppered. Mix delicate syrups only in small quantities.

Buy reliable goods.

Don't skimp

Preservation of Syrups.

Glass containers are excellent for keeping syrups which are ready for the fountain, and if you will make a collection of gallon bottles, such as mineral waters come in, you will find them equal to every need. Labels pasted on such bottles and then covered with a thin coating of shellac will last a long time and permit the bottles to be washed readily inside and out. A good assort-



ment of containers and utensils in the mixing department will save trouble and time.

In pouring syrups into the syrup jars, long-necked bottles are more useful than other containers, as you can insert the neck of the bottle into the syrup jar and so avoid spilling a drop of syrup. It is difficult, when one is in a hurry, to pour syrups into the syrup jars from wide mouthed containers without splashing. Spilt syrup renders the interior of the apparatus very sloppy.

All containers and syrup jars should be scalded frequently for sterilizing purposes. Syrups placed in clean, well-corked bottles, kept at a fairly cool temperature, will not deteriorate for quite a long time. In pouring hot syrups into glass containers, first pour in a few ounces of the syrup, then pause a moment before pouring the rest. A cold bottle, filled hastily with a hot syrup, will often crack. Keep syrups and extracts in a cool place and one protected from strong light. If you pour fresh syrup into a musty syrup jar, you injure your product immediately. A reasonable amount of care in the mixing department will yield manifold results, and a little wise supervision is never out of place.

Simple Syrup.

Simple syrup, that is, sugar dissolved in water, is the basis of practically all fountain syrups. In making simple syrup, the use of distilled or thoroughly filtered water is strongly recommended. Water containing impurities will, of course, give you an impure product. To always boil the water is a very wise precaution.

We give several formulas for simple syrup, but the whole thing simmers down to the question of how much sugar you want to a gallon of water. If you make a thin syrup, you will have to use more of it to sweeten a glass of soda. If

you make a heavy syrup, you will not have to use so much. A thin syrup will probably not keep so well as a heavier syrup. It is well to select a standard syrup and stick to it. If you keep changing your syrups, you will not gain customers. Some recommend the use of 8 pounds of sugar to the gallon, "a pound to a pint," others recommend 10 pounds to the gallon. A great many experts recommend 12 pounds of sugar to the gallon, and we base the formulas given herewith on that proportion.

CONTAINER. For a syrup container, a heavy crock with faucet attached is as good as anything you can get. Some use a keg and some use tin receptacles. A faucet with strainer attached is a good thing under any circumstances. All containers should be kept constantly covered. A container should be large enough to hold at least 10 gallons.

PROCESS. Simple syrup may be made by boiling, by percolation, and by agitation. Each process has its adherents, but many experts favor agitation.

1. Hot Process.

Sugar	12 pounds.
Water	1 gallon.

Bring the water to a boil, and pour upon the sugar, stirring constantly until all sugar is dissolved.

2. Cold Process.

Sugar	12 pounds.
Water	1 gallon.

Mix by agitation. A large spoon may be used for stirring, but a wooden paddle is better.

3. By Percolation.

Sugar	12 pounds.
Water	1 gallon.

Have a percolator made large enough to hold the quantities, and with a wire sieve or strainer at the bottom. Place the sugar in the percolator and pour on hot or cold water until the sugar is dissolved.

Some dispensers keep a percolator in

operation all the time. Many favor the use of rock candy syrups, which come already prepared.

Syrup Formulas.

In preparing fountain syrups from extracts, a rough rule says to dissolve an ounce of extract to a gallon of simple syrup, that is, a dram of extract to a pint of simple syrup. But no absolute rule can possibly be followed. Extracts vary in strength. If you are using a strong extract, it will not take so much to flavor a gallon of syrup as would be required if you are using a weak extract. It is necessary to experiment. Take half a gallon of simple syrup and add your extract a little at a time, tasting your product frequently. When you have hit about the right combination, make a note on the label of your extract bottle of the quantity required.

Ambrosia Syrup.

- Raspberry syrup.....1 pint.
- Vanilla syrup.....1 pint.
- Pineapple syrup.....1 pint.

"Ambrosia syrup" is merely a name. There are dozens of various combinations in use.

Apple Syrup.

- Apples, well ripened.....10 pounds.
- Sugar10 pounds.
- Water1 gallon.

Peel the apples, remove seeds and cores, cut into small pieces, and rub up in a mortar or porcelain-lined dish. Add the water and let stand over night. Strain the product and dissolve the sugar, place on a slow fire and bring gradually to the boiling point. Strain a second time if necessary. Do not allow the sugar to burn. This is a delicate syrup and should be made only in small quantities.

Banana Syrup.

- Bananas, well ripened.....10 pounds.
- Sugar12 pounds.
- Water1 gallon.

Cut the bananas into slices lengthwise

and place in a receptacle with about three pounds of sugar, first a layer of bananas, then a sprinkling of sugar, and so on. Let this stand for several hours.

Now rub up the bananas with the water, which has been previously heated, dissolve the rest of the sugar, and strain. Green fruit will not yield results; on the other hand, decayed fruit should not be employed. This is a delicate syrup and most authorities recommend that it be made fresh every day, old syrup being thrown away.

Bisque Syrup.

- Fresh roasted almonds.....3 ounces.
- Walnuts1 ounce.
- Simple syrup.....1 gallon.

Rub up the nuts and mix gradually with the simple syrup, heat for a few moments and strain. This is used mainly for sundaes and other specialties.

Champagne Syrup.

- Champagne cider.....1 gallon.
- Sugar12 pounds.

Mix. This is a "fancy" syrup, and a number of combinations pass under this name.

Cream Syrup.

- Fresh cream.....1 quart.
- Fresh milk.....1 pint.
- Powdered sugar.....24 ounces.

Dissolve sugar by stirring. This syrup is used in some few specialties. It will not keep long, should be made in small quantities, and kept constantly on ice.

Grape Syrup.

- Unfermented grape juice.....1 pint.
- Simple syrup.....3 pints.

Mix.

Lemon Syrup.

We give only one formula for this because we believe it to be equal to any. The only variation might be in the number of lemons required. If lemons are running large and juicy not so many

are needed as when they are small. Care should be taken, however, to select fine, juicy fruit.

Fresh lemons..... 1 dozen.
Sugar 1 pound.
Simple syrup.....10 pints.

Wash your lemons and grate them lightly, taking off the outside rind, but not getting down to the white of the skin. This outside rind provides oil and coloring. An ordinary tin kitchen grater may be used. Now rub up the rind with the sugar under the pestle thoroughly, using a heavy pestle and rubbing well. Powdered sugar would not answer for this purpose, as it would not cut the gratings.

If lemons are running small, increase the number used, as you must have a sufficient quantity of juice. This syrup is so excellent that it would not pay to skimp. Cut your lemons with a knife of silvered steel, one that will not discolor or give a tang of metal to the juice. Squeeze your lemons into the mixture of sugar and gratings, mixing up the juice well. Now add your simple syrup, mix well, and strain. You now have nearly a gallon and a half of fine, rich lemon syrup, with the full flavor and coloring of the fruit. This syrup should be strained through clean cheese cloth.

Lime Syrup.

Lime syrup may be made in the same way as the preceding, but as limes are smaller, more fruit will be required to the same amount of syrup as given in the preceding. The rind of the lime is thin and does not grate well. The gratings of a few lemons, as in the foregoing process, will improve.

1. Maple Syrup.

Vermont maple syrup.....3 pints.
Simple syrup.....1 pint.

Mix. The maple syrup of commerce varies in density, and it is therefore difficult to give a fixed formula. Add

your simple syrup in such proportions as seem necessary to furnish a finished syrup suitable for fountain use.

2. Maple Syrup.

Maple sugar.....4 pounds.
Water, q. s.

Add enough water to make a fountain syrup. Try it with one quart of water, and if the syrup seems too thick, add more water until the proper proportions are reached to get a syrup that will flow freely.

Dissolve the sugar by means of a gentle heat.

Nectar Syrup.

Strawberry syrup.....2 quarts.
Pineapple syrup.....2 quarts.
Vanilla syrup.....2 quarts.

Nectar is a combination of other syrups, and various combinations pass under this name. The above combination is one very commonly used.

Orange Syrup.

This is made by the same process as lemon syrup. Oranges vary, and you cannot make a good syrup from dry fruit. Aim to get fresh, juicy oranges.

Fresh oranges..... 1 dozen.
Sugar 1 pound.
Simple syrup.....10 pints.

Wash your oranges and grate the outside peel. Rub up with the sugar under a pestle. Cut your oranges and squeeze the juice into the gratings. Add your simple syrup, mix, and strain through cheese cloth. It is permissible to squeeze out the last remnants of the syrup through the cloth. This will produce a fine, richly-colored syrup. If the syrup does not seem rich enough, use a few more oranges. Blood orange syrup may be made in the same way.

Orgeat Syrup.

Almonds, blanched.....1 pound.
Water2 quarts.
Sugar4 pounds.

Rub the almonds up thoroughly with one pound of sugar and a little water, using a pestle and smoothing out all

lumps. Add the rest of the water, strain, and dissolve the sugar by heating slowly. A little orange flower water is often added.

Pepsin Syrup.

Essence of pepsin.....20 drams.
Simple syrup.....40 ounces.
Mix.

Pistachio Syrup.

Pistachio nuts.....1 pound.
Simple syrup.....1 gallon.

Rub up the nuts thoroughly with a little sugar and water, using a pestle and smoothing out all lumps. Heat the syrup to the boiling point and mix with the paste, then strain.

Rose Syrup.

Rose water.....1 pint.
Sugar.....20 ounces.

Dissolve the sugar. This is a fancy syrup used with some specialties.

Sherbet Syrup.

Lemon syrup.....1 pint.
Strawberry syrup.....1 pint.
Pineapple syrup.....1 pint.

Sherbet is a combination syrup and a number of combinations pass under this name.

Violet Syrup.

Fresh violet water.....1 pint.
Sugar.....24 ounces.

Dissolve the sugar. This is a fancy syrup used for some specialties. It is sometimes made by mixing violet extract with simple syrup, in proportions of about one ounce of extract to six pints of simple syrup.

4. Chocolate—Hot and Cold.

Chocolate is perhaps the most important substance with which the dispenser has to deal. Women prefer chocolate drinks to all others, and, as women make up a large part of the fountain's following, the importance of chocolate is readily seen. Every druggist should give chocolate some special thought. Much depends upon the supplies you buy, and it is often well to conduct experiments along

individual lines. If you can earn a reputation for superior chocolate, your following will always be large.

Chocolate and cocoa (formerly written "cacao"), as the dispenser knows them, are not the same. By chocolate, we mean the kernel of the seed of the Theobroma Cacao. These seeds, imbedded in a whitish pulp enclosed by a sort of capsule, are the source of chocolate, cocoa, and broma. The kernel is very nutritive and its properties are well understood by the natives. By chocolate, to continue, we mean the kernel of the seed, roasted, ground, manipulated, and made into cakes. Sugar is usually added, sometimes spices.

By cocoa, we mean the kernel of the seed, deprived of its fixed oil, unsweetened, and powdered. As we know them commercially, the two substances, although coming from the same base, are quite unlike.

Chocolate preparations should always be made by heating. The operation requires a moderate amount of care and inattention will usually result in a poor product.

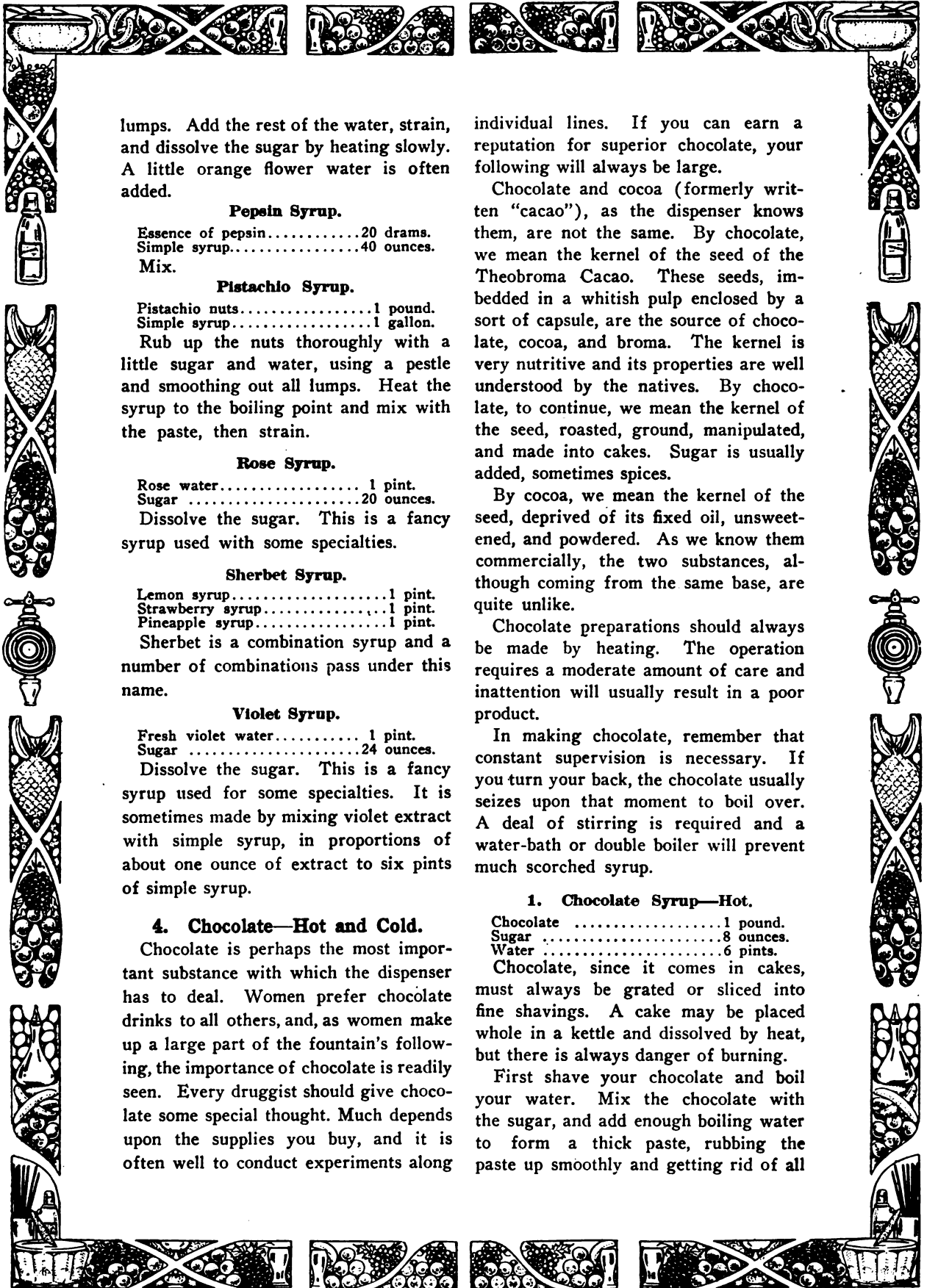
In making chocolate, remember that constant supervision is necessary. If you turn your back, the chocolate usually seizes upon that moment to boil over. A deal of stirring is required and a water-bath or double boiler will prevent much scorched syrup.

1. Chocolate Syrup—Hot.

Chocolate.....1 pound.
Sugar.....8 ounces.
Water.....6 pints.

Chocolate, since it comes in cakes, must always be grated or sliced into fine shavings. A cake may be placed whole in a kettle and dissolved by heat, but there is always danger of burning.

First shave your chocolate and boil your water. Mix the chocolate with the sugar, and add enough boiling water to form a thick paste, rubbing the paste up smoothly and getting rid of all



lumps. Add the rest of your water gradually, then place the mixture on the fire and bring to the boiling point. Remove and cool. This makes a rich product for hot chocolate. The finished drink will need to be sweetened additionally when serving.

2. Chocolate Syrup—Hot.

Chocolate	1 pound.
Sugar	8 pounds.
Water	1 gallon.

Shave your chocolate and smooth to a paste with boiling water, adding the rest of the water gradually. Place on the fire and add your sugar, stirring constantly until all sugar is dissolved. Bring the mixture to the boiling point, letting it cook slowly.

Remove and cool. Strain if necessary. Straining is probably a good thing under most conditions. This is a rich syrup and ought to be sweet enough for serving.

3. Hot Chocolate—Finished.

Powdered cocoa.....	1 pound.
Milk	3 quarts.
Water	2 quarts.
Sugar	2 pounds.
Vanilla extract.....	1 ounce.

Mix cocoa, sugar, water and milk, put over a fire and bring to the boiling point, stirring constantly. Strain while hot and allow to cool, and add the vanilla extract. Put in an urn, ready to serve; keep hot. This is sweet enough for some customers; others will want additional sweetening when the drink is served. Top each cup with whipped cream. This makes a splendid finished chocolate, and a better formula for hot chocolate would be hard to find. You can make a leader of this drink.

4. Hot Chocolate—Finished.

Cocoa	1 pound.
Milk	2 quarts.
Water	2 quarts.
Sugar	3 pounds.

Mix cocoa, milk, and water, put over a water bath and heat slowly for three hours, stirring as necessary. Remove

from water bath and dissolve the sugar in the hot product by agitation. Keep this hot in an urn, and top with whipped cream as served. Add a little vanilla if desired.

5. Hot Chocolate—A Heavy Syrup.

Cocoa	1 pound.
Sugar	4 pounds.
Water	2 quarts.

Add one pint of cold water to the cocoa and let stand for 20 minutes, then rub the cocoa into a paste. Heat the rest of the water and add it gradually. Place the mixture over a water bath and heat slowly for two hours. Remove and dissolve the sugar, put back on fire and heat for 30 minutes, strain and cool. You now have a heavy syrup. The finished drink is served by using this syrup as a base, about one and a half ounces to the mug, filling the mug with hot water. Using this syrup as a base and filling the mug with hot milk will give you a very rich finished drink. Vanilla may be added to the syrup if desired. All hot chocolate should be topped with whipped cream when served, but this is not absolutely necessary.

NOTE.—Commercial cocoa varies. In using these formulas, you may have to do some experimenting, for one cocoa does not yield the results of another cocoa. If you think you are not getting a rich enough product, use more cocoa; if the formula as given is too sweet for your trade, cut down on the sugar, or *vice versa*. If you serve a drink entirely with hot milk, instead of hot water, you get a richer product, but of course a more expensive one.

In dispensing hot milk or finished chocolate, special urns are necessary. These may be had from the various manufacturers. Urns are made containing several compartments for various beverages, and there are elaborate hot soda apparatus on the market. It seems reasonable to say that chocolate syrup

used as a base for hot drinks ought to be kept warm. If you add hot water to cold syrup, the finished drink is apt to be lukewarm, a thing to be avoided in hot drinks.

6. Hot Chocolate—A Powdered Form.

- Powdered cocoa.....1 pound.
- Powdered sugar.....1 pound.

Mix intimately and keep on the dispensing counter in a jar. The drink is served by placing a quantity of this finished powder in a mug and filling the mug with either hot milk or hot water. If you use a soluble cocoa the process works fairly well. This process is in use to some extent. It is simple enough, but care is required to avoid serving a lumpy drink.

In dispensing other chocolates, the amount of syrup varies from one ounce to two ounces, according to the size of your mug and the weight of your syrup. There is no loss whatever with the powdered process as here given, as the mixed powder will keep indefinitely. The greatest loss is apt to occur with finished chocolate, as this product ought to be sold out every day if possible. If you are using a chocolate syrup as a base, there is not so much danger of loss, as the syrup will keep longer than the finished product.

Chocolate Syrups—Cold.

Some dispensers prefer to serve chocolate syrup from a pitcher kept on the soda counter or in a refrigerator, and there is no particular objection to that method if you prefer it. But, on the other hand, there is no very weighty reason why chocolate syrup cannot be kept in a syrup jar if you wish to do so.

1. Chocolate Syrup.

- Chocolate1 pound.
- Sugar8 pounds.
- Water1 gallon.
- Vanilla extract.....1 ounce.

Shave your chocolate, and rub up well with one pint of hot water, smoothing

out all lumps. Add the rest of the water (hot) gradually, place the mixture on a slow fire and heat for 30 minutes, stirring as necessary. Now bring mixture to the boiling point, remove from fire and dissolve the sugar. Strain, cool, and add the vanilla extract. This makes a rich syrup.

2. Chocolate Syrup.

- Chocolate1 pound.
- Sugar8 pounds.
- Milk1 quart.
- Water3 quarts.

Shave your chocolate, heat the milk, and rub with the chocolate, making a smooth paste. Add the water (hot) gradually, place on a fire and bring to the boiling point, stirring as necessary. Remove from fire and dissolve the sugar. Strain, cool, and add one ounce of vanilla extract.

3. Chocolate Syrup.

- Cocoa1 pound.
- Sugar10 pounds.
- Water1 gallon.
- French brandy.....2 ounces.

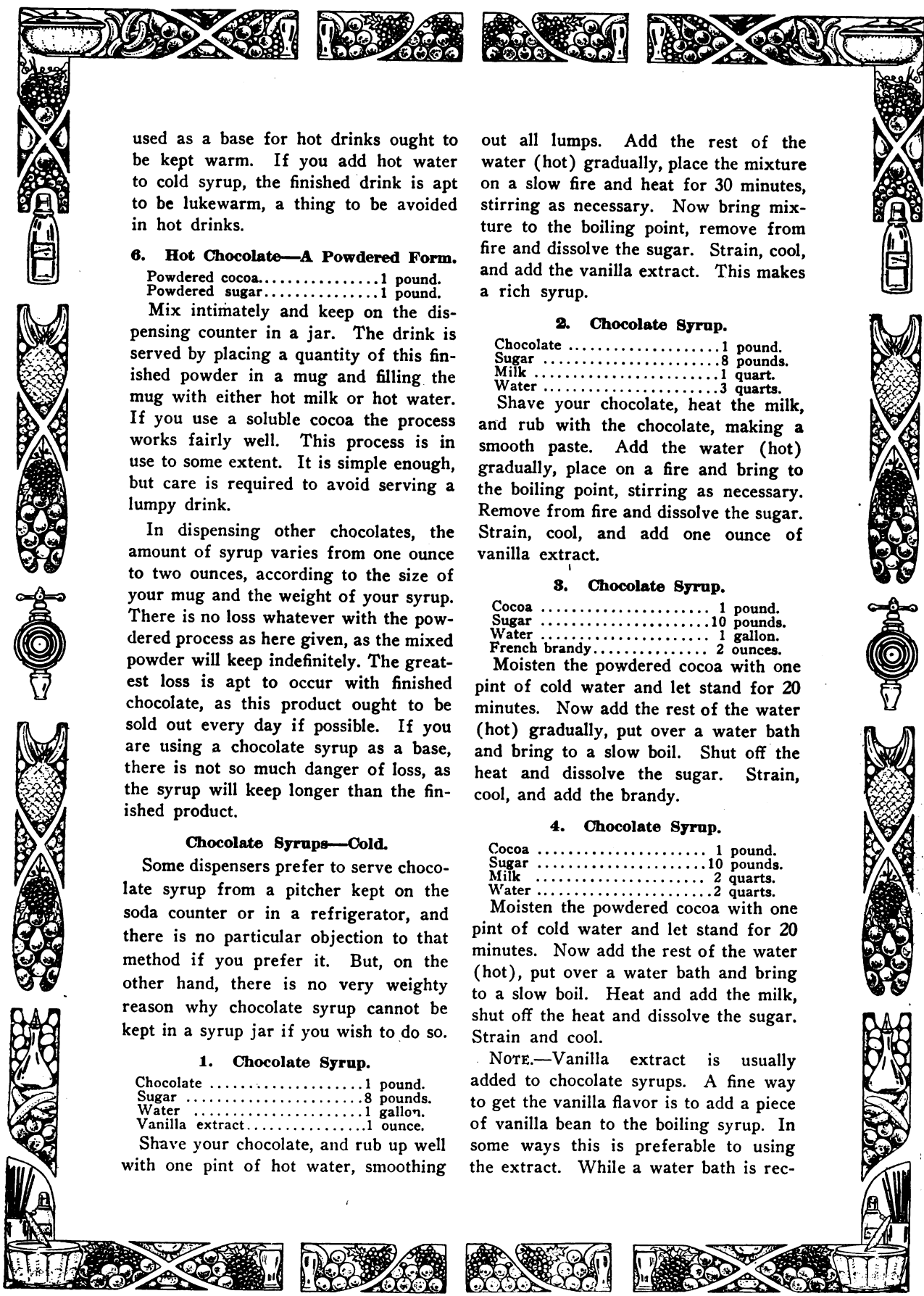
Moisten the powdered cocoa with one pint of cold water and let stand for 20 minutes. Now add the rest of the water (hot) gradually, put over a water bath and bring to a slow boil. Shut off the heat and dissolve the sugar. Strain, cool, and add the brandy.

