The Legend
..of the Golden Chair

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BY THE CHAS. E. HIRES CO.,
PHILADELPHIA.
Hires ... Rootbeer

is indorsed and prescribed by many of the most prominent physicians, and is used in a number of sanitariums and hospitals throughout the country.
The woodland was ringing with laughter so gay,
The peasants were having their merry May-day,
When, sudden and clear and amidst all their cheer,
They saw the King's chariot moving quite near!

Their laughter was hushed, and they cried out aghast:
"Why, what can this mean, pray, the King's coming past!"

The horns and the cymbals resounded and clashed,
And in the bright sunlight the King's sceptre flashed.
The chariot halted, the King rose and said,
As the peasants saluted and each bowed his head:
"My people, I've come from my castle to-day
With a strange proposition before you to lay.
I want a good drink from the woodland out here,
A drink that is fresh, and all sparkling and clear;
And the best that is brought me, by man or maid fair,
I'll give a gold purse and a great golden chair."
He surely had given them something to think—
What else in the woodland but water to drink!
So when his fine chariot moved on its way
He left puzzled peasants on that merry day.

But Henry he smiled, and he thought to himself,
"I'll sit in that chair and I'll pocket that pelf;
'Tis a joke of the King's—and he fancies we'll
think
Of everything else but pure water to drink."
And Margaret laughed in a mystical way,
And looked wondrous wise on that merry May-day.
"I know," thought the maid, "where the sweet briar grows,
'Tis over a rock where the clear water flows;
And a drink that's perfumed with violet and rose,
Cannot help but to tickle His Majesty's nose;
So I'll guard well my secret with very good care,
And soon will I sit in the great golden chair."
But Gretchen, she slyly crept off from the rest,
Lest by chance, perhaps, others her secret had guessed;
And she looked at the heavens, and said:
"Ah, to-night
I shall gather the dew in the golden cup bright!"
Now, one little maiden sat on the green ground,
Not seeming to hear the loud talk all around;
Her soft dreamy eyes looked over the land,
And her peach of a chin was propped up on her hand.
“There’s Alice!” the peasants cried out in amaze.

“She doesn’t seem anxious—she sits in a daze!
No doubt that she thinks, she is so very fair,
That the King will give her the great golden chair!”

But she only glanced up and just smiled at their glee,

And her pretty eyes softly look over the lea;

“I’d not be surprised,” and she shakes her long hair,

“If, perhaps, I would sit in the great golden chair!”
When the others had left her, she gathered the bark
Of a tall, stately tree that was leafy and dark;
And berries all crimson like sunset at night
Filled her apron and pockets so snowy and white.
'Tis the day for the contest: the peasants appear,
And stand at the palace gates trembling with fear.
The King has arrived, and they look at his face
As he takes up each glass with the stateliest grace.
But each glass he hands back with a look of regret;
He has sampled them all—all but one to come yet;
And as Alice steps up to His Majesty’s side,
He tastes from her glass and then cries with great pride:
"Didst find in the woodland this nectar, my maid?"

"Your Majesty! yes, sir!" she tremulously said;

"'Tis the bark and rich berries and roots that grow free,
That our own earth yields up both for you and for me.
It makes the weak strong, and the blood rich and pure;
If your Majesty's weary, 'tis surely a cure."

"But the name, oh, my maiden! come, shout it out here!"
And in clear, ringing tones she cried:

"HIRES ROOTBEER!"
And the peasants all joined in with loud-sounding cheer,
Crying: "Long may it flourish, this
HIRES ROOTBEER!"
And the King he smiled down on the maiden so fair,
And today Alice sits in the great golden chair.
A WORD TO THE WISE.

HIERES Rootbeer is made from the purest and freshest Herbs, Roots, Barks and Berries. It is as different from the many chemical preparations called "Root Beer," as gold is from pewter. You wouldn't drink milk made of chalk and water, you wouldn't drink coffee or tea made of coloring matter, then why endanger your health with chemical preparations called "Root Beer," when you can get the genuine HIERES for the asking? Now, when the American people are paying more attention to the Pure Food Question than ever before, everybody who values their health should

DRINK HIERES ROOTBEER.

It is made to drink—the imitations are made to SELL. If you care nothing for your health; if your taste is suited with anything; if quality makes no difference to you; then, perhaps, any of the chemical imitations will suit you. But if you want a drink that will quench your thirst, tickle your palate, and at the same time purify your blood and strengthen your system, accept only the genuine temperance drink—HIERES Rootbeer, with the original label on the bottle. If a dealer tries to give you something else, as they sometimes do for the sake of more profit, give it back and go elsewhere. It's worth walking an extra block to get the genuine.

Be sure and look for their label on the package and AVOID THE "OTHER KINDS."

I have a son who for the past seven years suffered terribly with a disease of the kidneys. Some time ago I was prevailed upon to try a bottle of your Extract of Rootbeer, and made it up and found it to be very excellent—not only that, but it has nearly cured my son of his trouble. My family are subject to malaria, but your Rootbeer has prevented its appearance this season.

MR. and MRS. J. F. WILMS, 130 1-2 Fourth St., Portland, Ore.

