Hires is made directly from selected roots, barks, herbs and berries of the best quality, actually containing the juices and water soluble parts of fresh Honduras Sarsaparilla, Ginger, Sassafras, Hops, Pipsissewa, Spikenard, Birch Bark, Vanilla, Triticum Repens, Wintergreen, Juniper Berries, etc.

The sugar used is cane granulated—"no blue"—and the syrup is made by the cold process which brings out the finest properties without disturbing the starchy substances.

Hires is pure and wholesome and contains absolutely nothing of an injurious character. Hires is the original and genuine Rootbeer but as the term "Rootbeer" is so often applied to a drink which merely contains flavoring matter, we ask the public to insure the receipt of the genuine by always calling for "Hires." Substitutes are made from essential and synthetic oils often derived from coal-tar products.

A large picture of the Hires Girl for 1917, size 21 x 28, without advertising, suitable for framing, may be had for six unused two cent postage stamps.