4. Chocolate Syrup.

- Cocoa1 pound.
- Sugar10 pounds.
- Milk2 quarts.
- Water2 quarts.

Moisten the powdered cocoa with one pint of cold water and let stand for 20 minutes. Now add the rest of the water (hot), put over a water bath and bring to a slow boil. Heat and add the milk, shut off the heat and dissolve the sugar. Strain and cool.

NOTE.—Vanilla extract is usually added to chocolate syrups. A fine way to get the vanilla flavor is to add a piece of vanilla bean to the boiling syrup. In some ways this is preferable to using the extract. While a water bath is rec-



ommended, this is mainly to save constant stirring, and the formulas may be made up in any ordinary receptacle. It is, however, well to have a suitable assortment of utensils for mixing purposes. Condensed milk is often used instead of fresh milk in making chocolate.

5. Chocolate Syrup.

Cocoa 1 pound.
Simple syrup 7 pints.

Rub up the powdered cocoa with one pint of boiling water, getting rid of lumps, add the simple syrup and bring to the boiling point.

5. Coffee—Hot and Cold.

Coffee, as a fountain drink, makes a fine leader.

There is one important point about coffee. It requires more cream than other syrups. A dash of cream with a glass of vanilla is all well enough, but with a glass of coffee you want to serve a solid ounce of cream. Some customers like even more cream. If dispensers will bear this point in mind they will get good results.

We give elsewhere a number of formulas for coffee extracts. These extracts are intended as a base for serving hot coffee. The amount of extract to be used depends, of course, upon the strength of the extract and the size of the mug. Mugs for hot coffee vary in capacity, usually holding seven to eight ounces. A rough rule is to serve one ounce of coffee extract, one ounce of cream, and fill the mug with hot soda, topping with whipped cream if desired. If you wish to dispense from a coffee extract, select your formula, and then experiment to determine the proper amount of extract for each mug. Some coffee extracts are twice as strong as others, requiring in such cases only half the amount of extract to the finished drink.

Coffee may also be served by using the extract as a base and filling up the

mug with hot milk. Some coffee extracts require that the finished drink have additional sweetening, but there are extracts that may make the finished drink sweet enough. It seems reasonable to say that coffee extracts or syrups used as a base for hot drinks should be kept warm.

Plain, every-day, hotel coffee is now being served from the soda counter in many of our cities, and it must be said that the drink is making a hit. This trade is taken away from lunch-rooms, with coffee as an attraction, and it seems probable that much of this trade is custom that the druggist would not otherwise get. Crackers, wafers, etc., make a welcome addition to all coffee drinks.

1. Coffee Syrup—Hot.

Mocha 1 pound.
Glycerin 8 ounces.
Sugar 8 pounds.

Mix the glycerin with one pint of cold water, pour this mixture over the coffee, mixing thoroughly, and let stand for 20 minutes. Now pack the damp coffee loosely in a percolator and pour on boiling water slowly until one gallon of percolate results. There is no harm in pouring water through a second time if you think you are not exhausting the coffee sufficiently, but never exhaust coffee to the point of bitterness. Finally, dissolve the sugar.

2. Coffee Syrup—Hot.

Mocha, coarsely ground 8 ounces.
Rio 8 ounces.
Sugar 5 pounds.

Moisten the coffee with eight ounces of cold water and let stand for 20 minutes; pack in a percolator and pour on boiling water until three pints of percolate are obtained. Dissolve the sugar.

An ounce of this syrup or perhaps a trifle more ought to be enough for a 7-ounce mug. Serve with one ounce of cream.

3. Coffee Syrup—Hot.

Mocha 1 pound.
Java 1 pound.
Rio 1 pound.
Sugar 6 pounds.

Moisten the coffee with eight ounces of cold water and let stand for 20 minutes. Pack in a percolator, stop up the lower end of the same, and add three pints of boiling water, allowing this to stand until the water cools. Continue the operation of percolation, pouring on boiling water until the percolate measures six pints, then dissolve the sugar.

Coffee, of course, is best when freshly roasted and freshly ground; and the higher the grade, the better the results.

4. Coffee Syrup—Hot.

- Java 6 ounces.
- Mocha 10 ounces.
- Sugar 4 pounds.

Moisten the coffee with a little cold water, pack in a percolator and add boiling water until the percolate reaches three pints. Then dissolve the sugar. About two ounces of this syrup to an 8-ounce mug would be about right. Serve with one ounce of cream.

5. Coffee—Ready to Serve.

- Java, coarsely ground..... 6 ounces.
- Mocha 10 ounces.

Place the coffee in a bag such as is used with coffee urns. Pour hot water to the amount of two gallons through the coffee thoroughly, pouring the water (which ought to be boiling) through the coffee at least three times. You now have restaurant coffee, which must be dispensed hot from an urn. To serve, fill the mug with coffee, adding cream and sugar to suit the customer's taste. Some like it without cream, in the vernacular "dark." Some like it without sugar, and some like to add the sugar themselves. Let each customer suit himself, for every man knows how he wants his coffee, and generally requires no advice on this point.

6. Coffee Ready to Serve.

- Java, coarsely ground..... 3 ounces.
- Mocha 6 ounces.

Mix the coffee thoroughly, and place in a bag. Take one gallon of cold water and pour it slowly through the coffee

three times. Now heat this infusion to the boiling point and pour it through the coffee three times. Remove the bag of coffee. Keep the finished coffee hot in an urn, as in the preceding process.

7. Coffee—Ready to Serve.

- Java, coarsely ground..... 3 ounces.
- Mocha 6 ounces.

Place coffee in a bag and pour three pints of boiling water through it several times, add an equal quantity of hot milk, and keep the finished product at a constant heat in a coffee urn.

NOTE.—To dispense finished coffee, you must have a coffee urn, which is useful both in preparing and keeping the drink. These urns come with "drip" arrangements, and restaurants, as you have often noticed, usually have a battery of several urns.

6. Coffee Syrups—Cold.

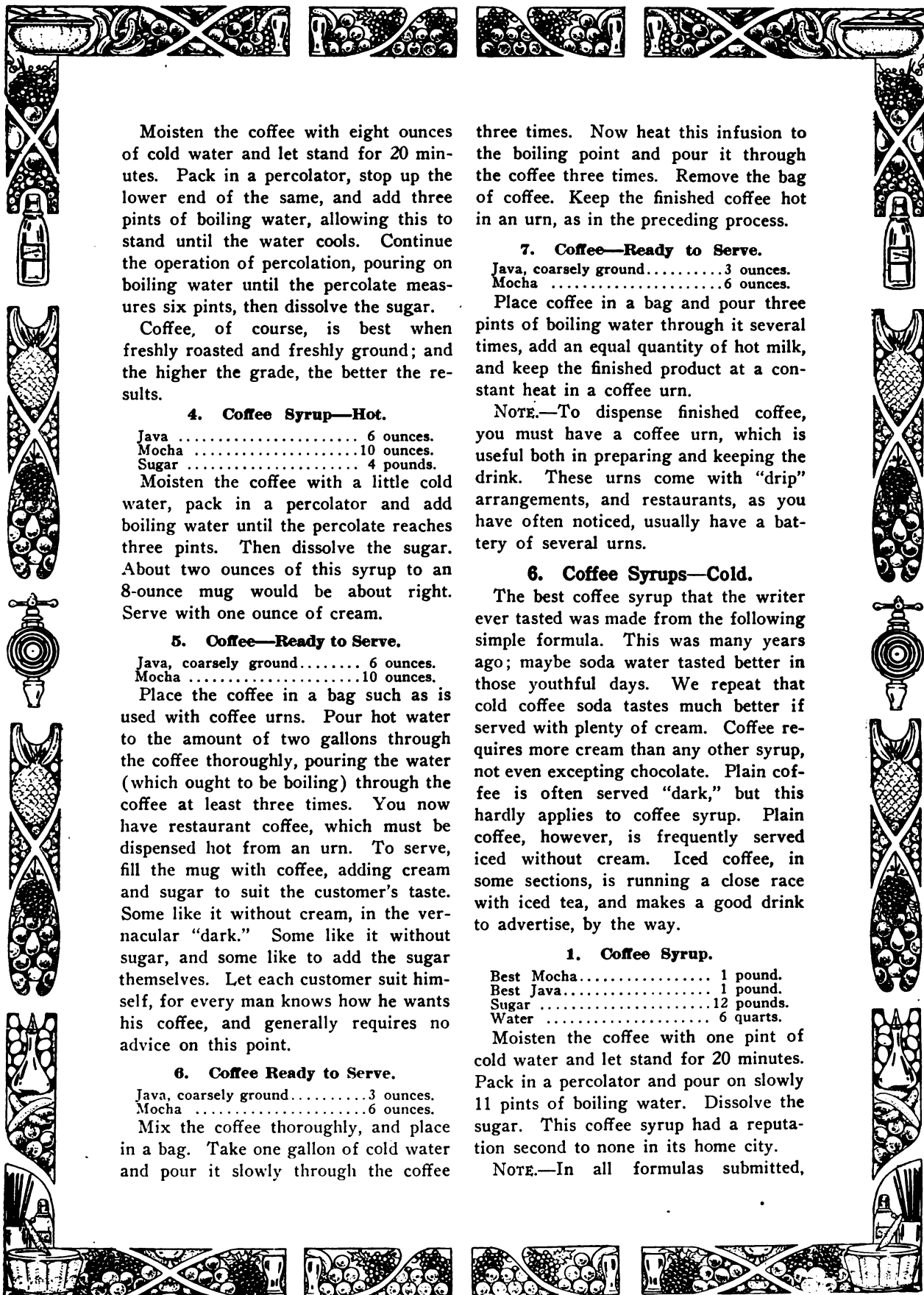
The best coffee syrup that the writer ever tasted was made from the following simple formula. This was many years ago; maybe soda water tasted better in those youthful days. We repeat that cold coffee soda tastes much better if served with plenty of cream. Coffee requires more cream than any other syrup, not even excepting chocolate. Plain coffee is often served "dark," but this hardly applies to coffee syrup. Plain coffee, however, is frequently served iced without cream. Iced coffee, in some sections, is running a close race with iced tea, and makes a good drink to advertise, by the way.

1. Coffee Syrup.

- Best Mocha..... 1 pound.
- Best Java..... 1 pound.
- Sugar 12 pounds.
- Water 6 quarts.

Moisten the coffee with one pint of cold water and let stand for 20 minutes. Pack in a percolator and pour on slowly 11 pints of boiling water. Dissolve the sugar. This coffee syrup had a reputation second to none in its home city.

NOTE.—In all formulas submitted,



"sugar," unless otherwise specified, means granulated sugar, and not the loaf or powdered kind.

2. Coffee Syrup.

Mocha	5 ounces.
Java	5 ounces.
Rio	5 ounces.
Sugar	10 pounds.

Moisten the coffee with one pint of cold water and let stand for a few moments. Pack in a percolator and pour on slowly seven pints of boiling water. Dissolve the sugar.

3. Coffee Syrup.

Mocha	6 ounces.
Java	10 ounces.
Sugar	12 pounds...

Moisten the coffee with eight ounces of cold water and let stand for 20 minutes. Pack in a percolator and pour on boiling water until the percolate measures one gallon. Dissolve the sugar. This makes an excellent syrup.

Coffee offers a fascinating field in which to experiment, but it is well to try your experiments upon your friends. Constant switching of syrups at the fountain is unwise. When you strike something that is making a hit, stick to it. There may be better formulas in existence, but constant changing is not calculated to hold trade.

7. Tea—Hot and Cold.

Tea, like coffee, is made by infusion; but the process is much more rapid. With tea, the fresher, the better. The infusion only requires two or three moments, and with boiling water on hand you can make up delicious fresh tea very quickly. For tea, we recommend a quick process, and small quantities.

1. Tea Syrup—Hot.

Mixed tea	2 ounces.
Sugar	3 pounds.
Water	2 pints.

Boil the water and infuse the tea about three minutes, strain off the water and dissolve the sugar. This makes a heavy syrup suitable for serving hot tea. In

making tea syrup, much depends upon the handling, and it is well to experiment with your quantities until you strike a combination that seems about right.

2. Tea Syrup—Cold.

Mixed tea.....	2 ounces.
Sugar	40 ounces.
Water	1 quart.

Boil the water and infuse the tea about three minutes, strain off the water and dissolve the sugar. Serve about an ounce and a half to a soda glass. Plenty of shaved ice goes well with cold tea, and not so much soda as in ordinary syrups. Sliced lemon makes a welcome addition to tea, no matter how served. If the drink is not sweet enough a little powdered sugar may be added in all cases.

3. Fresh Tea—Ready to Serve.

Simple though it is, we do not believe that a more elegant drink of any kind can be served.

Mixed tea (to each cup).....	1 dram.
Boiling water, q. s.	

Keep boiling water on hand and have a small china pot from which to serve. For each person to be served place one dram (roughly, one teaspoonful) of mixed tea in the pot. Add one cup of boiling water for each person. Steep tea about two minutes and serve through a strainer, or use a pot with straining compartment inside. Serve hot tea with sweet wafers and sweeten with cube sugar. To serve iced tea, fill soda tumblers loosely with shaved ice and fill with the fresh tea. Sweeten with powdered or granulated sugar, or allow customer to sweeten to suit. In this way you can serve both hot and iced tea from the same pot. Iced tea should be served nicely garnished with sliced lemon. Some add cherries or sprays of mint leaves sprinkled with powdered sugar.

NOTE: The possibilities of fresh tea are great. This is one of the drinks that can be made to help keep the fountain

running both summer and winter, and any drink which does that deserves attention.

Individual afternoon tea service for ladies is a great card for winter months, serving tea at tables in individual pots. To the minds of many, there is no finer drink in the world than iced tea, and as a thirst quencher, it is unexcelled. Some recommend green tea; others like black. Either or both may be served, and mixed tea yields excellent results. The time required in serving fresh tea at the counter is not excessive. You can serve four persons with fresh tea, hot or cold, in less time than you could make four egg phosphates. Tea opens up a world of possibilities to the thoughtful dispenser.

8. Ingredients Added for Coloring, Foaming, Etc.

The principal ingredients formerly added to syrups were citric acid solution, coloring, foam, and whipped cream. The tendency nowadays is all towards simplicity. Vividly colored syrups are a thing of the past. Often the colors were unnatural.

There is no reason in the world why lemonade should be pink, for the rich natural golden color of the fruit is much more beautiful.

Caramel is the principal coloring agent used now, and it ought to be perfectly harmless, for it is simply burnt sugar.

Foams.

The use of foam has always been largely a matter of personal taste. Syrups served with cream will foam sufficiently through the use of that agent. Syrups served without cream, such as lemon and orange, are usually wanted "solid," that is, filling the glass solidly, and there you are.

Most experts seem to agree that white of egg makes as good a foam as any. This is, of course, perfectly harmless

and pure. The albumen may be broken up by the use of an ordinary egg beater. The usual proportions are the white of one egg to a gallon of syrup.

Syrup containing white of egg will not keep long, and must be used up quickly. It is said that white of egg is apt to clog drain pipes.

Many mucilaginous substances have been used in the past for making foam. Gum arabic, gelatin, Irish moss, and soap bark have all been used for this purpose.

Whipped Cream.

Whipped cream has always been a harmless ingredient, and there is small wonder in this, as it is made simply by manipulating pure, sweet, fresh cream. The principal secret of getting a good whipped cream lies in having your cream thoroughly chilled when the manipulation begins. Use only sweet, fresh cream, and place it on ice for an hour before the operation begins. Then take a whipper or small churn made for this purpose and whip your cream, skimming off the frothy portion as it forms and placing it in another container.

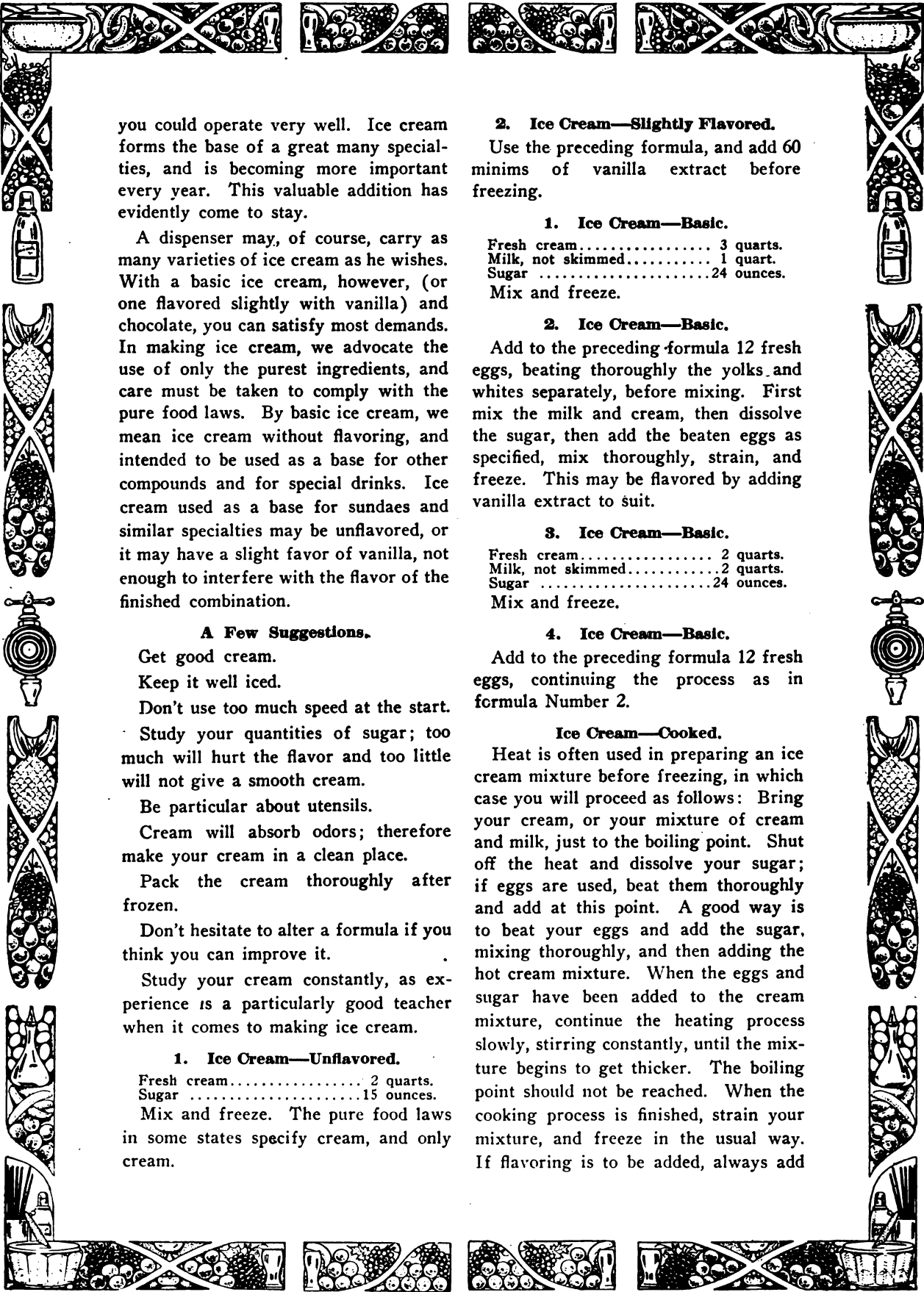
It probably aids to surround the bowl in which the cream is being whipped with cracked ice, and many recommend keeping the finished product on ice, although it will keep very nicely in special bowls that come for this purpose.

Do not whip the cream too violently, as sometimes in this way butter is formed. Some recommend adding a little powdered sugar to the cream after it is whipped; some recommend the addition of a little salt.

Whipped cream is fine for topping off drinks, and is widely used for this purpose.

9. Ice Creams and Ices.

If we except the syrups themselves, there is no more valuable adjunct to the fountain than ice cream. In fact, with only syrups, soda water, and ice cream,



you could operate very well. Ice cream forms the base of a great many specialties, and is becoming more important every year. This valuable addition has evidently come to stay.

A dispenser may, of course, carry as many varieties of ice cream as he wishes. With a basic ice cream, however, (or one flavored slightly with vanilla) and chocolate, you can satisfy most demands. In making ice cream, we advocate the use of only the purest ingredients, and care must be taken to comply with the pure food laws. By basic ice cream, we mean ice cream without flavoring, and intended to be used as a base for other compounds and for special drinks. Ice cream used as a base for sundaes and similar specialties may be unflavored, or it may have a slight favor of vanilla, not enough to interfere with the flavor of the finished combination.

A Few Suggestions.

- Get good cream.
- Keep it well iced.
- Don't use too much speed at the start.
- Study your quantities of sugar; too much will hurt the flavor and too little will not give a smooth cream.
- Be particular about utensils.
- Cream will absorb odors; therefore make your cream in a clean place.
- Pack the cream thoroughly after frozen.
- Don't hesitate to alter a formula if you think you can improve it.
- Study your cream constantly, as experience is a particularly good teacher when it comes to making ice cream.

1. Ice Cream—Unflavored.

Fresh cream..... 2 quarts.
 Sugar 15 ounces.
 Mix and freeze. The pure food laws in some states specify cream, and only cream.

2. Ice Cream—Slightly Flavored.

Use the preceding formula, and add 60 minims of vanilla extract before freezing.

1. Ice Cream—Basic.

Fresh cream..... 3 quarts.
 Milk, not skimmed..... 1 quart.
 Sugar 24 ounces.
 Mix and freeze.

2. Ice Cream—Basic.

Add to the preceding formula 12 fresh eggs, beating thoroughly the yolks and whites separately, before mixing. First mix the milk and cream, then dissolve the sugar, then add the beaten eggs as specified, mix thoroughly, strain, and freeze. This may be flavored by adding vanilla extract to suit.

3. Ice Cream—Basic.

Fresh cream..... 2 quarts.
 Milk, not skimmed..... 2 quarts.
 Sugar 24 ounces.
 Mix and freeze.

4. Ice Cream—Basic.

Add to the preceding formula 12 fresh eggs, continuing the process as in formula Number 2.

Ice Cream—Cooked.