Hires Rootbeer is the best drink under the sun.

H. EHRENPFORT, 1928 S. Eleventh St., Omaha, Neb.
This Truthful Scale shows the growth of the sales of HIRES ROOTBEER for the past ten years.

EXAMINE IT.

This Great Temperance Drink has been on the market seventeen years. The sales the first year were only 864 bottles, and the combined sales of the first seven years only equal about one-third of the sales in the single year 1894.

I must congratulate and thank you for the advertising matter you sent us for Rootbeer. It surpasses anything I have ever seen in the advertising line. JAMES T. BRYNE, Wilmington, Del.

Used your Rootbeer all last summer and have commenced using it again. I find it excels all others, and recommend it to many others. MRS. C. VERMILLION, 616 C St. N. E., Washington, D. C.

Have sold and only will sell Hires Rootbeer. Send us advertising matter. JOHN MARHOFFER, Meadville, Pa.
DO YOU like HIRES Rootbeer? SOMEBODY DOES, that's sure! and it looks more and more as if everybody does. Look at the scale opposite. Think of the steady growth of seventeen years. Don't the millions who make and enjoy it know a good thing? The sales in 1894 represent 15,674,735 gallons, or five glasses of Hires Rootbeer for every man, woman and child in the United States. Did you have your share? Did your home have it? If not, get it now. A 25-cent package makes five gallons, and health and happiness for every member of the family go down with every swallow.

Hires Rootbeer is always the same—always an honest steeped extract of fresh and healthful roots. "The other kinds," of which there are a great many, are destitute of roots and detrimental to health. Get a bottle of Hires to-day. It is sold everywhere; but as you buy, remember there is no "just as good," there is no "just the same," You surely want real roots rootbeer—Hires is that rootbeer's name.

MANUFACTURED ONLY BY

THE CHARLES E. HIRES CO.,

117 and 119 Arch Street, Philadelphia.

I have sold your Rootbeer for the last two years, although others tried to get me to handle cheaper kinds, which they offered me at an extra inducement, but I refused and handle only Hires, as I always have satisfaction.

M. CRAIL, 289 Vine St., Cincinnati, O.

We have used your Rootbeer five years and prefer it to any other. We are never without it in the house. Everyone who drinks my Rootbeer pronounces it the best they ever tasted.

MRS. T. THOMPSON, 9 Stevens St., Danbury, Ct.
NOTICE! If you will save five signature labels from the ends of the packages of HIRES Rootbeer when you use it, and mail them, together with three 2-cent stamps, to our office, we will send you, free, any one of the following articles: The magnificent picture of "Ruth and Naomi," in thirteen colors, size 15 x 20, for framing; or the beautiful and elegant picture, entitled, "And the Fairies Went to Bed," or a fine leather-covered Pocket Memorandum Book. Be sure to write name and address plainly, and designate which of the premiums you wish to have.

I sell more Hires Rootbeer than I do of soda water, pop, and lemonade combined.

I must say that your Rootbeer is one of our daily necessities, my babies having drunk it since they were three months old, and they are as healthy a lot of boys as ever was seen. Our consumption of Hires Rootbeer is five gallons a week, and we drink it winter as well as summer. We cannot speak too highly of it.

We are never without your Rootbeer in the house. It is a welcome article all of the time.

I am a constant drinker of Hires Rootbeer, and prefer it to any other, because I think it is the best, healthful and refreshing.

We find Hires Rootbeer is a healthful and refreshing drink. It is the only drink of the age.

Your Rootbeer, besides being a refreshing drink, is a splendid thing for nursing mothers.

We have used Hires Rootbeer for the last sixteen or eighteen years, and my unsolicited testimonial is that it is the finest drink on earth, effervescing, of fine flavor, and exhilarating.
Hires Rootbeer Is Easy To Make

TAKE five gallons of water. Dissolve in it four pounds of sugar.

Contents of the bottle of Hires Rootbeer Extract. Add to it half cake of fresh compressed yeast, or half pint of fresh baker's yeast. Thoroughly mix all and bottle in stout bottles, tying the corks down securely. Set away for two or three days in a warm place where there is no draught, to ferment. For fuller instructions, see circular of directions.

To supply a demand from hotels, restaurants, cafés, etc., for Hires Rootbeer “Ready to Drink,” we have at great expense fitted up a factory for making our Rootbeer and bottling it.

At a cost of several thousand dollars we have had constructed the most modern and scientific plant for sterilizing and distilling water, perhaps, in the world. Chemists and scientists who have examined this water say that by this purification every form of impurity is thoroughly eliminated, and that the mawkish insipidity, common to ordinary distilled water, is entirely overcome, and the product from our stills is the limpid, sparkling, crystal, pure water. Hereafter this absolutely pure water will be the basis of our Company’s products, both for the manufacture of extracts and carbonating the Rootbeer ready to drink.

The CHARLES E. HIRES CO. reserves all rights for bottling Hires Rootbeer “Ready to Drink” for sale, and the only genuine carbonated is put up in pint bottles, fac simile of which is seen on this page.

At your hotel, club or restaurant, to make your dinner more appetizing, order a bottle of Hires Rootbeer “Ready to Drink.”