Heat is often used in preparing an ice cream mixture before freezing, in which case you will proceed as follows: Bring your cream, or your mixture of cream and milk, just to the boiling point. Shut off the heat and dissolve your sugar; if eggs are used, beat them thoroughly and add at this point. A good way is to beat your eggs and add the sugar, mixing thoroughly, and then adding the hot cream mixture. When the eggs and sugar have been added to the cream mixture, continue the heating process slowly, stirring constantly, until the mixture begins to get thicker. The boiling point should not be reached. When the cooking process is finished, strain your mixture, and freeze in the usual way. If flavoring is to be added, always add

after the mixture has cooled. Experience is the best teacher in making ice creams with the aid of heat, as there is a certain knack about handling the mixture that is hard to describe. Some experts advise mixing the cream, sugar and eggs at the start, and then applying heat slowly.

In using eggs, either the yolks or whites may be used, or both. The yolks seem to be more generally used and probably give a richer cream, although there are formulas in which the yolks are excluded. The main thing to avoid is too much heat, and constant watching is, of course, advisable.

In making the following ice creams, you may use any basic formula that you desire, adding to the basic formula selected the other ingredients.

Almond Ice Cream.

Take 1 pound of blanched almonds and reduce to a paste in a mortar with the addition of a little milk. Use this with 2 quarts of basic ice cream, first partly freezing the cream, and then stirring in the almond paste thoroughly.

1. Chocolate Ice Cream.

Take 1 pound of chocolate, shave, and rub up into a smooth paste with the addition of a pint of hot milk or more if the paste is too thick. Add 5 quarts of basic ice cream, mix thoroughly, and freeze.

2. Chocolate Ice Cream.

Take 1 pound of powdered cocoa and rub into a smooth paste with the addition of sufficient hot milk. Add 1 quart of hot milk and bring to the boiling point. Then add 5 quarts of basic ice cream, mix thoroughly and freeze. The addition of a little vanilla extract will improve chocolate ice cream.

3. Chocolate Ice Cream.

Shave 1 pound of chocolate and rub into a smooth paste with a sufficient

quantity of hot milk. Mix 3 pints of fresh cream, 3 pints of milk, and bring to a boil. Shut off the heat and mix in your chocolate paste, stirring well. Beat the yolks of 12 eggs and mix with 2 pounds of sugar. Add this to your chocolate mixture and start the fire again, heating until the mixture begins to simmer, and with constant stirring. Shut off the heat again, and add 1 quart of cream mixed with 1 quart of milk. Taste the mixture at this point; if not sufficiently sweet, dissolve more sugar while still hot. Cool the mixture, add 1 ounce of vanilla extract, and freeze. This formula is complete, giving the entire process.

Coffee Ice Cream.

Take 1 pint of ordinary finished coffee, add 3 pints of cream and 3 pints of milk (better add these ingredients hot) and apply heat for about three minutes. Shut off the heat and sweeten to taste; about 1 pound of sugar would be about right. Cool and freeze. Stir the cream and coffee while heating. This formula is complete.

Fruit Ice Cream.

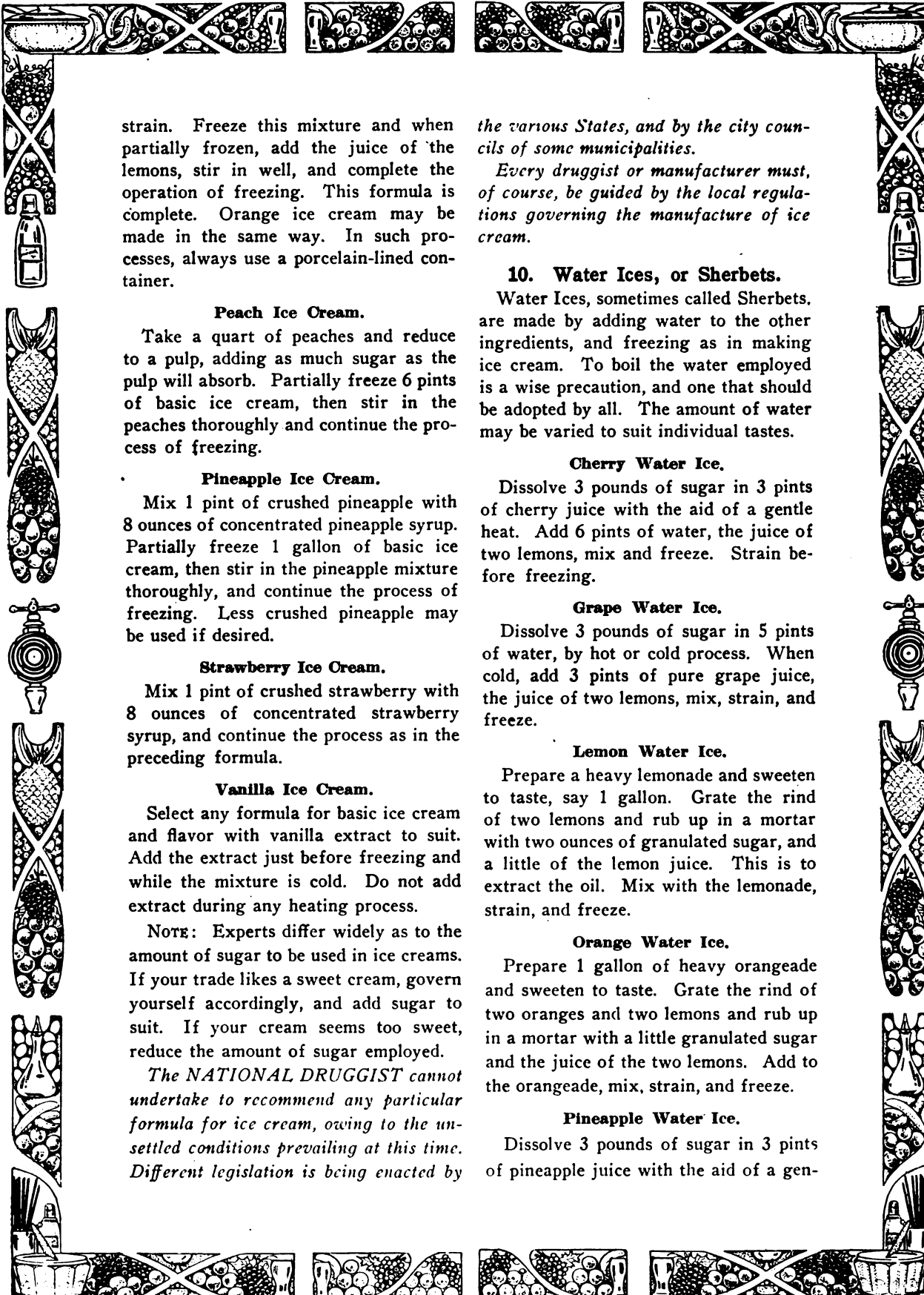
Select any basic cream and freeze until almost hard, then add the desired quantity of crushed fruit, and complete the process of freezing.

Stir the fruit in well. One pint of crushed fruit to a gallon of ice cream would give a rich finished product.

Lemon Ice Cream.

Take a sufficient number of lumps of loaf sugar and rub off the outside rind of three lemons, letting the oil thus acquired soak into the sugar. Mix 1 quart of cream with 1 quart of milk, add 14 ounces of granulated sugar and the loaf sugar used in grating the lemon.

Dissolve the sugar, and heat the mixture slowly until it barely reaches the boiling point. Remove from fire and



strain. Freeze this mixture and when partially frozen, add the juice of the lemons, stir in well, and complete the operation of freezing. This formula is complete. Orange ice cream may be made in the same way. In such processes, always use a porcelain-lined container.

Peach Ice Cream.

Take a quart of peaches and reduce to a pulp, adding as much sugar as the pulp will absorb. Partially freeze 6 pints of basic ice cream, then stir in the peaches thoroughly and continue the process of freezing.

Pineapple Ice Cream.

Mix 1 pint of crushed pineapple with 8 ounces of concentrated pineapple syrup. Partially freeze 1 gallon of basic ice cream, then stir in the pineapple mixture thoroughly, and continue the process of freezing. Less crushed pineapple may be used if desired.

Strawberry Ice Cream.

Mix 1 pint of crushed strawberry with 8 ounces of concentrated strawberry syrup, and continue the process as in the preceding formula.

Vanilla Ice Cream.

Select any formula for basic ice cream and flavor with vanilla extract to suit. Add the extract just before freezing and while the mixture is cold. Do not add extract during any heating process.

NOTE: Experts differ widely as to the amount of sugar to be used in ice creams. If your trade likes a sweet cream, govern yourself accordingly, and add sugar to suit. If your cream seems too sweet, reduce the amount of sugar employed.

The NATIONAL DRUGGIST cannot undertake to recommend any particular formula for ice cream, owing to the unsettled conditions prevailing at this time. Different legislation is being enacted by

the various States, and by the city councils of some municipalities.

Every druggist or manufacturer must, of course, be guided by the local regulations governing the manufacture of ice cream.

10. Water Ices, or Sherbets.

Water Ices, sometimes called Sherbets, are made by adding water to the other ingredients, and freezing as in making ice cream. To boil the water employed is a wise precaution, and one that should be adopted by all. The amount of water may be varied to suit individual tastes.

Cherry Water Ice.

Dissolve 3 pounds of sugar in 3 pints of cherry juice with the aid of a gentle heat. Add 6 pints of water, the juice of two lemons, mix and freeze. Strain before freezing.

Grape Water Ice.

Dissolve 3 pounds of sugar in 5 pints of water, by hot or cold process. When cold, add 3 pints of pure grape juice, the juice of two lemons, mix, strain, and freeze.

Lemon Water Ice.

Prepare a heavy lemonade and sweeten to taste, say 1 gallon. Grate the rind of two lemons and rub up in a mortar with two ounces of granulated sugar, and a little of the lemon juice. This is to extract the oil. Mix with the lemonade, strain, and freeze.

Orange Water Ice.

Prepare 1 gallon of heavy orangeade and sweeten to taste. Grate the rind of two oranges and two lemons and rub up in a mortar with a little granulated sugar and the juice of the two lemons. Add to the orangeade, mix, strain, and freeze.

Pineapple Water Ice.

Dissolve 3 pounds of sugar in 3 pints of pineapple juice with the aid of a gen-

the heat. Add six pints of water, the juice of two lemons, mix, strain, and freeze.

Raspberry Water Ice.

Dissolve 3 pounds of sugar in 2 pints of raspberry juice with the aid of a gentle heat. Add six pints of water, the juice of six lemons, mix, strain, and freeze.

Strawberry Water Ice.

Dissolve 3 pounds of sugar in 3 pints of strawberry juice with the aid of a gentle heat. Add six pints of water, the juice of two lemons, mix, strain, and freeze.

NOTE: Instead of dissolving sugar in fruit juices, concentrated fruit syrups may be used. The proportions would vary according to the heaviness of the syrup, but one pint of concentrated syrup to five or six pints of water ought to work out very well. With a little experimenting you can determine upon the quantities to use.

It may be necessary to add some sugar to attain the necessary sweetness.

11. Frappes.

The term "frappe" seems to cover a variety of meanings. It is applied to an ordinary ice cream soda well shaken up in a shaker, also to drinks mixed with a lavish use of shaved ice.

The actual frappe, however, is a first cousin to the water ice, the difference being that the frappe is only intended to be partly frozen, and not beyond the point where it can be poured. Remember, in making frappes, not to continue the freezing process too long, as the drink is intended to be served as a semi-liquid, and not as a solid.

Fruit drinks, such as cherry, grape, pineapple, and strawberry, may be served as frappes by proceeding as in making

a water ice, but only partly freezing. We offer some other formulas particularly suitable for frappes.

Coffee Frappe.

Take a finished coffee, ordinary table coffee, and sweeten to taste. About six ounces of sugar to the pint ought to give results, but the quantity may be altered to suit. Freeze to the point where the drink will still pour. Serve in a glass or cup, with small spoon. Coffee works well in this manner and makes a popular seller after the public has become familiar with it. Some discrimination must be used in freezing frappes; do not serve the drink too liquid.

Coffee Frappe—Instantaneous.

Fill an ordinary soda tumbler with shaved ice. Over this pour boiling coffee until the tumbler is full. Serve with a long spoon and permit customer to sweeten to taste. This is nothing more nor less than iced coffee, but it will make a hit if you will give it a chance. This drink has a future and is gaining ground every day.

Lemon Frappe.

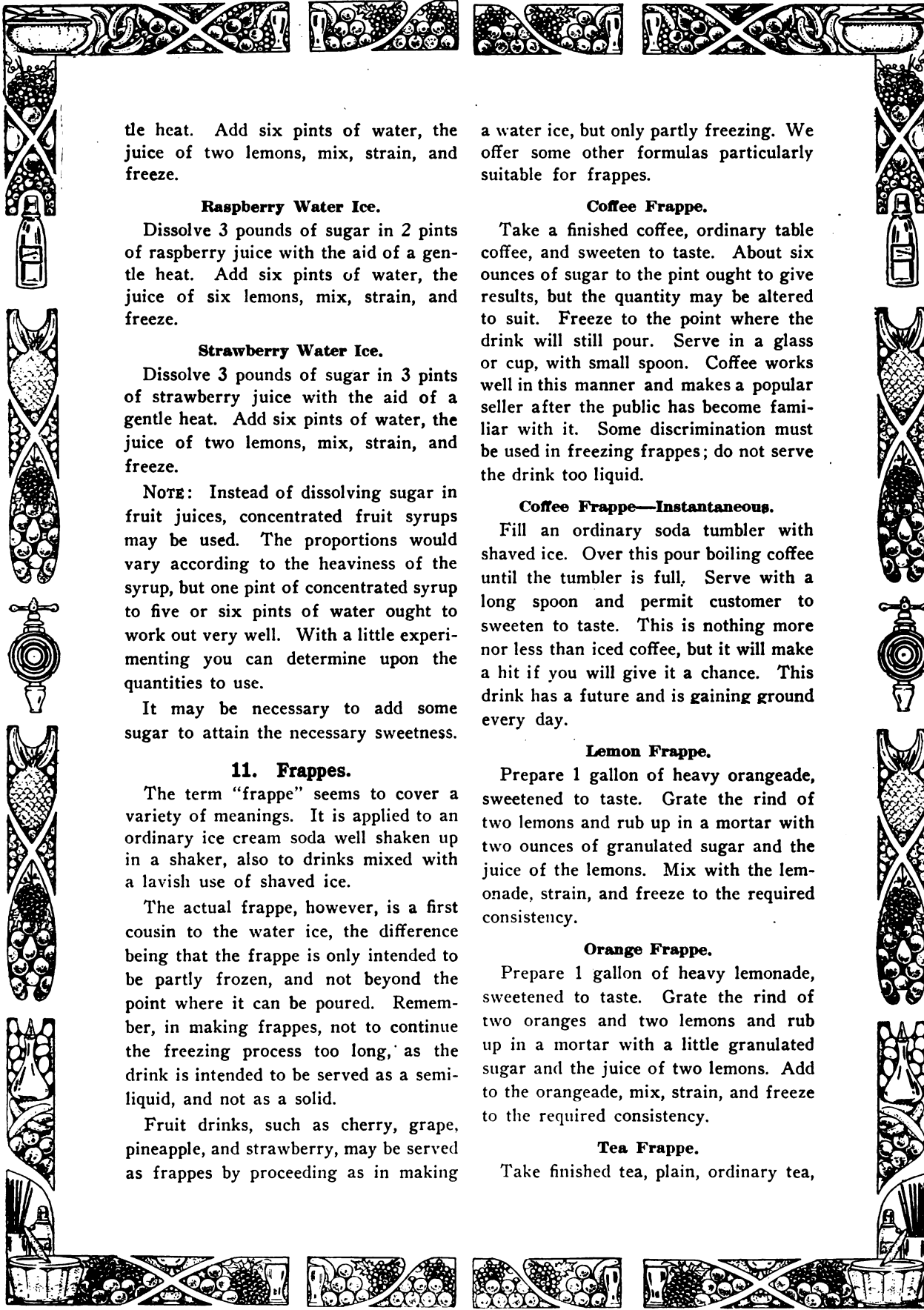
Prepare 1 gallon of heavy orangeade, sweetened to taste. Grate the rind of two lemons and rub up in a mortar with two ounces of granulated sugar and the juice of the lemons. Mix with the lemonade, strain, and freeze to the required consistency.

Orange Frappe.

Prepare 1 gallon of heavy lemonade, sweetened to taste. Grate the rind of two oranges and two lemons and rub up in a mortar with a little granulated sugar and the juice of two lemons. Add to the orangeade, mix, strain, and freeze to the required consistency.

Tea Frappe.

Take finished tea, plain, ordinary tea,



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 122 West Baltimore Street

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 144 Congress Street

and sweeten to taste; then freeze to the required consistency, as in preparing coffee frappe.

This makes a nice frappe and a good drink to advertise, shows a large margin of profit and is easy to prepare.

Tea Frappe—Instantaneous.

Fill an ordinary soda tumbler with shaved ice. Over this pour freshly-made tea until the tumbler is full. Serve with a long spoon, a slice of lemon, and permit customer to sweeten to taste. This, one of the finest thirst quenchers on earth, is nothing more or less than iced tea; but a name doesn't hurt a drink any with some people. Try it and see.

Other Frappes.

In making frappes, there is plenty of room for individual effort.

Almost any combination that will freeze readily may be served in this manner, and the field is wide. Chocolate, made up in a rather thin syrup, may be served as a frappe. Claret lemonade, frozen to the desired consistency, will give you claret frappe, and so on.

Frapped Fruits.

Fruits, such as peaches, pineapple, oranges and berries may be served frapped in the whole fruit, sliced, or crushed.

One method is to make up a lemonade as a base, freeze partially, then stir in the desired fruit, and freeze hard. Such frappes are served as solids and will not pour. Another way is to use a thin syrup as a base and proceed with the freezing in the usual manner.

12. Crushed Fruits.

Crushed fruits make a valuable addition to the soda counter, and no writer can speak too highly of these delicious specialties. They may be served out of season by using the products of the various manufacturers, and we must say that these products have reached a high plane.

Crushed fruits may also be prepared in season from the fresh fruit, for the manipulation of which we offer the following directions. Crushed fruits may be served with syrup, with ice cream, or with both, and for a long time they have been prime favorites. Crushed fruits are mostly prepared without heat and it is better to make them up in small quantities, say each morning, what you think will be enough for the day. You must use some care in your selection of berries and fruit.

Green fruit will not do, and, of course, the use of overripe fruit is not to be advised. There is a happy medium. Fruit that is actually ripe, containing plenty of juice, is the kind to employ. A porcelain-lined dish will be found very useful, and so will a wooden masher. *Avoid the use of anything that may discolor or give a metallic twang to the fruit.* After the fruit is reduced to pulp, it may be mixed with an equal quantity of simple syrup, and is then ready for use. It will stand further dilution with simple syrup, but do not make your finished product too thin. Better to have a heavier product and use less of it to the glass.

Crushed Apple.

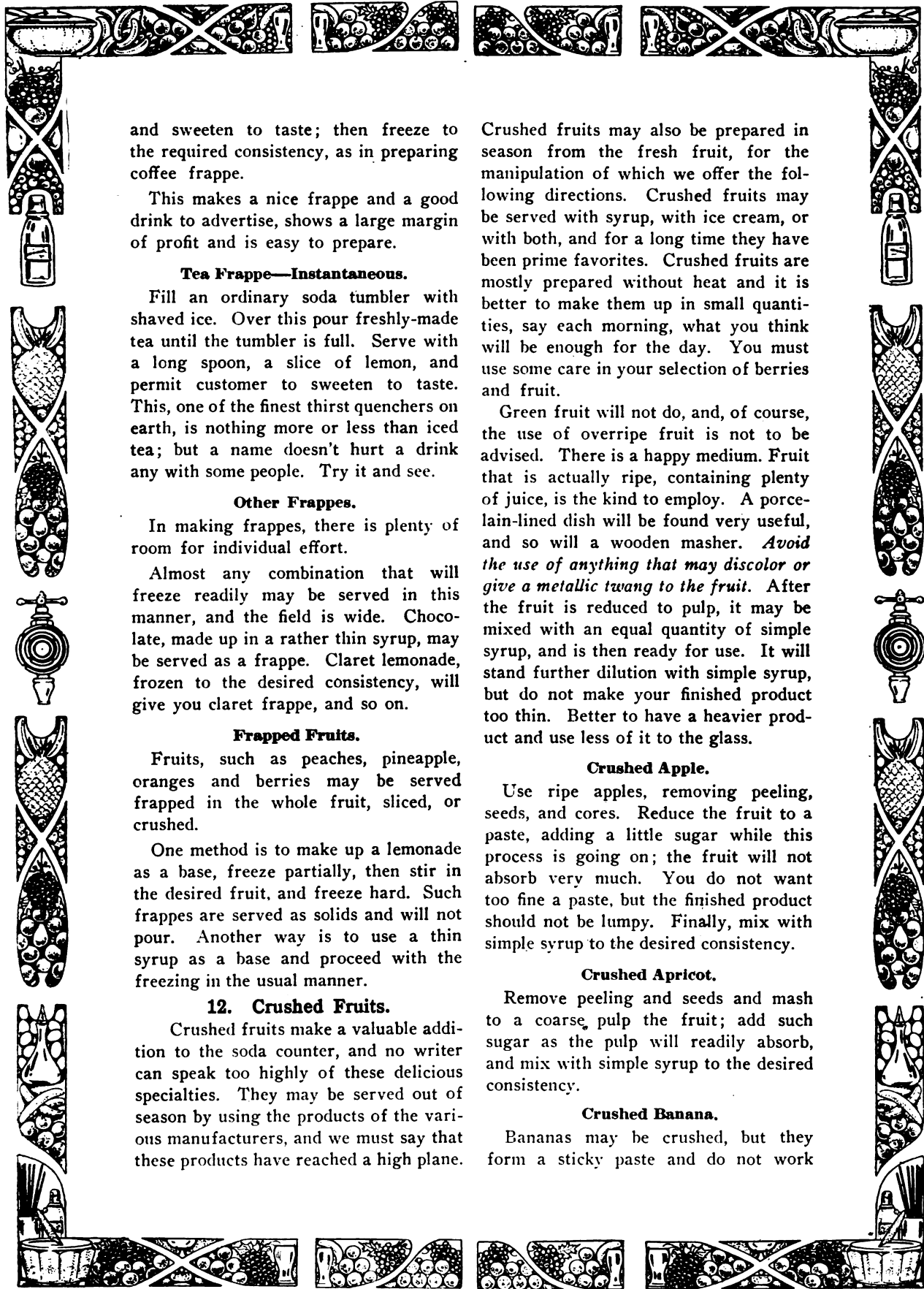
Use ripe apples, removing peeling, seeds, and cores. Reduce the fruit to a paste, adding a little sugar while this process is going on; the fruit will not absorb very much. You do not want too fine a paste, but the finished product should not be lumpy. Finally, mix with simple syrup to the desired consistency.

Crushed Apricot.

Remove peeling and seeds and mash to a coarse pulp the fruit; add such sugar as the pulp will readily absorb, and mix with simple syrup to the desired consistency.

Crushed Banana.

Bananas may be crushed, but they form a sticky paste and do not work



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BEST BY EVERY TEST

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BEST FINISHED by our Special Waterproof Varnish :-: :-: :-: :-: :-:
MOST DURABLE by substantial materials, scientific construction will last a life time



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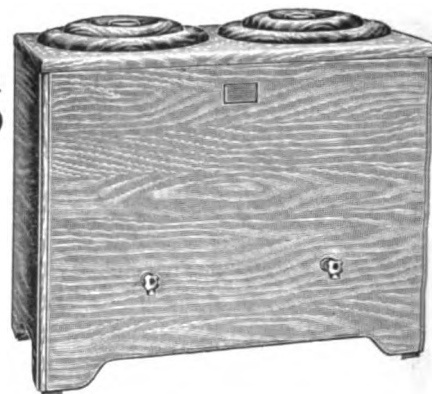
OUR TRADE MARK

The Grand Rapids
ICE CREAM CABINET OF QUALITY

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It Says

QUALITY



STYLE No. 4

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West Nashville, Tenn., May 14, 1910

CHOCOLATE COOLER Co., Grand Rapids, Mich.

Dear Sirs:—Enclosed you will find check for \$34.30 to cover invoice of April 14th.

We are perfectly delighted with the Cabinet in every respect. We don't use a bit over half, if that much of ice, as we did in our former Cabinet, besides it keeps our cream in better condition and the cold storage space is perfect. If at any time you wish to refer any one to us we will take pleasure in recommending it. Thanking you, we are, Respectfully yours,

HOODENPYL DRUG CO.



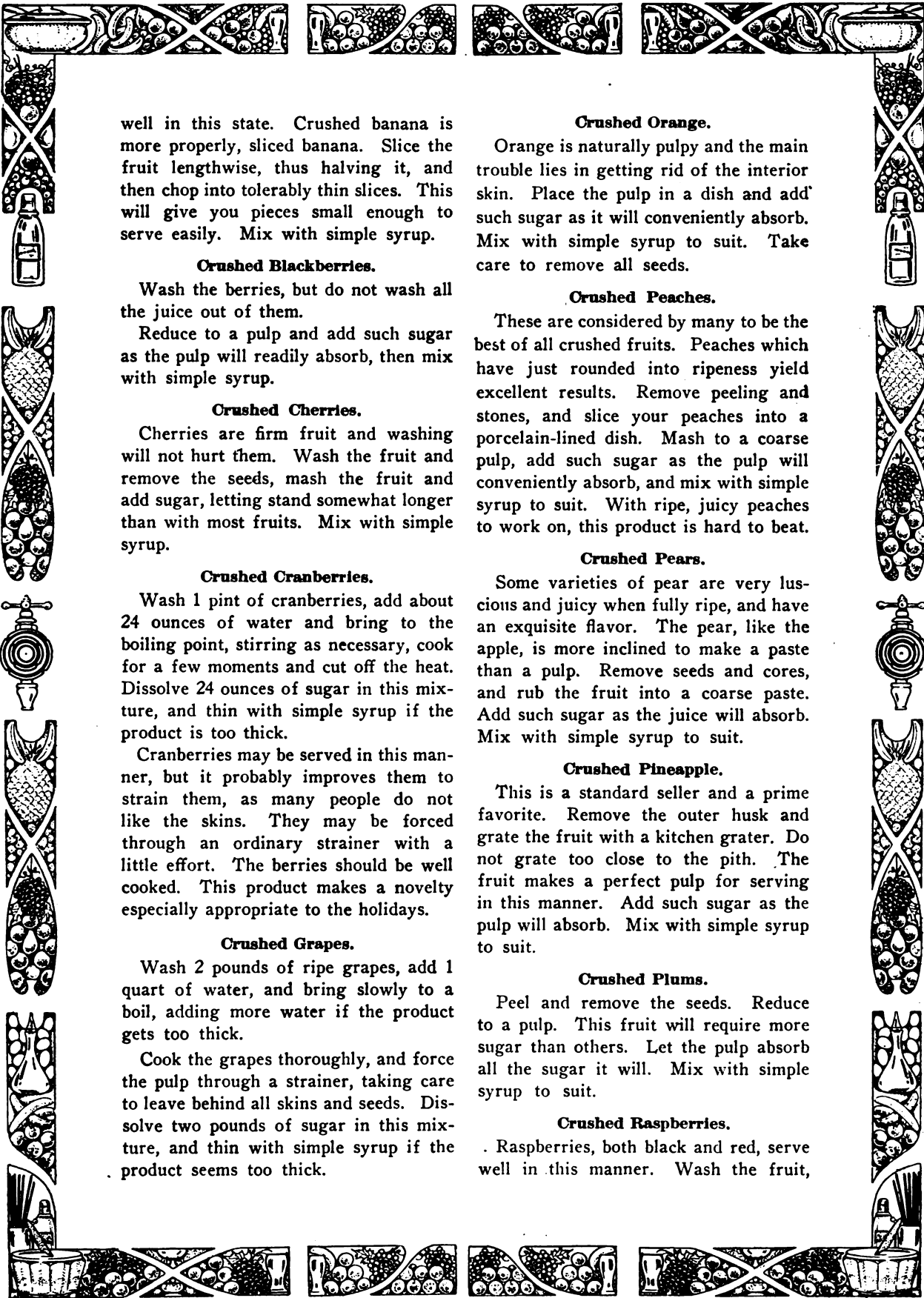
STYLE No. 3

Handled by all the Leading Jobbers. Write us or your nearest Jobber today for further information and prices.

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76-80 Alabama Street,

GRAND RAPIDS, MICH.



well in this state. Crushed banana is more properly, sliced banana. Slice the fruit lengthwise, thus halving it, and then chop into tolerably thin slices. This will give you pieces small enough to serve easily. Mix with simple syrup.

Crushed Blackberries.

Wash the berries, but do not wash all the juice out of them.

Reduce to a pulp and add such sugar as the pulp will readily absorb, then mix with simple syrup.

Crushed Cherries.

Cherries are firm fruit and washing will not hurt them. Wash the fruit and remove the seeds, mash the fruit and add sugar, letting stand somewhat longer than with most fruits. Mix with simple syrup.

Crushed Cranberries.

Wash 1 pint of cranberries, add about 24 ounces of water and bring to the boiling point, stirring as necessary, cook for a few moments and cut off the heat. Dissolve 24 ounces of sugar in this mixture, and thin with simple syrup if the product is too thick.

Cranberries may be served in this manner, but it probably improves them to strain them, as many people do not like the skins. They may be forced through an ordinary strainer with a little effort. The berries should be well cooked. This product makes a novelty especially appropriate to the holidays.

Crushed Grapes.

Wash 2 pounds of ripe grapes, add 1 quart of water, and bring slowly to a boil, adding more water if the product gets too thick.

Cook the grapes thoroughly, and force the pulp through a strainer, taking care to leave behind all skins and seeds. Dissolve two pounds of sugar in this mixture, and thin with simple syrup if the product seems too thick.

Crushed Orange.

Orange is naturally pulpy and the main trouble lies in getting rid of the interior skin. Place the pulp in a dish and add such sugar as it will conveniently absorb. Mix with simple syrup to suit. Take care to remove all seeds.

Crushed Peaches.

These are considered by many to be the best of all crushed fruits. Peaches which have just rounded into ripeness yield excellent results. Remove peeling and stones, and slice your peaches into a porcelain-lined dish. Mash to a coarse pulp, add such sugar as the pulp will conveniently absorb, and mix with simple syrup to suit. With ripe, juicy peaches to work on, this product is hard to beat.

Crushed Pears.

Some varieties of pear are very luscious and juicy when fully ripe, and have an exquisite flavor. The pear, like the apple, is more inclined to make a paste than a pulp. Remove seeds and cores, and rub the fruit into a coarse paste. Add such sugar as the juice will absorb. Mix with simple syrup to suit.

Crushed Pineapple.

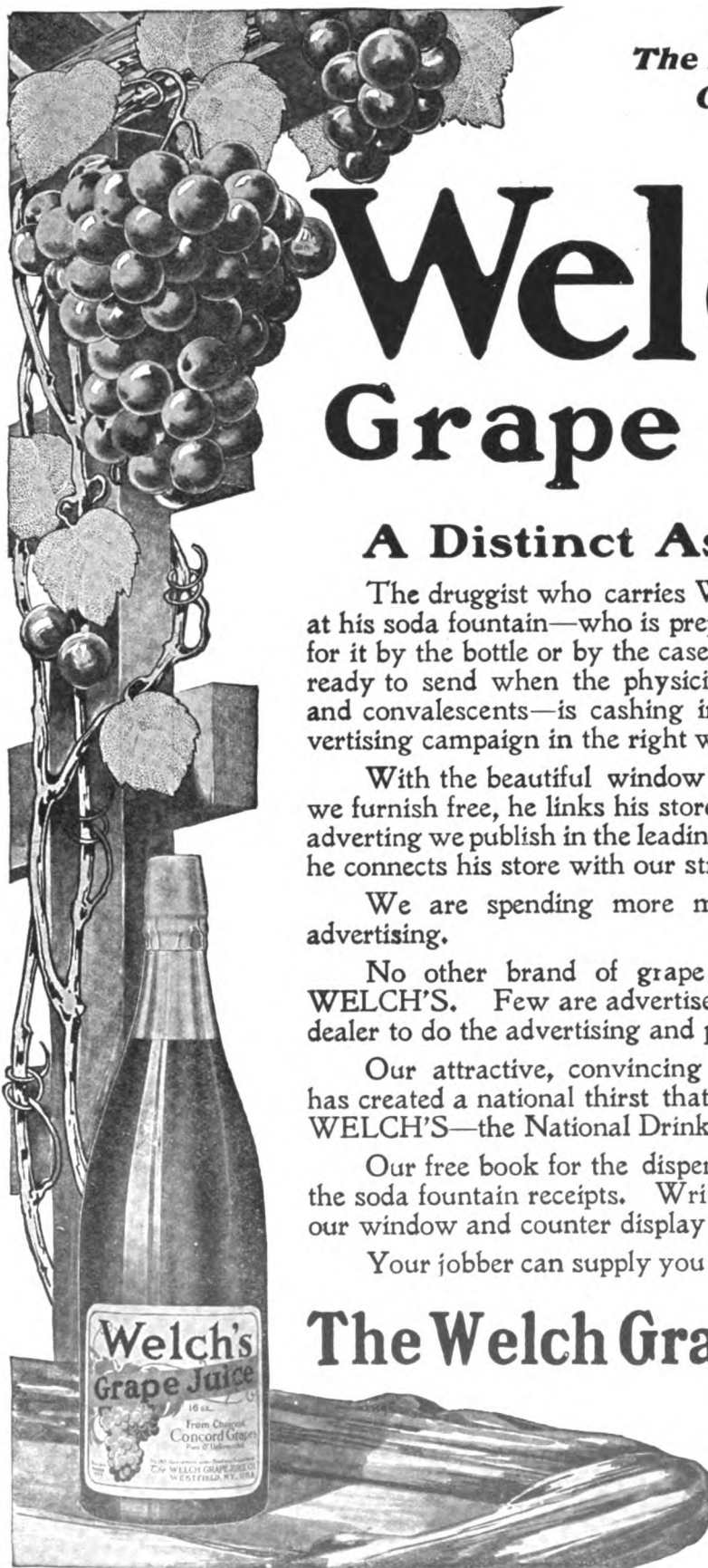
This is a standard seller and a prime favorite. Remove the outer husk and grate the fruit with a kitchen grater. Do not grate too close to the pith. The fruit makes a perfect pulp for serving in this manner. Add such sugar as the pulp will absorb. Mix with simple syrup to suit.

Crushed Plums.

Peel and remove the seeds. Reduce to a pulp. This fruit will require more sugar than others. Let the pulp absorb all the sugar it will. Mix with simple syrup to suit.

Crushed Raspberries.

Raspberries, both black and red, serve well in this manner. Wash the fruit,



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Grape Juice

Welch's Grape Juice

A Distinct Asset to You

The druggist who carries WELCH'S—who dispenses it at his soda fountain—who is prepared to supply the demand for it by the bottle or by the case for family use—who has it ready to send when the physician prescribes it for invalids and convalescents—is cashing in on our great national advertising campaign in the right way.

With the beautiful window and counter display matter we furnish free, he links his store directly with every line of advertising we publish in the leading magazines of the country—he connects his store with our street car campaign too.

We are spending more money than ever before in advertising.

No other brand of grape juice is advertised as is WELCH'S. Few are advertised at all. They expect the dealer to do the advertising and promoting for them.

Our attractive, convincing and continuous advertising has created a national thirst that will only be satisfied with WELCH'S—the National Drink.

Our free book for the dispenser shows how to increase the soda fountain receipts. Write for it to-day—also ask for our window and counter display matter, if you are interested.

Your jobber can supply you right away with WELCH'S.

The Welch Grape Juice Co.

Westfield, N. Y.

mash to a pulp, and add such sugar as the pulp will absorb.

Mix with simple syrup to suit.

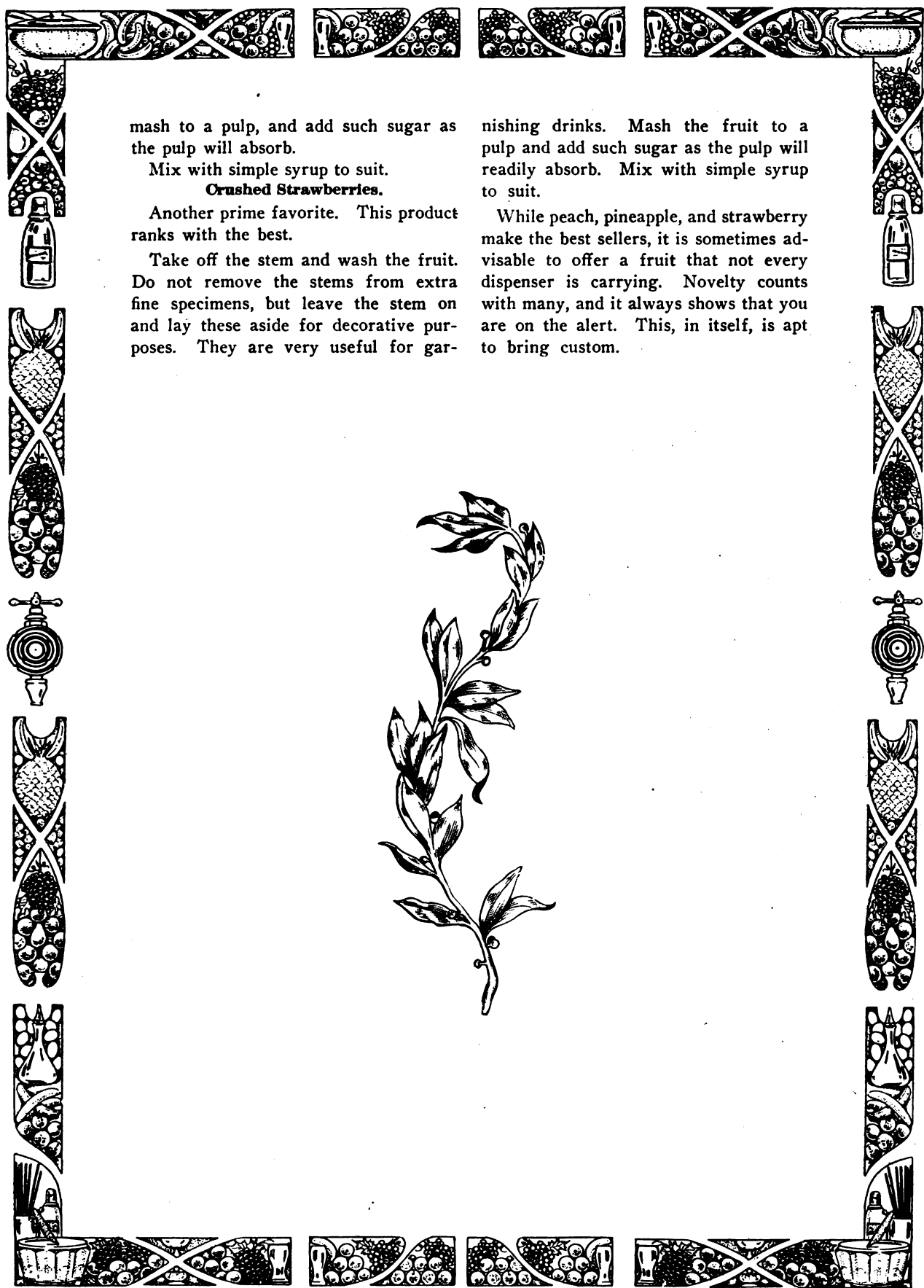
Crushed Strawberries.

Another prime favorite. This product ranks with the best.

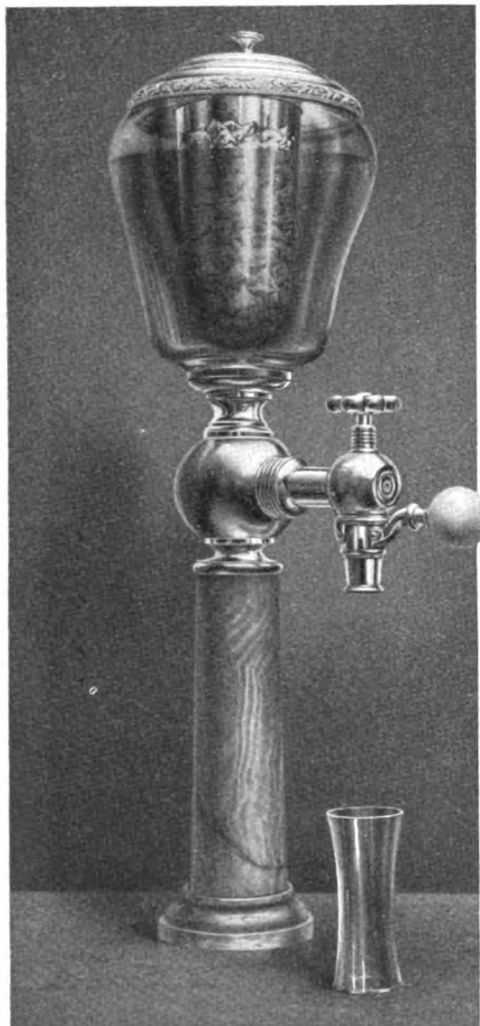
Take off the stem and wash the fruit. Do not remove the stems from extra fine specimens, but leave the stem on and lay these aside for decorative purposes. They are very useful for gar-

nishing drinks. Mash the fruit to a pulp and add such sugar as the pulp will readily absorb. Mix with simple syrup to suit.

While peach, pineapple, and strawberry make the best sellers, it is sometimes advisable to offer a fruit that not every dispenser is carrying. Novelty counts with many, and it always shows that you are on the alert. This, in itself, is apt to bring custom.



Create a Demand for Your Specialty in Syrups



(Patent applied for)

The Capdau-May Drug Company, of New Orleans, have just placed with us the largest order for soda fountains ever given in the city of New Orleans, having ordered four Lippincott Counter Service Apparatus, each equipped with one or more Lippincott Finished Drink Dispensers.

Sold on easy payments to those giving satisfactory references. Write for pamphlet giving full particulars.

Use a Lippincott Finished Drink Dispenser which can be placed on any counter. This patented draft fixture draws a perfectly blended drink; the amount of syrup can be absolutely regulated, thus serving your customers satisfactorily, *and preventing waste.*

It is of most attractive appearance and has great advertising advantages. It also draws clear soda water with coarse and fine stream by turning the same lever.

Those having fountains can conduct soda from their present coolers to the Finished Drink Dispenser—or an inexpensive cooler box can be furnished that can be placed under the slab on almost any counter.

A great opportunity for dispensers to serve a specialty of their own or such advertised drinks as Cola drinks, Root Beer, Mead, etc., quicker and better.

A. H. & F. H. Lippincott, Inc.

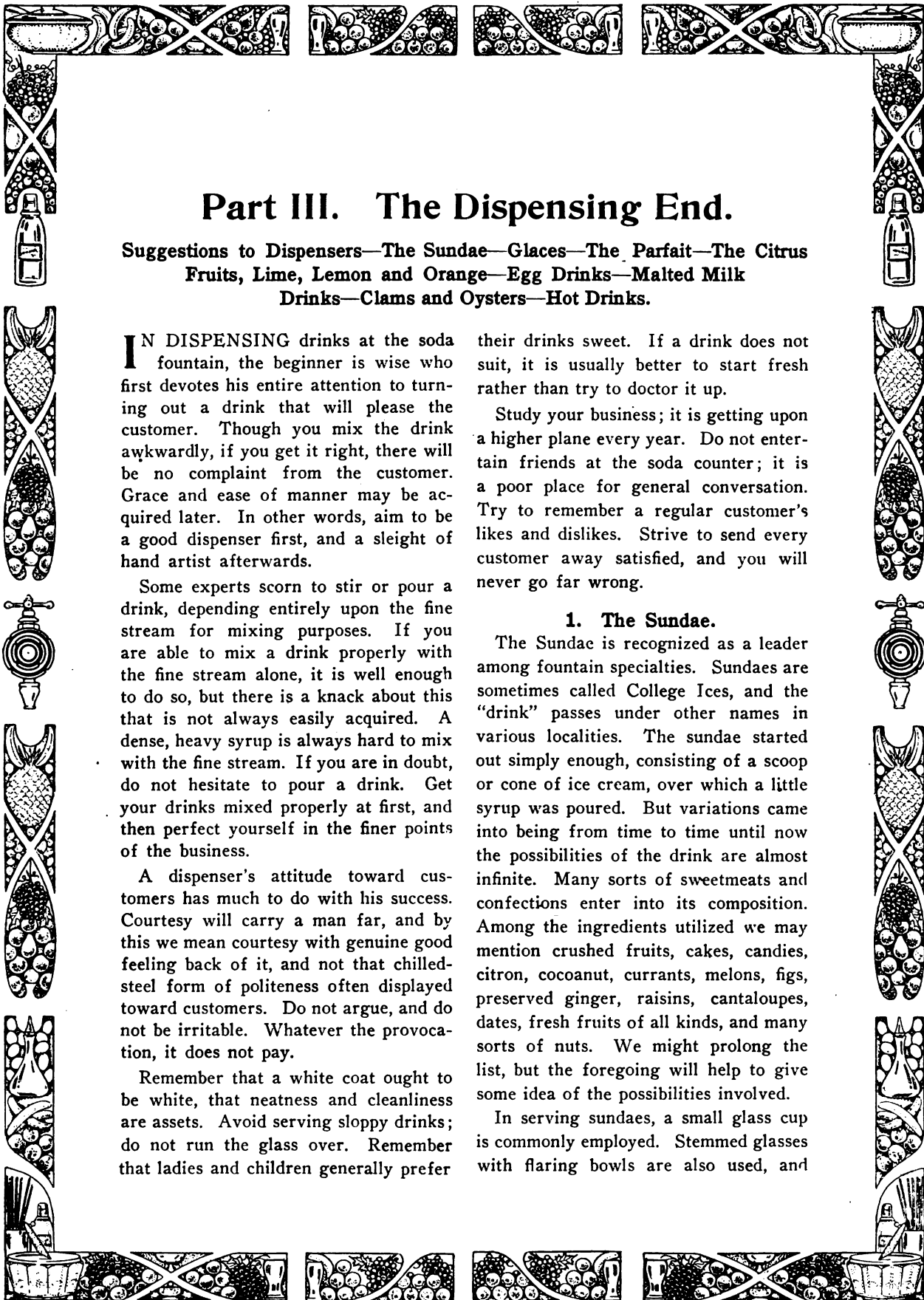
Manufacturers

Soda Water Apparatus, Carbonators, Ice Shavers, Sundries

925-27-29 Filbert Street

Philadelphia, Pa.

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Part III. The Dispensing End.

Suggestions to Dispensers—The Sundae—Glaces—The Parfait—The Citrus Fruits, Lime, Lemon and Orange—Egg Drinks—Malted Milk Drinks—Clams and Oysters—Hot Drinks.

IN DISPENSING drinks at the soda fountain, the beginner is wise who first devotes his entire attention to turning out a drink that will please the customer. Though you mix the drink awkwardly, if you get it right, there will be no complaint from the customer. Grace and ease of manner may be acquired later. In other words, aim to be a good dispenser first, and a sleight of hand artist afterwards.

Some experts scorn to stir or pour a drink, depending entirely upon the fine stream for mixing purposes. If you are able to mix a drink properly with the fine stream alone, it is well enough to do so, but there is a knack about this that is not always easily acquired. A dense, heavy syrup is always hard to mix with the fine stream. If you are in doubt, do not hesitate to pour a drink. Get your drinks mixed properly at first, and then perfect yourself in the finer points of the business.

A dispenser's attitude toward customers has much to do with his success. Courtesy will carry a man far, and by this we mean courtesy with genuine good feeling back of it, and not that chilled-steel form of politeness often displayed toward customers. Do not argue, and do not be irritable. Whatever the provocation, it does not pay.

Remember that a white coat ought to be white, that neatness and cleanliness are assets. Avoid serving sloppy drinks; do not run the glass over. Remember that ladies and children generally prefer

their drinks sweet. If a drink does not suit, it is usually better to start fresh rather than try to doctor it up.

Study your business; it is getting upon a higher plane every year. Do not entertain friends at the soda counter; it is a poor place for general conversation. Try to remember a regular customer's likes and dislikes. Strive to send every customer away satisfied, and you will never go far wrong.

1. The Sundae.

The Sundae is recognized as a leader among fountain specialties. Sundaes are sometimes called College Ices, and the "drink" passes under other names in various localities. The sundae started out simply enough, consisting of a scoop or cone of ice cream, over which a little syrup was poured. But variations came into being from time to time until now the possibilities of the drink are almost infinite. Many sorts of sweetmeats and confections enter into its composition. Among the ingredients utilized we may mention crushed fruits, cakes, candies, citron, cocoanut, currants, melons, figs, preserved ginger, raisins, cantaloupes, dates, fresh fruits of all kinds, and many sorts of nuts. We might prolong the list, but the foregoing will help to give some idea of the possibilities involved.

In serving sundaes, a small glass cup is commonly employed. Stemmed glasses with flaring bowls are also used, and

CELERY-VESCE

Renowned Fountain Beverage & Famous Headache Remedy

Dispensed at all the Big Soda Fountain Establishments Everywhere

It is as Pleasant as Cream Soda. Safest and Satisfactory Always. Sweetens the Stomach. Braces the Nerves. Clears the Brain. Speedy and Efficient as a Remedy for Headache, Neuralgia, etc.

Special Offer No. 1.

With an order of Celery-Vesce amounting to \$3.00 assorted as desired, two (2)-25 cent bottles of Celery-Vesce will be included free of charge.

Special Offer No. 2.

With an order of Celery-Vesce amounting to \$6.00 assorted as desired, six (6)-25 cent bottles of Celery-Vesce will be included free of charge.

Special Offer No. 3.

With an order of Celery-Vesce amounting to \$12.00, assorted as desired, twelve (12)-25c bottles of Celery-Vesce will be included free of charge and an extra discount of 5 per cent will be allowed, making net amount of \$11.40.

Take Advantage of our SPECIAL OFFER Now and Equip your Soda Fountain with a REPEATER that SATISFIES your Trade.

THE PROFITS CAN'T BE BEATEN

CENTURY CHEMICAL CO.

Indianapolis, Indiana.

RIPPEY'S Powdered Foamoline

(TRADE MARK REGISTERED)

Specially Prepared

For Manufacturers

— of —

ICE CREAM,

Sherbets,

Fruit Frosts

AND

Water Ices.



Rippey's Powdered Foamoline not only enriches your Ice Cream and gives it that smooth, pasty appearance, so much admired by lovers of Ice Cream, but adds to its bulk and will remain firm and solid longer with less ice and less labor than any article ever before offered for that purpose.

No heat or Eggs required, you simply mix Rippey's Powdered Foamoline with the sugar while dry, add your cream or milk and it is ready for the Freezer.

For a limited time we will send by mail, postage paid, full half pound on receipt of 25 cents in stamps. Our formulas for ice cream, sherbets, fruit-frosts and water ices mailed free on receipt of your address.

CAUTION.—Rippey's Powdered Foamoline is packed in 1 pound boxes with registered trade mark and signature of William Rippey on every box. Never sold in bulk.

PRICE. - - 35 cents per pound.

WILLIAM RIPPEY, 110 E. 2nd St. Cincinnati, Ohio.

Our Business is Boosting Soda Fountain Supplies and Specialties

A perfect selling organization, with many years' acquaintance with the trade, we act as

General Selling Agents

throughout the United States and Canada, and guarantee to give

Superior-Result-Producing-Service.

We want to hear from Manufacturers of all kinds of products and supplies suitable for the Soda Fountain

Address

FOUNTAIN SUPPLY CO.

GREAT NORTHERN BUILDING,

CHICAGO, ILL.

Headquarters for Maple Flavor

Use Tri-Maple—a vegetable flavor—at your Fountain and save 50 cents per gallon on your Maple Syrup bill. Makes a syrup equal in all respects to sap syrup. Price \$3.00 per pint—flavors 16 gallons of syrup. Use this syrup for your Nut Sundaes.

THOS. HENDERSON

MANUFACTURING
CHEMIST

86 Fulton St., NEW YORK

saucers and small round dishes are frequently seen. The "nappy," a small, round dish with a ring handle, makes a very good sundae dish. Some sundaes cannot conveniently be served in cups. If you are doing a large business and are pressed for space, you will find saucers useful. Saucers pack well. You can stand a dozen of them in the space that four cups would require, and saucers are also easy to wash. But in selecting containers, every dispenser should consult his own needs. Do not be afraid to be different. An attractive, odd dish often proves a good advertisement.

In ice cream scoops, it is well to have both a cone scoop and a round scoop. In spoons, you will require something small.

Wafers go well with sundaes, and there should be paper napkins on hand.

Almond Sundae.

Place a portion of vanilla ice cream in a glass and garnish with whole almonds. Top with a cube of preserved ginger or a cherry.

Almond Chocolate Sundae.

Place a portion of vanilla ice cream in a glass, pour over it about one ounce of chocolate syrup (or a little more if desired) and sprinkle with chopped almonds. Both the syrup and the ice cream may be varied.

Banana Sundae.

Place a portion of vanilla ice cream in a glass and garnish with sliced banana. You may vary this by pouring over it a small quantity of banana syrup or of strawberry syrup.

Whole Banana Sundae.

This must be served upon a dish. Split a banana lengthwise and place over it a portion of ice cream. Numerous variations are possible. You can use any kind of ice cream, and add a dash of

syrup if you like. Some elaborate sundaes are served in this fashion.

Berry Sundaes.

Serve a portion of ice cream in a cup and garnish with fresh berries in season. Sometimes you can match the cream and the berry.

Cantaloupe Sundae.

One of the finest specialties. Should be served on a dish. The small cantaloupes are good for this purpose. Keep them chilled and serve half a cantaloupe with a portion of ice cream inside. The possibilities are numerous, and you may serve any kind of cream or water-ice desired.

All Chocolate Sunday.

Serve a scoop of chocolate ice cream in a cup, pour over it a small quantity of heavy chocolate syrup, and top with a chocolate drop. Add a chocolate cake on the side if you wish. Some girls cannot get enough chocolate. This combination ought to please them.

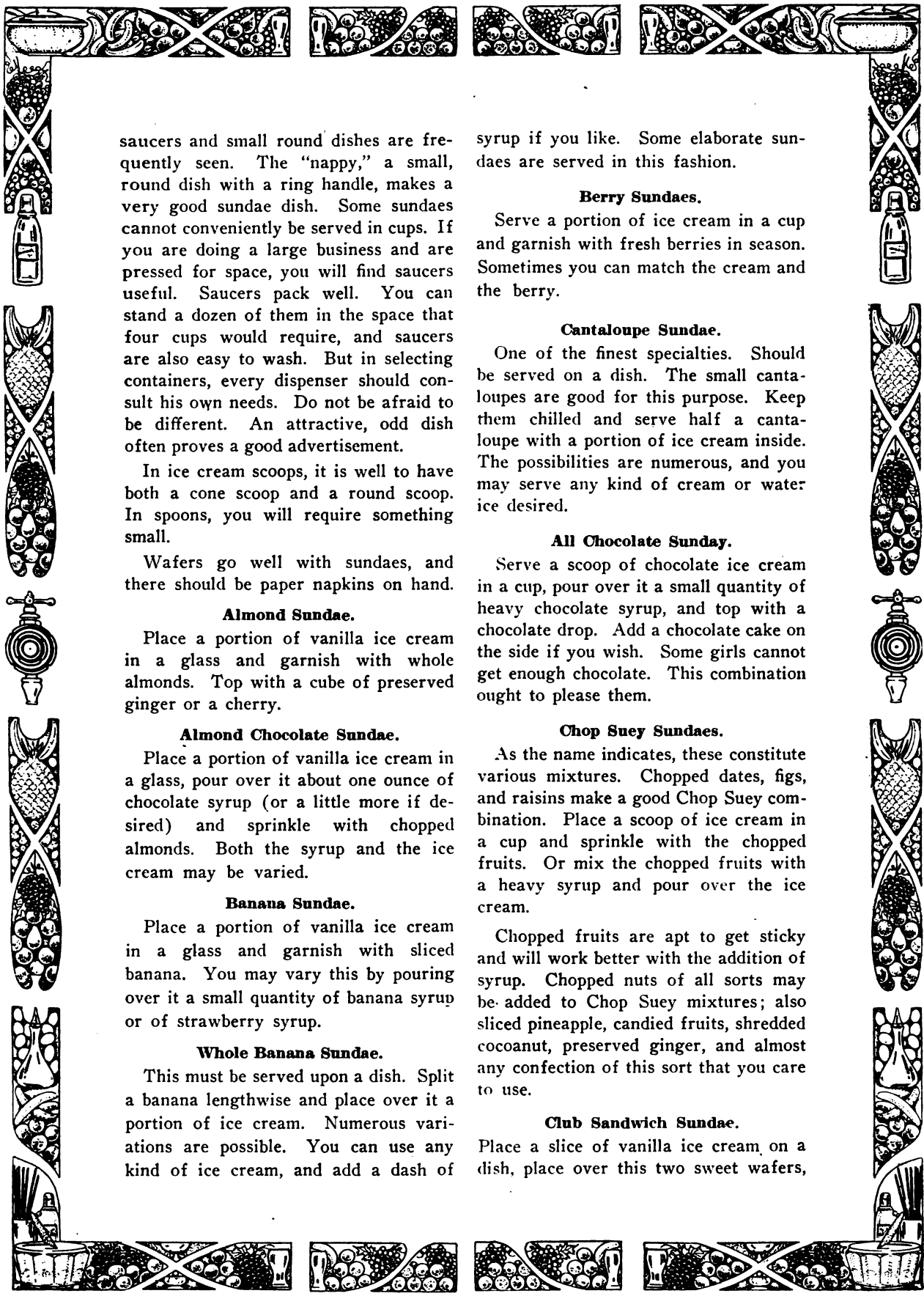
Chop Suey Sundaes.

As the name indicates, these constitute various mixtures. Chopped dates, figs, and raisins make a good Chop Suey combination. Place a scoop of ice cream in a cup and sprinkle with the chopped fruits. Or mix the chopped fruits with a heavy syrup and pour over the ice cream.

Chopped fruits are apt to get sticky and will work better with the addition of syrup. Chopped nuts of all sorts may be added to Chop Suey mixtures; also sliced pineapple, candied fruits, shredded coconut, preserved ginger, and almost any confection of this sort that you care to use.

Club Sandwich Sundae.

Place a slice of vanilla ice cream on a dish, place over this two sweet wafers,



Cocoa Butter Pressed Out

Using the finest chocolate liquor and pressing out just the proper amount of cocoa butter, we have left INVINCIBLE COCOA, the best and purest product of its kind. This is a more exact method than the unnatural Dutch process of chemical reaction, but it produces the true chocolate flavor without any of the burning alkalies or other chemicals that impair the delicate flavor of the cocoa beans.

INVINCIBLE COCOA

As a discriminating buyer, we suggest that you be as particular about the quality of the cocoa used at your soda fountain as of the drugs for your prescriptions. It pays in every way, because customers appreciate true chocolate quality.

We guarantee Invincible Cocoa to be pure in every respect and as superior in quality as the name implies.

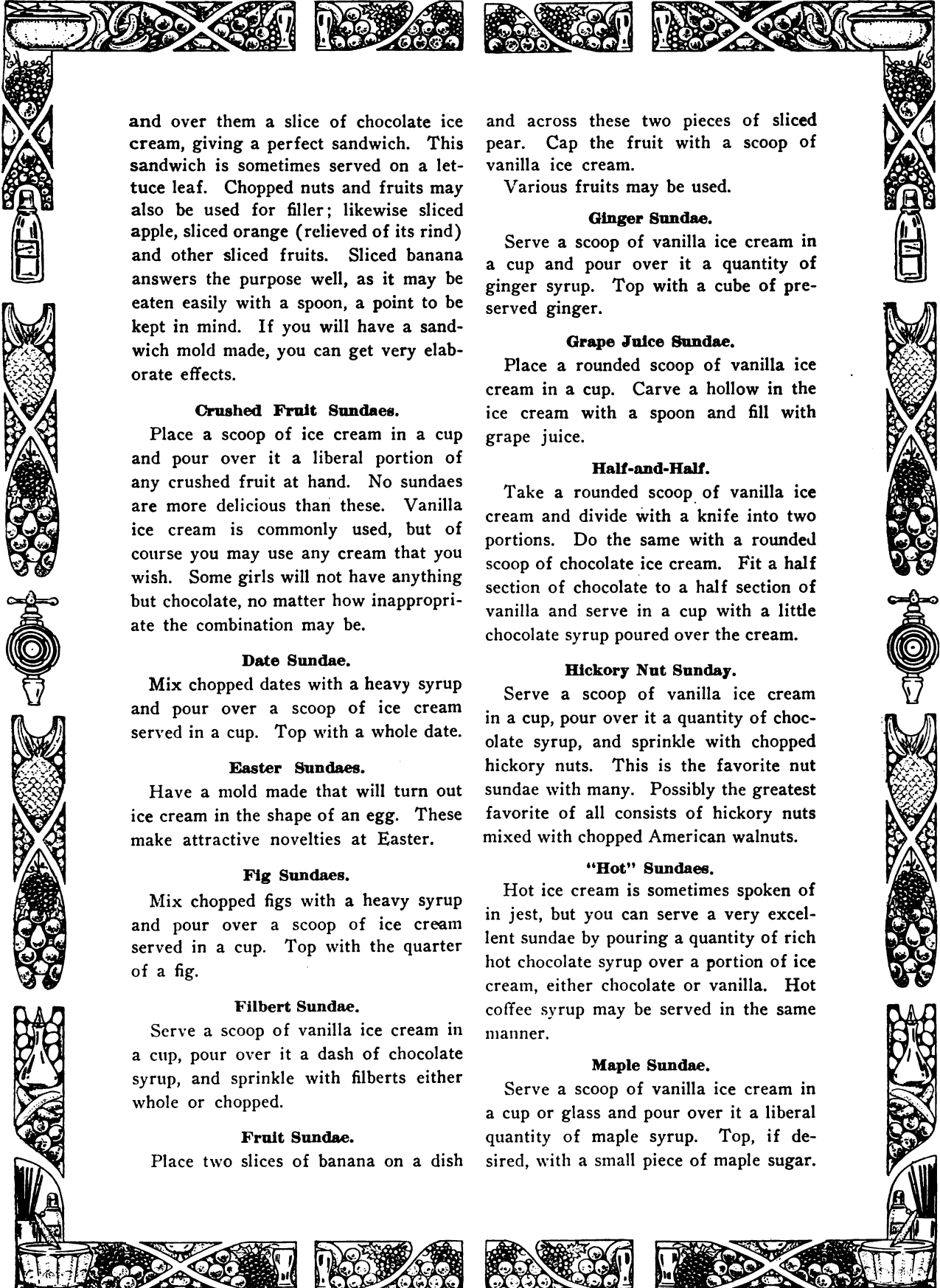
A sample 25-lb. drum will be sent prepaid for \$6.50.

PENNSYLVANIA CHOCOLATE COMPANY
DEPT. F , PITTSBURGH, PA.

*Preparers of Highest Grade Chocolate Liquors, Confectioners'
Coatings, Cocos. Samples and Prices on Request.*

Zatek Cocoa—soluble, digestible—"the best
family drink on earth"—10 cents a can.
Also in half pound cans.





and over them a slice of chocolate ice cream, giving a perfect sandwich. This sandwich is sometimes served on a lettuce leaf. Chopped nuts and fruits may also be used for filler; likewise sliced apple, sliced orange (relieved of its rind) and other sliced fruits. Sliced banana answers the purpose well, as it may be eaten easily with a spoon, a point to be kept in mind. If you will have a sandwich mold made, you can get very elaborate effects.

Crushed Fruit Sundaes.

Place a scoop of ice cream in a cup and pour over it a liberal portion of any crushed fruit at hand. No sundaes are more delicious than these. Vanilla ice cream is commonly used, but of course you may use any cream that you wish. Some girls will not have anything but chocolate, no matter how inappropriate the combination may be.

Date Sundae.

Mix chopped dates with a heavy syrup and pour over a scoop of ice cream served in a cup. Top with a whole date.

Easter Sundaes.

Have a mold made that will turn out ice cream in the shape of an egg. These make attractive novelties at Easter.

Fig Sundaes.

Mix chopped figs with a heavy syrup and pour over a scoop of ice cream served in a cup. Top with the quarter of a fig.

Filbert Sundae.

Serve a scoop of vanilla ice cream in a cup, pour over it a dash of chocolate syrup, and sprinkle with filberts either whole or chopped.

Fruit Sundae.

Place two slices of banana on a dish

and across these two pieces of sliced pear. Cap the fruit with a scoop of vanilla ice cream.

Various fruits may be used.

Ginger Sundae.

Serve a scoop of vanilla ice cream in a cup and pour over it a quantity of ginger syrup. Top with a cube of preserved ginger.

Grape Juice Sundae.

Place a rounded scoop of vanilla ice cream in a cup. Carve a hollow in the ice cream with a spoon and fill with grape juice.

Half-and-Half.

Take a rounded scoop of vanilla ice cream and divide with a knife into two portions. Do the same with a rounded scoop of chocolate ice cream. Fit a half section of chocolate to a half section of vanilla and serve in a cup with a little chocolate syrup poured over the cream.

Hickory Nut Sunday.

Serve a scoop of vanilla ice cream in a cup, pour over it a quantity of chocolate syrup, and sprinkle with chopped hickory nuts. This is the favorite nut sundae with many. Possibly the greatest favorite of all consists of hickory nuts mixed with chopped American walnuts.

"Hot" Sundaes.

Hot ice cream is sometimes spoken of in jest, but you can serve a very excellent sundae by pouring a quantity of rich hot chocolate syrup over a portion of ice cream, either chocolate or vanilla. Hot coffee syrup may be served in the same manner.

Maple Sundae.

Serve a scoop of vanilla ice cream in a cup or glass and pour over it a liberal quantity of maple syrup. Top, if desired, with a small piece of maple sugar.



The Lightning Tumbler Washer

WILL BE SENT ON TRIAL TO ANY PART OF THE COUNTRY

Price, nickel-plated, \$18.00

THEY SELDOM COME BACK

The Canton Tumbler Washer.

The use of a sanitary tumbler washer means clean glasses at your fountain with a minimum of breakage.

Specify either The Lightning or Canton or both Tumbler Washers in the equipment of your new fountain.

Price, nickel-plated, \$13.00

WRITE US FOR PARTICULARS.

THE WHITEMAN MFG. CO.

CANTON, OHIO



Silent Salesman

DRUGGIST'S SODA TABLE



No. 99.

The soda season will soon be here. It's time to place your order for tables if you want to be properly equipped to handle your trade. This table will increase your sales of candy and small merchandise very materially. Try it. It has helped others. Write for our special 60-day offer. It's worth while.

DO IT NOW

DETROIT SHOW CASE CO.
DETROIT, MICH., U. S. A.

P. S.—We make Druggists' Fixtures.

"Every Coat We turn out a Winner"

Druggists and Dispensers Coats



STYLE 5

Your personal appearance will be improved by wearing our made to measure coats, thoroughly shrunk. We have a large variety of styles and strictly washable materials. Cut shows style No. 5, made from any material desired.

Write for our swatch card showing styles, materials, and prices, free upon request. We can fit you properly by mail. Free delivery to all parts of the world.

Weissfeld Brothers
117E Nassau St., New York

By drawing one cup another comes into position automatically.

Individual Sanitary Paper Cups

FOR

Soda Fountains

The new cups are of heavier paper and odorless

New Price List Jan., 1911

SAVES { WASHING
BREAKAGE
GUESSING

Soda Drinkers are getting wise to the fact that the Soda Glass is on par with the common drinking cup—Filthy.

A TRIAL ORDER

2000	12 oz. Cups	}	\$20.00
One	12 oz. Bkt.		
Six	12 oz. Holders		

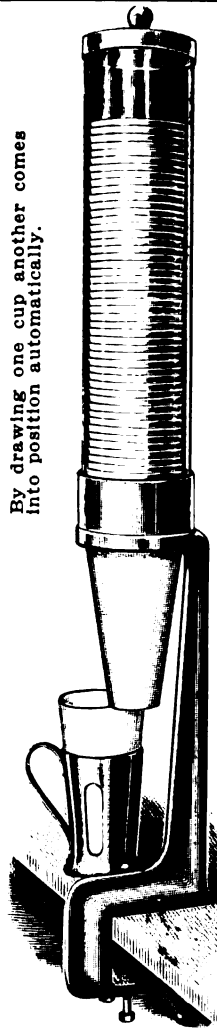
Sizes—7, 8 and 12 oz.

MADE ONLY BY

American Water Supply Company

OF NEW ENGLAND

251 Causeway Street, Boston



Patented

Melon Sundae.

Serve a square of ripe watermelon in a dish and crown it with a rounded scoop of vanilla ice cream.

Nougat Sundae.

Place a cone of vanilla ice cream in a cup or glass, pour over it a quantity of strawberry syrup, and sprinkle with mixed chopped almonds and pistachio nuts.

Nut Sundaes.

Place the portion of ice cream to be served in a cup or glass, pour over it any syrup desired, and sprinkle with whole or chopped nuts of any sort. In working with whole nut meats, some of them will get broken. Save these broken meats to be chopped, or for use in mixtures. By watching loose ends in this way much waste in materials may be avoided.

Nut Salad Sundae.

Mix crushed strawberries and crushed pineapples in equal proportions, stir in a few whole cherries and a little shredded cocoanut. To a pint of this mixture add half a pound of mixed nuts. If the mixture is too heavy to work easily, add a little simple syrup. Serve poured over the usual portion of ice cream.

Orange Sundae.

Place a slice of orange on a dish, removing the outer skin. Crown this with a rounded scoop of vanilla ice cream and pour a quantity of orange syrup over the whole. Top with a cherry.

Peach Sundae.

Surround a cone of vanilla ice cream with sliced peaches, and pour peach syrup over the whole.

Peanut Sundae.

Place a cone of vanilla ice cream in a cup or glass, pour over it either chocolate or coffee syrup, and sprinkle with fresh roasted peanuts, either whole or chopped. Top with an olive.

Pear Sundae.

Juicy pears work up well and can be handled easily with a sundae spoon. Place two slices of pear on a dish and two more slices across these transversely. Cap the fruit with a cone of vanilla ice cream and pour pear or strawberry syrup over the whole.

Pineapple Sundae.

Pineapple had better be sliced and then cut into small pieces, as it is not so easy to handle with a spoon. Lay a foundation with these small pieces and cap with a cone of vanilla ice cream, pouring pineapple syrup over the whole.

Pistachio Sundae.

Serve a cone of vanilla ice cream in a cup or glass, pour over it a quantity of chocolate syrup, and sprinkle with either the whole or chopped pistachio nuts. The syrup may be omitted if desired.

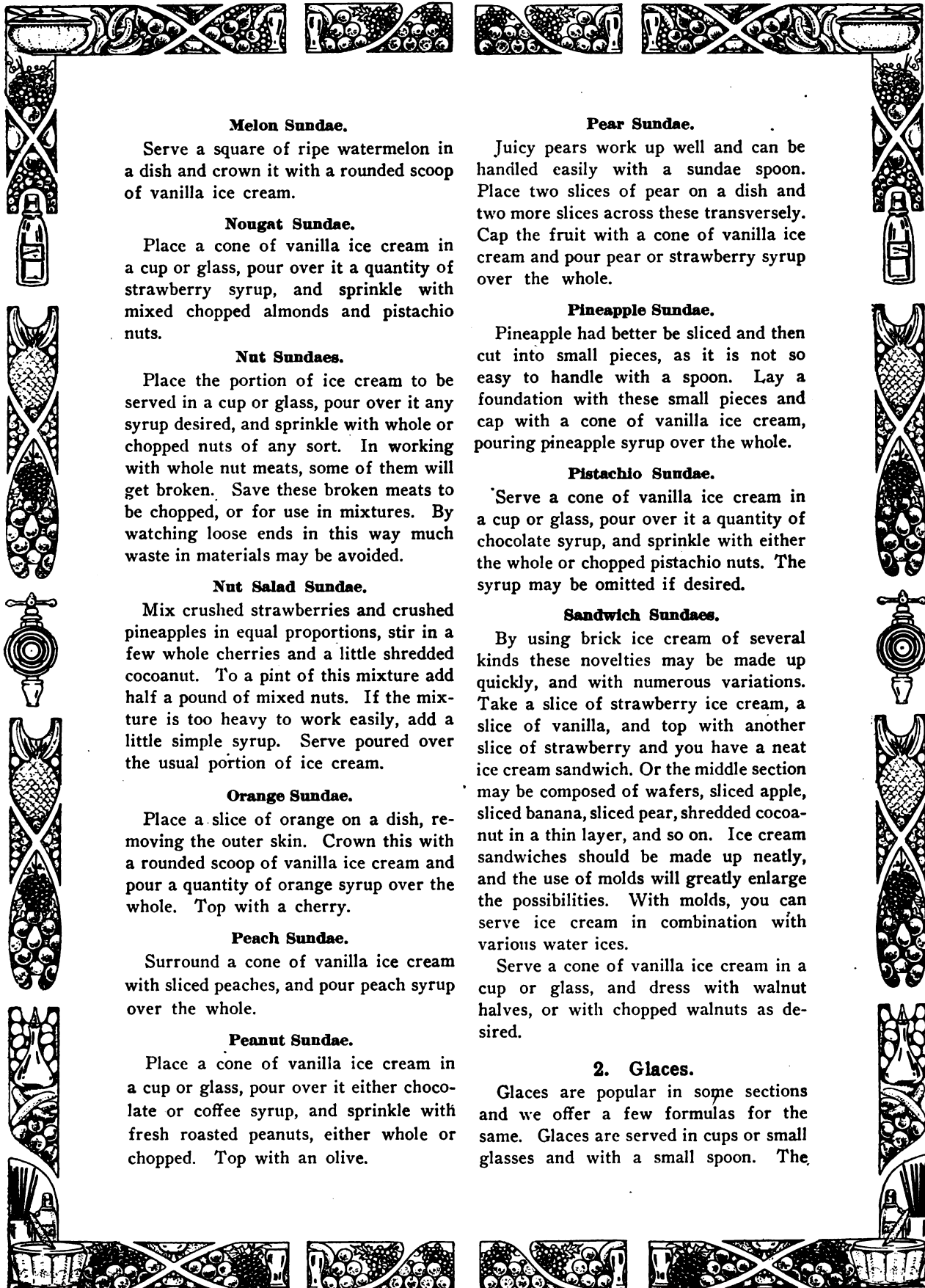
Sandwich Sundaes.

By using brick ice cream of several kinds these novelties may be made up quickly, and with numerous variations. Take a slice of strawberry ice cream, a slice of vanilla, and top with another slice of strawberry and you have a neat ice cream sandwich. Or the middle section may be composed of wafers, sliced apple, sliced banana, sliced pear, shredded cocoanut in a thin layer, and so on. Ice cream sandwiches should be made up neatly, and the use of molds will greatly enlarge the possibilities. With molds, you can serve ice cream in combination with various water ices.

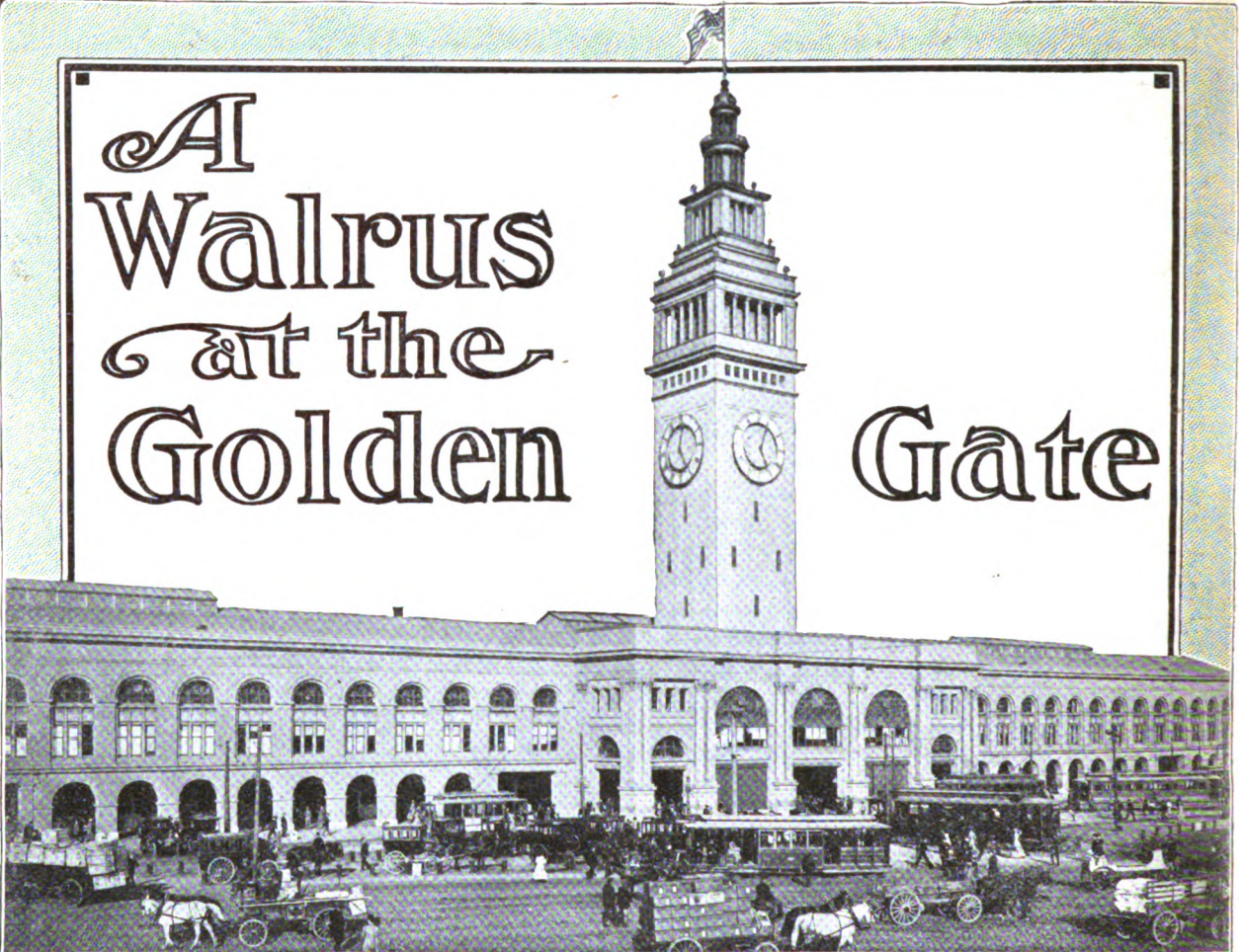
Serve a cone of vanilla ice cream in a cup or glass, and dress with walnut halves, or with chopped walnuts as desired.

2. Glaces.

Glaces are popular in some sections and we offer a few formulas for the same. Glaces are served in cups or small glasses and with a small spoon. The



A Walrus at the Golden Gate



The Main Waiting Room of the Palatial Union Ferry Station

SAN FRANCISCO, CALIFORNIA

Contains a Modern

USE IT

Walrus *Eitherway* Soda Fountain

TRADE MARK REGISTERED
ICE OR ICELESS

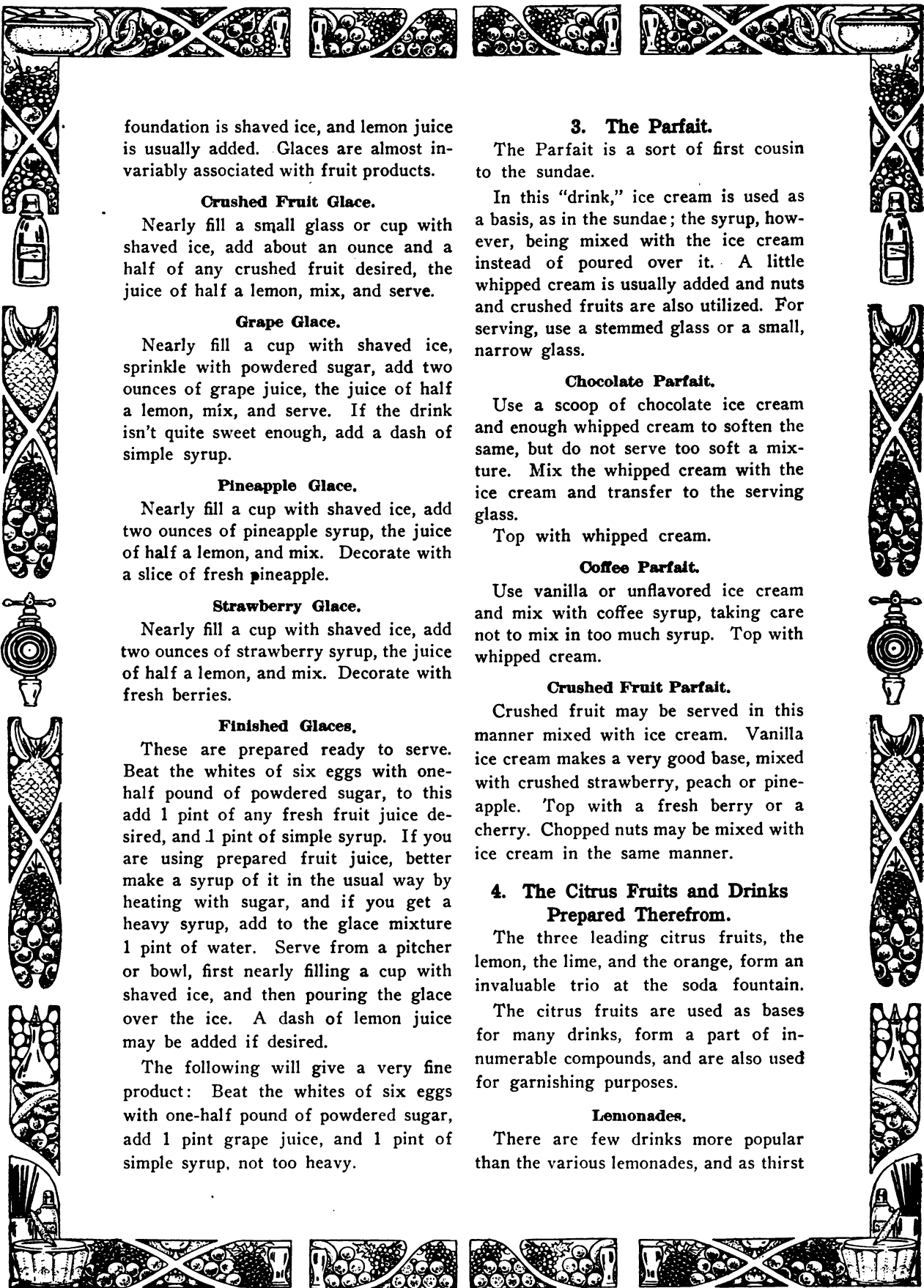
THRU this great gateway to the city pass a hundred thousand people each day, and this elegant marble and onyx fountain is the subject of constant favorable comment, and is freely acknowledged to be one of the handsomest fountains in the city. It is another evidence that Walrus superiority is winning favor with the most discriminating purchasers of Soda Fountains.

WALRUS MANUFACTURING COMPANY

DECATUR, ILLINOIS

MANUFACTURERS OF THE WALRUS *Eitherway* SODA FOUNTAIN

SHOW-ROOMS, AGENCIES AND REPRESENTATIVES THROUGHOUT THE UNITED STATES.



foundation is shaved ice, and lemon juice is usually added. Glaces are almost invariably associated with fruit products.

Crushed Fruit Glace.

Nearly fill a small glass or cup with shaved ice, add about an ounce and a half of any crushed fruit desired, the juice of half a lemon, mix, and serve.

Grape Glace.

Nearly fill a cup with shaved ice, sprinkle with powdered sugar, add two ounces of grape juice, the juice of half a lemon, mix, and serve. If the drink isn't quite sweet enough, add a dash of simple syrup.

Pineapple Glace.

Nearly fill a cup with shaved ice, add two ounces of pineapple syrup, the juice of half a lemon, and mix. Decorate with a slice of fresh pineapple.

Strawberry Glace.

Nearly fill a cup with shaved ice, add two ounces of strawberry syrup, the juice of half a lemon, and mix. Decorate with fresh berries.

Finished Glaces.

These are prepared ready to serve. Beat the whites of six eggs with one-half pound of powdered sugar, to this add 1 pint of any fresh fruit juice desired, and 1 pint of simple syrup. If you are using prepared fruit juice, better make a syrup of it in the usual way by heating with sugar, and if you get a heavy syrup, add to the glace mixture 1 pint of water. Serve from a pitcher or bowl, first nearly filling a cup with shaved ice, and then pouring the glace over the ice. A dash of lemon juice may be added if desired.

The following will give a very fine product: Beat the whites of six eggs with one-half pound of powdered sugar, add 1 pint grape juice, and 1 pint of simple syrup, not too heavy.

3. The Parfait.

The Parfait is a sort of first cousin to the sundae.

In this "drink," ice cream is used as a basis, as in the sundae; the syrup, however, being mixed with the ice cream instead of poured over it. A little whipped cream is usually added and nuts and crushed fruits are also utilized. For serving, use a stemmed glass or a small, narrow glass.

Chocolate Parfait.

Use a scoop of chocolate ice cream and enough whipped cream to soften the same, but do not serve too soft a mixture. Mix the whipped cream with the ice cream and transfer to the serving glass.

Top with whipped cream.

Coffee Parfait.

Use vanilla or unflavored ice cream and mix with coffee syrup, taking care not to mix in too much syrup. Top with whipped cream.

Crushed Fruit Parfait.

Crushed fruit may be served in this manner mixed with ice cream. Vanilla ice cream makes a very good base, mixed with crushed strawberry, peach or pineapple. Top with a fresh berry or a cherry. Chopped nuts may be mixed with ice cream in the same manner.

4. The Citrus Fruits and Drinks Prepared Therefrom.

The three leading citrus fruits, the lemon, the lime, and the orange, form an invaluable trio at the soda fountain.

The citrus fruits are used as bases for many drinks, form a part of innumerable compounds, and are also used for garnishing purposes.

Lemonades.

There are few drinks more popular than the various lemonades, and as thirst

No. 77. BE-SS-T DISHER



THE ONLY ALL GERMAN SILVER DISHER

TO COMPLY WITH THE SANITARY LAWS it is necessary to use an Ice Cream Dish which has no plating to peel off. When particles of plating become mixed with the cream it makes it both dangerous and unsanitary.

THE NO. 77 BEST DISHER is made of all High Grade German Silver, Highly polished and buffed, and has no plating to peel off.

The pistol grip and sharp edges of bowl and scraper makes it easy to dispense the hardest cream.

The strongest and most sanitary Dish made.

Smooth shank—no mechanism to clog with cream.

The easiest Dish to operate and take apart for cleaning.

All mechanisms are enclosed and parts may be detached and readjusted in a moment's time.

Each Dish is guaranteed for six months.

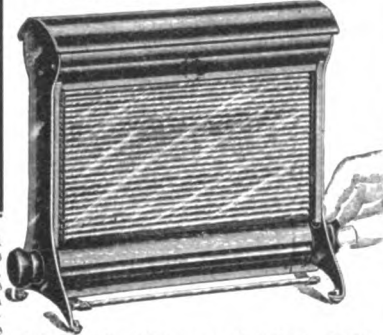
If the thumb of the dispenser is weak, the lever can be operated with the palm of the hand.

Price each, all sizes, \$1.50

Saves time and money. Protects straws from flies, dust and microbes and serves from either side. Positively dispenses one straw at a time.

Jewel Sanitary Straw Dispenser

The frame is made of metal



Price each, Plated or Oxidized, \$2.25

Unique Cone Filler No. 87



Made of solid German Silver, highly polished. No plating to peel. Does not get out of order. By pressing lever cream is discharged into cone. Made only in four sizes, penny, 16, 20 and 24 to quart.

Price, all sizes, each, \$1.00

Something New. Show your customers that you are serving Cones without dust or microbes on them. It will increase your business.

One Cone at a time is removed instantly with either hand.

Frame is made of metal, plated and highly polished.

No mechanical parts to get out of order.

Machine is constructed so it absolutely does not break or mar the Cones. Door closes automatically.

Price each, \$2.75

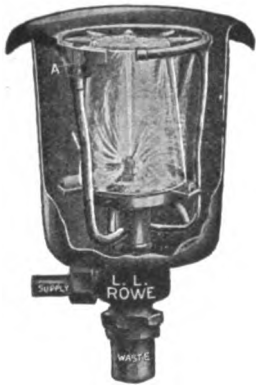
Sanitary Cone Dispenser



If Your Jobber Can't Supply You, Order From

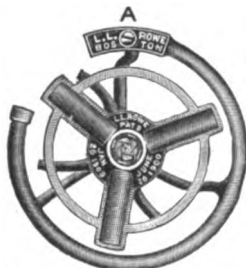
Mosteller Mfg. Co., 322 W. Indiana St. Chicago, Ill.

Makers of the most up-to-date line of Dishes, Cone Fillers, Lime and Lemon Squeezers, Strainers, Peanut, Match and Gum Vending Machines, Sanitary Straw Dispensing Machines, etc.



PRICES

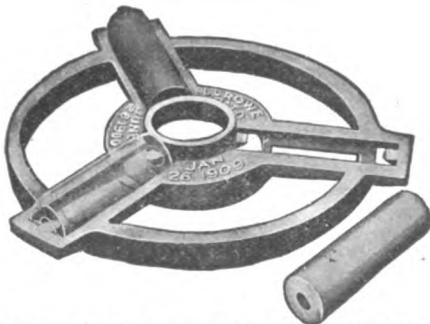
Nickel Plated.....\$15.00
Silver Plated..... 18.00



Showing Working Part looking down upon it

Screw "A" regulates force of water on outside of the glass so it won't spatter.

To reduce turn IN
To increase turn OUT



TUMBLER REST OF THE ALL-OVER-WASH

No rods inside the Rubber Tubes to cut through and chip the glasses

Stung!

Seymour, Conn., June 22, 1910.

Messrs. L. L. ROWE, Boston, Mass.

Dear Sirs:—We are up against it; we allowed the Rowe Tumbler Washer which we had been using to be substituted with a — — in our new equipment; we have been *stung* and would like to return to the old system, what can you allow us for our — — in exchange for a Rowe (\$15.00) Tumbler Washer?

Yours respectfully,

GEO. SMITH & SON.

SPECIFY "THE ROWE" in your new fountain contract and avoid getting stung as above, and many others, have been.

quenchers they are hard to surpass. It will pay any dispenser to push these drinks.

Apollinaris Lemonade.

Squeeze the juice of one lemon into a tall soda tumbler, add about half a tablespoonful of powdered sugar, and fill the glass with apollinaris water. Dissolve the sugar by stirring, or you can shake it up in a shaker, but the former is probably the better method in this case. Garnish the drink with sliced lemon, red cherries, or other decorative fruit. If lemons are running large and juicy, half a lemon will sometimes suffice. It depends largely on the size of the lemon, and the size of the glass, but do not skimp.

Cherry Lemonade.

Squeeze the juice of one lemon into a soda tumbler, add about an ounce and a half of cherry syrup, and fill the glass with plain soda.

Shaved ice may be used if desired. Garnish with fruit, cherries if convenient.

Egg Lemonade.

Make a plain or seltzer lemonade, add an egg to the mixture, some shaved ice, shake well, strain and serve.

Finished Lemonade.

There is no better drink than plain, old-fashioned lemonade, made up in quantity. Directions are hard to give, as lemons vary in size and juiciness. But everybody knows how to make it; squeeze your lemons, add your water, and sweeten to taste. Let the drink stand for an hour before serving; lemonade is like soup, and needs to stand and blend.

Hot Lemonade.

Take a clean lemon and rub a piece of cube sugar over it slightly to extract a little oil. Place this cube of sugar in a cup, squeeze the lemon, and fill the cup

with hot water. Add a little more sugar if desired. This will give you a strong hot lemonade, and one that not every dispenser knows how to prepare. Do not extract too much oil; just a trace is what you require. This method may be varied by twisting a piece of lemon peel over the finished drink.

Phosphate Lemonade.

Make a seltzer lemonade and add a dash of acid phosphate.

Pineapple Lemonade.

Squeeze the juice of one lemon into a soda tumbler, add about one ounce and a half of pineapple syrup, shaved ice, and fill the glass with soda. Garnish with sliced pineapple.

Plain Lemonade.

Squeeze the juice of one lemon into a glass, add a little shaved ice, fill the glass with pure water, and sweeten to taste. Garnish with fruit.

Seltzer Lemonade.

Squeeze the juice of one lemon into a glass, fill with seltzer or plain soda, and sweeten to taste. Garnish with fruit.

Seltzer and Lemon.

Useful as a bracer. Using a mineral glass, the juice of half a lemon will suffice. Fill the glass with seltzer or plain soda, using shaved ice if desired. No sweetening.

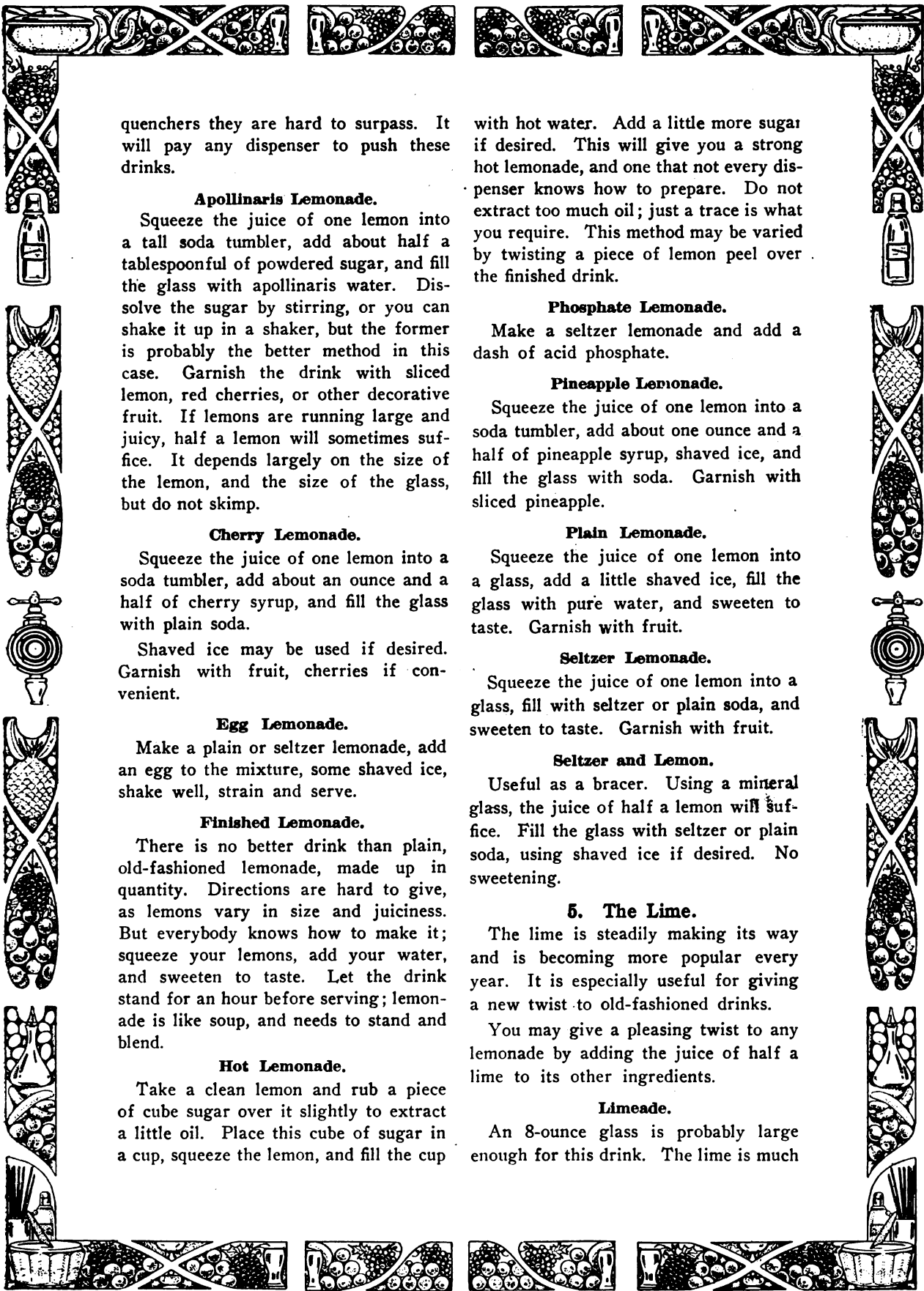
5. The Lime.

The lime is steadily making its way and is becoming more popular every year. It is especially useful for giving a new twist to old-fashioned drinks.

You may give a pleasing twist to any lemonade by adding the juice of half a lime to its other ingredients.

Limeade.

An 8-ounce glass is probably large enough for this drink. The lime is much



THE HANDSOMEST FOUNTAIN FURNITURE MADE

WE MAKE EVERYTHING
in
FURNITURE for FOUNTAIN
and DRUG STORE
SERVICE.

CELINA METAL CHAIRS
are famous for
ARTISTIC BEAUTY,
STABILITY, STRENGTH
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They are furnished in
Quartered Oak or Ma-
hogany Finish, Oxid-
ed Nickel or Gun Metal.

THE FINEST EVER SHOWN



"THE ARISTOCRAT"
FOR QUARTETTE SERVICE. MADE WITH ROUND OR SQUARE TOP.

THIS POPULAR TABLE
is constructed of select
QUARTERED OAK,
GENUINE MAHOGANY or
CIRCASSIAN WALNUT
as you may desire.
TOP is 34" in diameter
RIM OF TABLE 1 1/2" THICK
VENEERED.
LEGS are oxidized
SEATS have flexible backs
that can be swung be-
neath when not in use.
WEIGHT gives the
whole a perfect bal-
ance whether one
or four chairs are
used.
NEED NOT BE SCREWED
TO FLOOR.

THE CELINA SPECIALTY CO.,

CELINA, OHIO, U. S. A.

Get It

You will be agreeably surprised with our Catalogue and Prices--It presents a line that surpasses all others in Quality and Price.

Get It

A DELICIOUS HOT DRINK :: INVIGORATING :: NOURISHING

ORIGINAL—GENUINE

HORLICK'S MALTED MILK

Fountain Patrons will enjoy this Served in a
Dainty Mug or Cup, with crisp salted wafers:

Horlick's Malted Milk, 2 or 3 heaping teaspoonfuls
Chocolate Syrup, 1 ounce

Fill the cup with Hot Milk (or Hot Water), top off with plain or whipped cream.

All Hot Drinks are made more tasty and digestible by adding Horlick's Malted Milk.

Attractive Hot Soda Fountain Advertising Material
sent, free and prepaid, upon request.

Horlick's Malted Milk Company, Racine, Wis., U. S. A.

SLOUGH, BUCKS, ENGLAND. :: MONTREAL, CANADA.

smaller than the lemon, and one lime will not make so long a drink as one lemon.

Squeeze the juice of one lime into a glass, fill with plain soda, and sweeten to taste.

Seltzer and Lime.

Proceed as in the preceding formula, omitting the sweetening, as this drink is intended to be sour.

Lime with Fruit Syrups.

Lemon, pineapple, raspberry, and strawberry syrups go well with lime. Serve the soda in the usual way, adding the juice of half a lime to the finished drink.

Lime with Egg.

Make a limeade in the usual manner, employing, however, a large soda glass. Add shaved ice, an egg, and shake thoroughly, strain and serve.

6. The Orange.

The orange lacks the "tang" of the lemon and the lime, but is very useful just the same. It makes a delightful syrup and forms a splendid base for egg phosphates. It enters into many compounds and is also useful for garnishing drinks. Served with a dash of phosphate, it is very refreshing.

Orangeade.

This makes up better in quantity than by the glass, and a bowl from time to time alternates well with lemonade. Squeeze your oranges, add your water, and sweeten to taste. Absolute quantities are hard to specify, as some oranges are juicy and others are not.

Add the juice of several lemons, and decorate with sliced lemon and orange, or any small fruits.

Orange and Chocolate.

Draw one ounce of orange syrup, one ounce of chocolate syrup, add a scoop of ice cream, and fill the glass with plain soda.

Orange and Grape.

Draw one ounce of orange syrup, add one ounce of grape juice, some shaved ice, and fill glass with plain soda. This makes a long, cold drink. If not sweet enough, add a little more orange syrup.

Orange and Pineapple.

Draw one ounce of orange syrup, one ounce of pineapple syrup, add a dash of acid phosphate, some shaved ice, and fill the glass with plain soda.

Orange Frappe.

Fill a glass nearly full of shaved ice, into this squeeze the juice of half an orange, add two teaspoonfuls of powdered sugar and enough plain soda to fill the glass. Shake thoroughly, strain, and add enough plain soda to serve a full glass. If the drink is not sweet enough, add a little more sugar.

The Shaddock or Grapefruit.

Another member of the citrus group which is becoming popular.

Kept on ice and served in cold halves, it is delightful. Many combinations are possible. May be served with a dash of cherry, strawberry, or pineapple syrup, or with a scoop of ice cream placed in the center. When served with sugar, let the fruit stand a few moments before serving. Served with syrups, contrasting colors add to the appearance of the product. This fruit is delightful served with grape juice.

7. Egg Drinks.

Egg drinks are popular with many because they afford a certain amount of sustenance as well as quenching thirst. As regards eggs, communities differ. In some sections, white eggs have the call; in others, brown eggs are preferred. Aside from this, all eggs should be clean. It is a mistake to argue that it makes no difference about the exterior. Permit

In Quality
NABOTH
 GRAPE JUICE
 is Best



Made from choicest fully ripened Chautauqua, New York Concord grapes,—every berry carefully removed from the stem before pressure is applied,—processed in aluminum metal only,—perfectly sterilized by steam in four seconds of time—heavy body,—deep purple color—rich—natural grapey flavor—nothing quite so good.

Attractive advertising and display matter. Write our nearest representative for special prices.

Yochim Bros., New Orleans.

Gabel-Johnson-Harwood Brokerage Co., Kansas City.

Scudders-Gale Grocer Co., St. Louis

Campbell & West, Omaha.

THE NABOTH VINEYARDS
 Brocton, N. Y.

NATURAL FRUIT FLAVORS

FOOTE & JENKS'

SOLUBLE C. X. C. TERPENELESS

Citrus Concentrations

C. X. C. LEMON

C. X. C. ORANGE

C. X. C. LIMES

Per Pint \$1.50, Per Gallon \$12.00

These genuine fruit flavors, which we extract by our own strictly mechanical process from choice expressed oil, present, in highly concentrated form and incapable of deterioration, the true flavor of the fresh fruit. They are unequalled for preparing the finest syrups for the Soda Fountain.

AT LOWEST COST

Foote & Jenks' are the Original Terpeneless Citrus Concentrations, prepared without use of heat or of any chemicals, free from added Citral, not made from Terpeneless Oils, not turpentine or resinous and

NCT LIKE ANY OTHERS

Our Citrus products are in daily use by many druggists and have been for more than twenty-five years **The Standard of Quality.** Of late years many attempted imitations have appeared, none of which are made by our process or equal our product. See Our Name on Every Genuine Package.

FOR COMPLETE LIST OF OUR PREPARATIONS FOR THE SODA FOUNTAIN,

CRUSHED FRUITS AND CONCENTRATED SYRUPS,
(MICHIGAN FRUIT-RIPE BRAND)

PURE VANILLA AND OTHER FLAVORING EXTRACTS

ADDRESS

FOOTE & JENKS'

JACKSON, MICHIGAN

**ORIGINATORS AND MAKERS OF THE GENUINE
 TERPENELESS CITRUS CONCENTRATIONS**

none but clean eggs on your counter. Large eggs, of course, are preferable to small.

In mixing an egg drink, the egg should always be broken in full sight of the customer. Eggs are more or less under suspicion nowadays at the best, and if you turn your back on a customer while breaking an egg, unpleasant thoughts may be aroused.

Break the egg with a quick, sharp blow, and you will have no clinging fragments of shell. If you hesitate, you are more apt to make a ragged break. It requires a little practice to break an egg neatly, but the knack is easily acquired. Egg drinks should be mixed with a reasonable amount of care, and not merely thrown together. When shaking an egg drink, the operation should be performed in a thorough manner.

Egg Phosphate.

This being undoubtedly the leading egg drink, we will treat it in a class by itself and give a number of formulas for the same.

1. Egg Phosphate.

Prepare and keep on hand at the fountain an "egg phosphate solution," consisting of 6 ounces New England rum, 6 ounces sherry wine, and 3 ounces dilute acid phosphate solution. Make up in small quantities, unless you are selling a great many egg phosphates.

In mixing the drink, draw one ounce of either lemon or orange syrup in a soda glass, add one egg, a liberal ounce of the egg phosphate solution, some shaved ice, and shake thoroughly. Strain into a separate tumbler, nearly fill the glass with plain soda and then turn on the fine stream. Top with grated nutmeg. Egg phosphates are not generally drawn flat, and the fine stream is usually employed freely in finishing this drink.

2. Egg Phosphate.

Draw one ounce of lemon syrup, one

ounce of pineapple syrup, add one egg, several dashes of acid phosphate, some shaved ice, and shake thoroughly. Strain and fill the glass with plain soda. Top with powdered cinnamon. Some dispensers prefer to add the plain soda before straining, turning on the fine stream to finish the drink.

Always add nutmeg or cinnamon as the finishing touch, and not before the drink is shaken.

3. Egg Phosphate.

Draw one ounce of lemon syrup, one ounce of orange syrup, add one egg, several dashes of acid phosphate, some shaved ice, and shake thoroughly. Squeeze in the juice of half a lime, strain, and fill glass with plain soda. Top with grated nutmeg.

In making an egg phosphate, a great number of combinations are possible, and there is a field here for the expert who wishes to experiment.

Egg Chocolate.

Draw two ounces of chocolate syrup, add cream liberally, one egg, shaved ice, and shake. Strain and fill glass with plain soda. This drink is varied by using only the white of the egg; also by using only the yolk.

Egg Coffee.

Draw two ounces of coffee syrup, add a liberal quantity of cream, one egg, some shaved ice, and shake. Strain and fill glass with plain soda. Plenty of cream improves this drink; some experts add several ounces.

Egg with Cream.

Use one ounce of simple syrup, eight ounces of cream, one egg, and some shaved ice. Shake, strain into a clean tumbler and fill with plain soda, using fine stream freely. If not sweet enough, use more simple syrup, or the drink may be sweetened with powdered sugar.

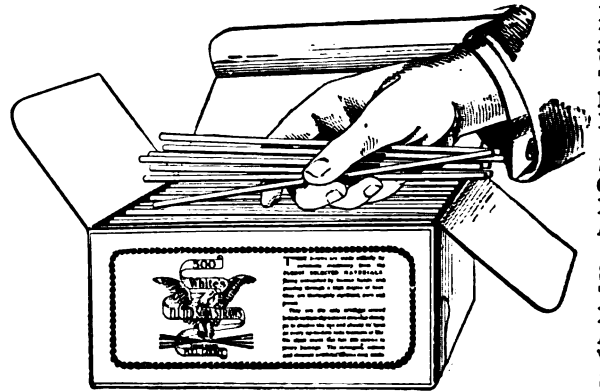
NECCO Wafers

Necco Wafers are a delicious eating wafer lozenge—well-made—well wrapped and attractively displayed in boxes of twenty rolls each. Packed Wintergreen, Peppermint, Cinnamon, Chocolate, Clove, Lemon, Sassafras, Assorted.



These goods are irresistibly inviting in appearance and appeal to all discriminating candy lovers. That means a high class trade—a large volume of business and a handsome profit—just what every dealer, everywhere, looks upon as ideal conditions in handling confectionery. To dealers whose customers wish a transparent wrapper, we offer Hub Wafers. In every respect the same as Necco Wafers—same flavors—same price. The wonder of the confectionery trade today is the enormous and growing sale of Necco goods.

For Sale by the Jobbing Trade
NEW ENGLAND CONFECTIONERY COMPANY,
Boston, Mass.



FLUTED
SODA
STRAW
S

The dainty appearance of the "Fluted" Soda Straw appeals to the discriminating public as well as to the careful dispenser. Made like a straw, looks like a straw, but better than a straw. Each "Fluted" straw is perfect, sterilized and sweet. Ask your jobber.

Warehouse stock for jobbers carried in St. Louis, Kansas City, Cincinnati, Indianapolis and Chicago.

SAMPLE BOX ON APPLICATION

COE MANUFACTURING COMPANY

37 Warren St., New York

CROWN FRUIT PRODUCTS



ARE IN A CLASS OF THEIR OWN

because of our constant aim to get the best fruits and materials, no matter what the cost.

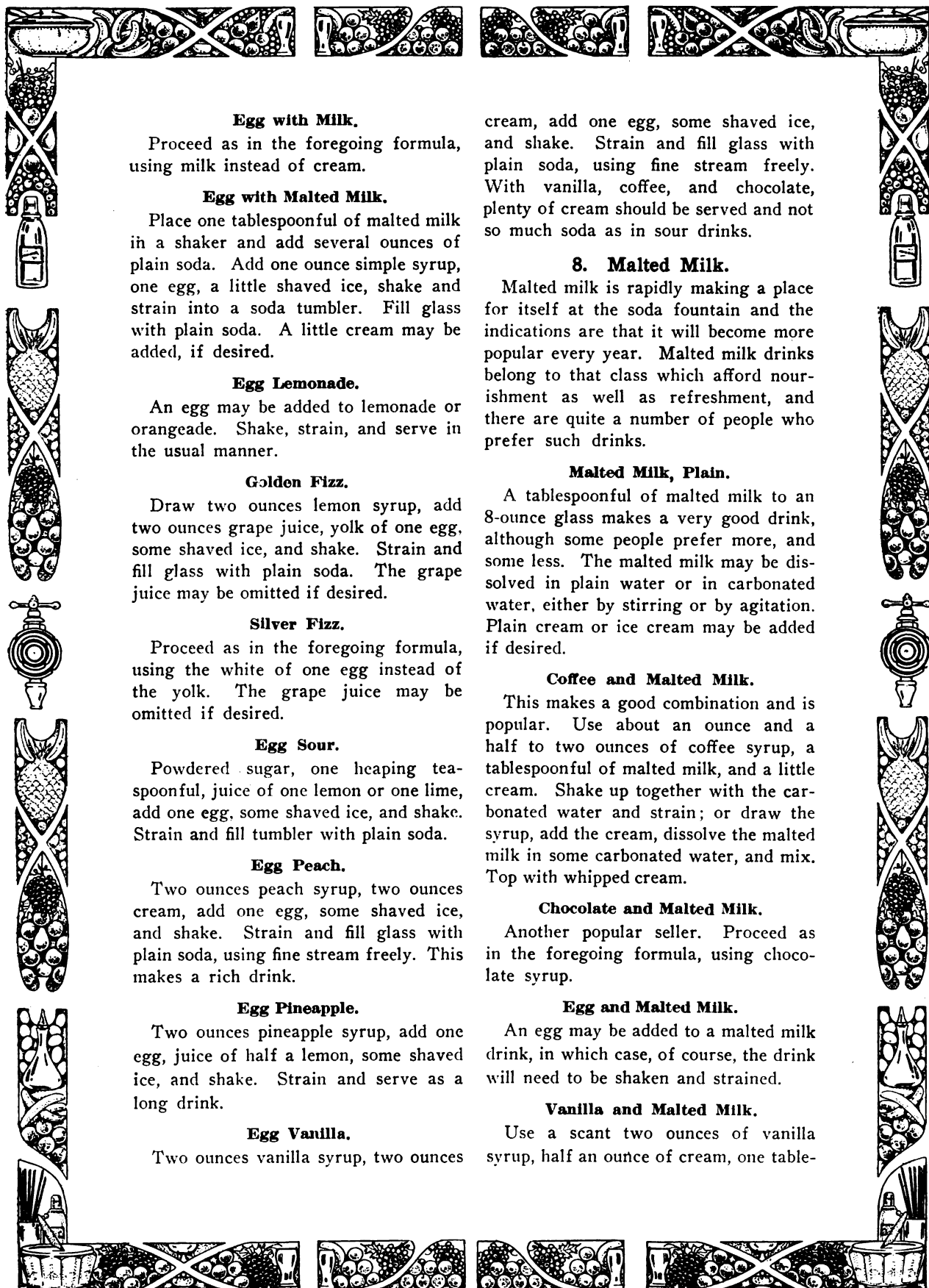


Buy Crown Fruit Products, your customers will come oftener, bring their friends, thus advertising your quality, the best way to increase sales and profits.

Convince yourself by ordering of

CROWN CORDIAL & EXTRACT CO.

18 Desbrosses St., New York City



Egg with Milk.

Proceed as in the foregoing formula, using milk instead of cream.

Egg with Malted Milk.

Place one tablespoonful of malted milk in a shaker and add several ounces of plain soda. Add one ounce simple syrup, one egg, a little shaved ice, shake and strain into a soda tumbler. Fill glass with plain soda. A little cream may be added, if desired.

Egg Lemonade.

An egg may be added to lemonade or orangeade. Shake, strain, and serve in the usual manner.

Golden Fizz.

Draw two ounces lemon syrup, add two ounces grape juice, yolk of one egg, some shaved ice, and shake. Strain and fill glass with plain soda. The grape juice may be omitted if desired.

Silver Fizz.

Proceed as in the foregoing formula, using the white of one egg instead of the yolk. The grape juice may be omitted if desired.

Egg Sour.

Powdered sugar, one heaping teaspoonful, juice of one lemon or one lime, add one egg, some shaved ice, and shake. Strain and fill tumbler with plain soda.

Egg Peach.

Two ounces peach syrup, two ounces cream, add one egg, some shaved ice, and shake. Strain and fill glass with plain soda, using fine stream freely. This makes a rich drink.

Egg Pineapple.

Two ounces pineapple syrup, add one egg, juice of half a lemon, some shaved ice, and shake. Strain and serve as a long drink.

Egg Vanilla.

Two ounces vanilla syrup, two ounces

cream, add one egg, some shaved ice, and shake. Strain and fill glass with plain soda, using fine stream freely. With vanilla, coffee, and chocolate, plenty of cream should be served and not so much soda as in sour drinks.

8. Malted Milk.

Malted milk is rapidly making a place for itself at the soda fountain and the indications are that it will become more popular every year. Malted milk drinks belong to that class which afford nourishment as well as refreshment, and there are quite a number of people who prefer such drinks.

Malted Milk, Plain.

A tablespoonful of malted milk to an 8-ounce glass makes a very good drink, although some people prefer more, and some less. The malted milk may be dissolved in plain water or in carbonated water, either by stirring or by agitation. Plain cream or ice cream may be added if desired.

Coffee and Malted Milk.

This makes a good combination and is popular. Use about an ounce and a half to two ounces of coffee syrup, a tablespoonful of malted milk, and a little cream. Shake up together with the carbonated water and strain; or draw the syrup, add the cream, dissolve the malted milk in some carbonated water, and mix. Top with whipped cream.

Chocolate and Malted Milk.

Another popular seller. Proceed as in the foregoing formula, using chocolate syrup.

Egg and Malted Milk.

An egg may be added to a malted milk drink, in which case, of course, the drink will need to be shaken and strained.

Vanilla and Malted Milk.

Use a scant two ounces of vanilla syrup, half an ounce of cream, one table-

A NEW

Pure Soda Fountain and Ice Cream Cocoa
at a New

PRICE

We offer our absolutely pure, unadulterated, soluble

“MERIT”

Cocoa Powder

AT

16 *C in barrels*
holding
about 175 lbs.

17 *C in*
100-lb.
drums

18 *C in 5 or 10-lb.*
gold lacquered
screw-top cans

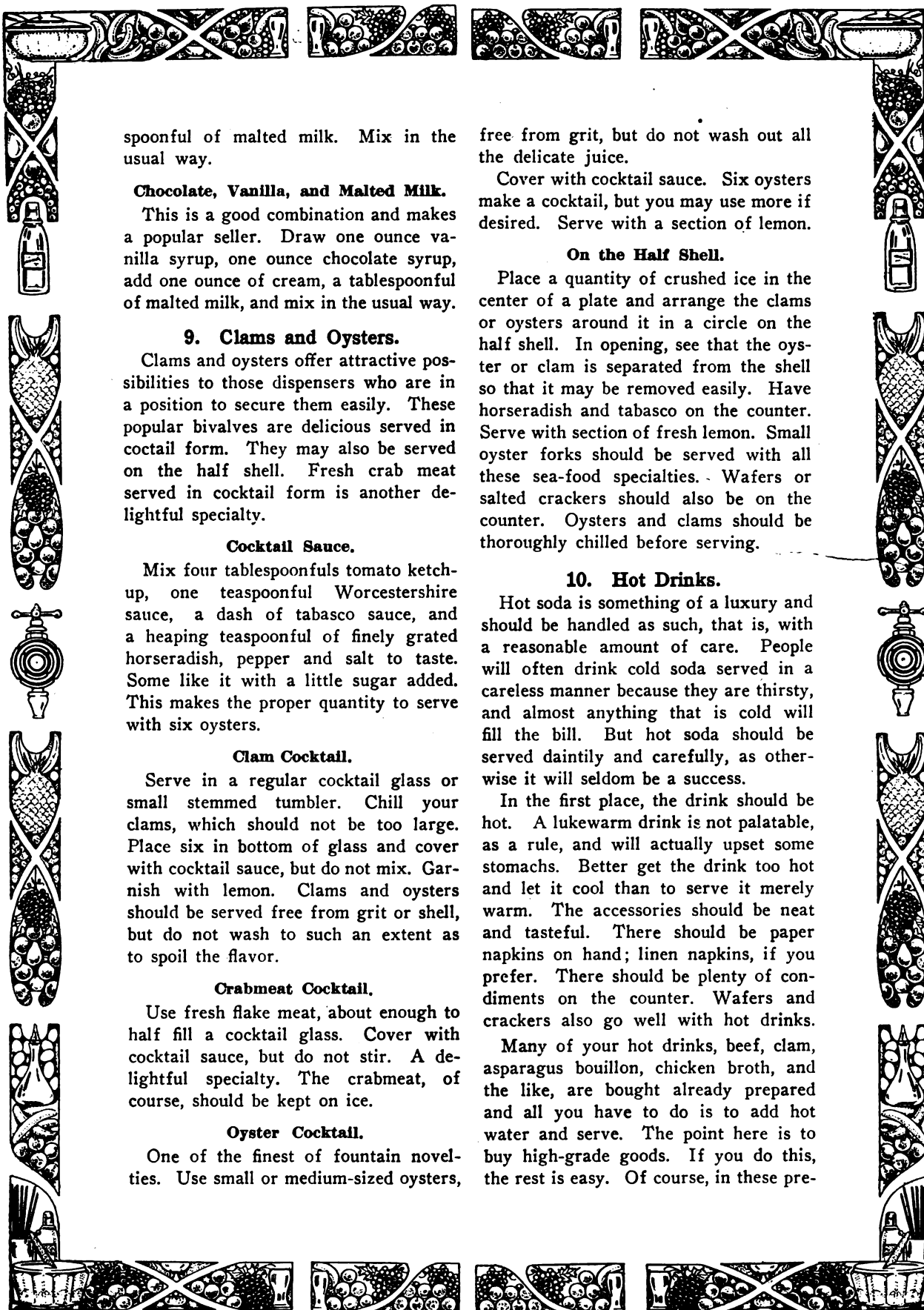
FREIGHT PREPAID ON 100 LBS. OR MORE

Guaranteed under all Food Laws. We'll send samples, but you'll save time by ordering, as we sell on the "satisfaction or money back" plan

Blumenthal Bros. *THE HOUSE WITH
NEW IDEAS*

Manufacturers of Cocoa and Chocolate
Second and Jefferson Streets

Philadelphia



spoonful of malted milk. Mix in the usual way.

Chocolate, Vanilla, and Malted Milk.

This is a good combination and makes a popular seller. Draw one ounce vanilla syrup, one ounce chocolate syrup, add one ounce of cream, a tablespoonful of malted milk, and mix in the usual way.

9. Clams and Oysters.

Clams and oysters offer attractive possibilities to those dispensers who are in a position to secure them easily. These popular bivalves are delicious served in cocktail form. They may also be served on the half shell. Fresh crab meat served in cocktail form is another delightful specialty.

Cocktail Sauce.

Mix four tablespoonfuls tomato ketchup, one teaspoonful Worcestershire sauce, a dash of tabasco sauce, and a heaping teaspoonful of finely grated horseradish, pepper and salt to taste. Some like it with a little sugar added. This makes the proper quantity to serve with six oysters.

Clam Cocktail.

Serve in a regular cocktail glass or small stemmed tumbler. Chill your clams, which should not be too large. Place six in bottom of glass and cover with cocktail sauce, but do not mix. Garnish with lemon. Clams and oysters should be served free from grit or shell, but do not wash to such an extent as to spoil the flavor.

Crabmeat Cocktail.

Use fresh flake meat, about enough to half fill a cocktail glass. Cover with cocktail sauce, but do not stir. A delightful specialty. The crabmeat, of course, should be kept on ice.

Oyster Cocktail.

One of the finest of fountain novelties. Use small or medium-sized oysters,

free from grit, but do not wash out all the delicate juice.

Cover with cocktail sauce. Six oysters make a cocktail, but you may use more if desired. Serve with a section of lemon.

On the Half Shell.

Place a quantity of crushed ice in the center of a plate and arrange the clams or oysters around it in a circle on the half shell. In opening, see that the oyster or clam is separated from the shell so that it may be removed easily. Have horseradish and tabasco on the counter. Serve with section of fresh lemon. Small oyster forks should be served with all these sea-food specialties. Wafers or salted crackers should also be on the counter. Oysters and clams should be thoroughly chilled before serving.

10. Hot Drinks.

Hot soda is something of a luxury and should be handled as such, that is, with a reasonable amount of care. People will often drink cold soda served in a careless manner because they are thirsty, and almost anything that is cold will fill the bill. But hot soda should be served daintily and carefully, as otherwise it will seldom be a success.

In the first place, the drink should be hot. A lukewarm drink is not palatable, as a rule, and will actually upset some stomachs. Better get the drink too hot and let it cool than to serve it merely warm. The accessories should be neat and tasteful. There should be paper napkins on hand; linen napkins, if you prefer. There should be plenty of condiments on the counter. Wafers and crackers also go well with hot drinks.

Many of your hot drinks, beef, clam, asparagus bouillon, chicken broth, and the like, are bought already prepared and all you have to do is to add hot water and serve. The point here is to buy high-grade goods. If you do this, the rest is easy. Of course, in these pre-



A wonderful, new, healthful, all-the-year-round drink. Physicians prescribe it in throat, stomach and intestinal troubles. A refreshing drink during fever convalescence. Druggists, Grocers and Soda Fountains supplied through regular channels. Write for Booklet.

HAWAIIAN PINEAPPLE PRODUCTS CO., Ltd.
112 Market Street,
SAN FRANCISCO, CALIFORNIA

A. W. LOUDON

MY OLD FRIEND

JOHN B. SHIRLEY

1. Po - ets long have sung thy praise In rapt de light,
2. Ma - ny years thou'st been my friend, I love thee well;

Minstrels sang their sweetest lays In loft - y flight. All have known thee bear the test When
Yea, will love thee to the end Nor can I tell The haunting dread, and oh the fear, it

sore - ly tried, Sang thy praise with add - ed zest When oth - ers
may come soon, Yea, I dread the part - ing tear, My old Gem

vied. Sang thy praise with add - ed zest When oth - ers vied.
Spoon. Yea, I dread the part - ing tear, My old Gem Spoon.

Copyright, 1911, by JOHN B. SHIRLEY

GREEN'S POLAR

ICE OR ICELESS

Write for Catalogue and Terms

ROBT M. GREEN & SONS

PHILADELPHIA

FOUNTAINS

pared goods, each manufacturer gives directions for the proper quantities, which vary with the strength of the goods. In giving formulas for such drinks, we can only approximate the amount of extract required.

Asparagus Bouillon.

Buy a good article of asparagus bouillon. From half an ounce to one ounce of bouillon is used, with hot water to fill the mug. The amount of extract or bouillon required depends somewhat on the size of the mug. In serving hot drinks, it is not wise to furnish too long a drink. Mugs and cups run from six to eight ounces in capacity. The seven ounce mug is a popular size.

Hot Beef Tea.

With some beef extracts only one teaspoonful is required to a mug; the quantity runs from one dram to half an ounce. The taste of the customer must also be consulted, as some do not like a strong tea.

Fill the mug with hot water and season to taste. Some like celery salt, and some like a few drops of Worcestershire sauce.

Beef and Tomato Bouillon.

Use equal quantities of beef bouillon and tomato bouillon, add hot water to fill the mug. Season to taste. This makes a delightful drink. Beef may be also served with chicken and other bouillons.

Hot Celery Soup.

Buy a good article of celery soup. This is usually served about an ounce and a half or two ounces to the cup, with sufficient hot water added to fill the cup. The cup should be warmed with hot water previous to serving the drink, and the water used in serving should be boiling hot. A mixture of two ounces of cold soup is apt to produce a flat drink unless the water added be boiling. Season with celery salt.

Celery and Beef.

A fine way to serve this is to bruise some small pieces of fresh celery stalk and place in the mug while mixing a mug of beef tea. Use boiling water, allow the drink to stand a moment, and then pour it into a fresh mug, leaving the bruised stalks in the first mug. Season with celery salt.

Hot Chicken Bouillon.

Buy a good article of chicken bouillon. This is usually served about two ounces to the cup, with sufficient hot water added to fill the cup. Warm the cup and use boiling water. A little cream may be added if desired. Season to taste.

Hot Clam Bouillon.

This is one of the most popular of hot drinks and is acceptable to the most delicate stomach. From one ounce to an ounce and a half of clam bouillon is the usual quantity. Fill the mug with hot water.

Season to taste. A little butter is often added to this drink, and cream may also be added. A dash of lemon or lime juice goes well with clam, but should not be used when cream is a part of the drink.

Clam and Milk.

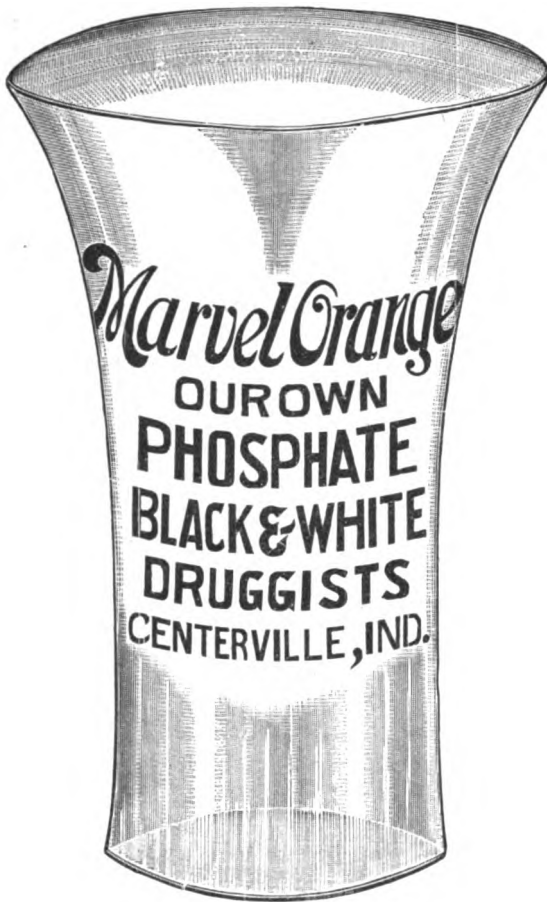
Use about an ounce and a half of clam bouillon and fill the mug with hot milk. Season to taste.

Clam and Tomato.

About an ounce each of clam and tomato bouillons, fill the mug with hot water and season to suit. Clam may also be served with beef.

Hot Egg Drinks.

An egg may be added to many hot drinks and mixed by stirring or by agitation in a shaker. The process of mixing must be quick, or the water will become too cold to furnish a palatable drink. Use boiling water, and if the shaker is employed, let the process be rapid.



BOOST YOUR OWN BUSINESS

By using Soda Water Glasses with your advertisement etched upon them. *It increases business* to use them; if it did not, such prominent advertisers as Hires, Moxie, Coca-Cola, etc., would not use them.

Heretofore no one but the large consumers could afford them, but now, by reason of our improved process of manufacture, all druggists can secure them in small lots at a price as low or lower than they formerly paid for plain glasses.

YOU MUST HAVE GLASSES, and at our rates you get them cheaper than usual, and the advertising free. The customer is certain to read the advertisement while drinking, and if soda water is sent out from the store the glasses will be returned if they have your name on them.

WHY NOT ADVERTISE to make it a "Fad" to drink your own Special Drinks, or, else advertise your Fountain and Store in general.

OUR GLASSES are pure crystal, thin blown and bell shaped, with the reading matter indelible etched in White Letters.

We sell only in barrel lots at the following prices, and solicit early orders to prevent delay in delivery.

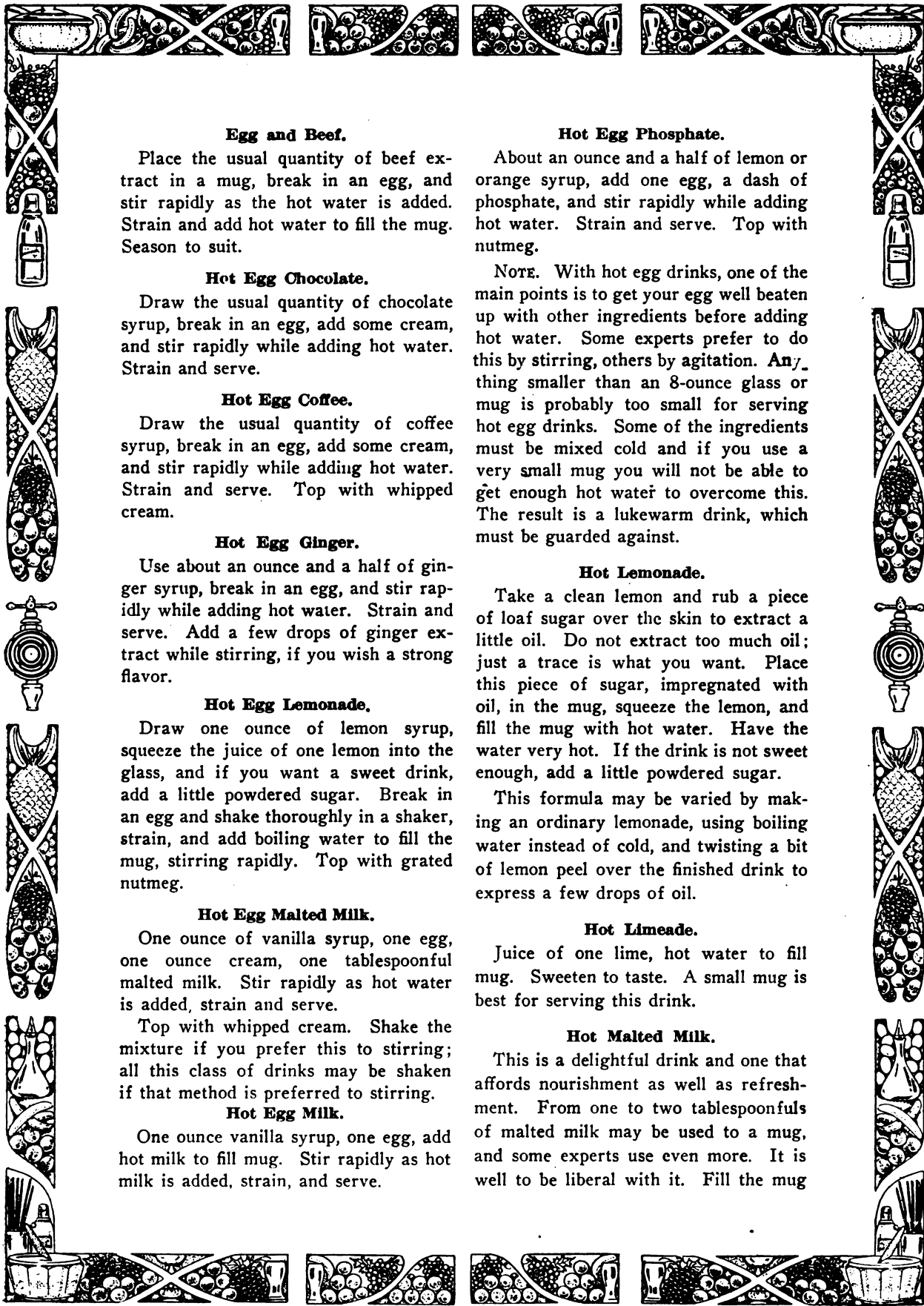
7-ounce, 25 dozen to barrel, 45 cents a dozen
 8-ounce, 25 dozen to barrel, 46 cents a dozen
 10-ounce, 18 dozen to barrel, 52 cents a dozen
 12-ounce, 15 dozen to barrel, 55 cents a dozen

BARRELS 35 CENTS, EACH, EXTRA

We also have glass Tooth Brush Holders and Medicine Glasses.

Send for Circulars and Prices

Champion Novelty Co., Canton, Ohio



Egg and Beef.

Place the usual quantity of beef extract in a mug, break in an egg, and stir rapidly as the hot water is added. Strain and add hot water to fill the mug. Season to suit.

Hot Egg Chocolate.

Draw the usual quantity of chocolate syrup, break in an egg, add some cream, and stir rapidly while adding hot water. Strain and serve.

Hot Egg Coffee.

Draw the usual quantity of coffee syrup, break in an egg, add some cream, and stir rapidly while adding hot water. Strain and serve. Top with whipped cream.

Hot Egg Ginger.

Use about an ounce and a half of ginger syrup, break in an egg, and stir rapidly while adding hot water. Strain and serve. Add a few drops of ginger extract while stirring, if you wish a strong flavor.

Hot Egg Lemonade.

Draw one ounce of lemon syrup, squeeze the juice of one lemon into the glass, and if you want a sweet drink, add a little powdered sugar. Break in an egg and shake thoroughly in a shaker, strain, and add boiling water to fill the mug, stirring rapidly. Top with grated nutmeg.

Hot Egg Malted Milk.

One ounce of vanilla syrup, one egg, one ounce cream, one tablespoonful malted milk. Stir rapidly as hot water is added, strain and serve.

Top with whipped cream. Shake the mixture if you prefer this to stirring; all this class of drinks may be shaken if that method is preferred to stirring.

Hot Egg Milk.

One ounce vanilla syrup, one egg, add hot milk to fill mug. Stir rapidly as hot milk is added, strain, and serve.

Hot Egg Phosphate.

About an ounce and a half of lemon or orange syrup, add one egg, a dash of phosphate, and stir rapidly while adding hot water. Strain and serve. Top with nutmeg.

NOTE. With hot egg drinks, one of the main points is to get your egg well beaten up with other ingredients before adding hot water. Some experts prefer to do this by stirring, others by agitation. Any thing smaller than an 8-ounce glass or mug is probably too small for serving hot egg drinks. Some of the ingredients must be mixed cold and if you use a very small mug you will not be able to get enough hot water to overcome this. The result is a lukewarm drink, which must be guarded against.

Hot Lemonade.

Take a clean lemon and rub a piece of loaf sugar over the skin to extract a little oil. Do not extract too much oil; just a trace is what you want. Place this piece of sugar, impregnated with oil, in the mug, squeeze the lemon, and fill the mug with hot water. Have the water very hot. If the drink is not sweet enough, add a little powdered sugar.

This formula may be varied by making an ordinary lemonade, using boiling water instead of cold, and twisting a bit of lemon peel over the finished drink to express a few drops of oil.

Hot Limeade.

Juice of one lime, hot water to fill mug. Sweeten to taste. A small mug is best for serving this drink.

Hot Malted Milk.

This is a delightful drink and one that affords nourishment as well as refreshment. From one to two tablespoonfuls of malted milk may be used to a mug, and some experts use even more. It is well to be liberal with it. Fill the mug

with hot water and season as desired. Both salt and sugar are used. Serve with wafers or crackers.

Hot Malted Milk Clam.

One tablespoonful malted milk, one ounce clam bouillon. Fill mug with hot water and season to suit.

Hot Malted Milk Chocolate.

Use a chocolate syrup suitable for hot drinks. Draw the usual quantity of syrup and add a tablespoonful of malted milk. Fill the mug with hot water and top with whipped cream. Or fill the mug with hot milk, which affords a richer drink.

Malted milk may be served with finished chocolate, and it is also served by mixing dry malted milk with powdered cocoa. The desired quantity of this mixed powder is placed in a mug and hot water or hot milk added, the powder being dissolved by stirring.

Hot Malted Milk Coffee.

Use a coffee syrup suitable for hot drinks. Draw the usual quantity of syrup and add a tablespoonful of malted milk. Fill the mug with hot water and top with whipped cream. Or fill the mug with hot milk.

Malted milk may be served with coffee extract, and is delicious served with finished coffee, which may be sweetened to taste.

Hot Malted Milk and Egg.

Beat up an egg with the syrup desired (chocolate, coffee and vanilla are the ones generally used) or shake the egg in a shaker. Strain, add one tablespoonful malted milk and hot water to fill the mug, stirring constantly. A little cream

will improve the drink. Top with whipped cream.

Mock Turtle Broth.

Two teaspoonfuls beef extract, two teaspoonfuls chicken extract, one ounce clam bouillon. Add hot water to fill mug. Serve with a dash of Worcestershire sauce, celery salt, and pepper.

Oyster Broth.

Buy a good article of oyster bouillon. The quantity is about an ounce to the mug. Fill mug with hot water. Cream is often added. Season to suit.

Tomato Bouillon.

Buy a good article of tomato bouillon. The quantity is about an ounce to the mug. Fill mug with hot water. Season with celery salt and pepper.

Tomato and Beef.

Use equal parts tomato bouillon and beef extract, and fill mug with hot water. Another way is to use equal parts of beef extract and tomato ketchup. The quantities depend on the strength of the extract employed. These directions apply to liquid beef extract; if you use a solid extract, you will not, as a rule, require so much.

Tomato Soup.

A nice article of tomato soup makes a good seller. There are some fine canned soups on the market and they make a valuable addition to the list of hot drinks. Each manufacturer, of course, supplies his own directions, which vary with the strength of the different brands.

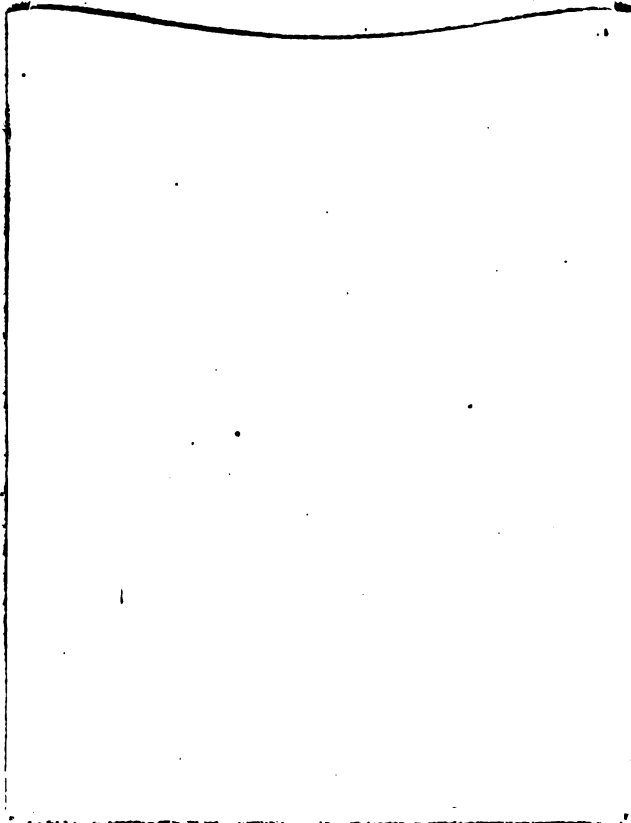
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