HINTS AND HELPS
TO
SODA DISPENSERS

COMPLIMENTS OF
Horlick's Malted Milk Co.,
RACINE, WISCONSIN
U. S. A.

ORIGINATORS OF
MALTED MILK
HINTS and HELPS
To SODA DISPENSERS

Compliments of
Horlick's Malted Milk Company
RACINE, WIS., U. S. A.

ORIGINATORS OF Malted MILK
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TO THE BEGINNER

To the young man who is going behind the soda counter to earn his living by dispensing, and who may perchance read these lines, let me say that the trade is an honorable one, and the proper dispensing of soda an art, and while there are hundreds of poor dispensers there are very few really good ones. A good man can command a good salary, comparing favorably with those of other tradesmen.

The requisites of success are tact, common sense, close application to business, and a thorough knowledge of details.

That you may be enabled to grasp the principles of success, without having to learn them by experience, I am putting them into a few short sentences that you may readily commit them to memory.

Be punctual. You must if you succeed.

Never substitute or take advantage of a customer. He generally knows what he wants and expects to receive what he pays for.

A fountain, counter, and dispenser, must be neat to be attractive.

A drink must be attractive to the eye, to be pleasing to the taste.

Keep your glasses clean.

Never fill a glass so full that you run it over, giving sloppy service.

Wipe your counter when removing a glass.

Use a fork, not your fingers, in decorating a drink with fruit.
Never touch the rim of a glass, when placing it in the holder.

Never put your fingers in a glass, except for the purpose of cleaning it.

Do your best to please your customers; some are hard to please, some you can't—but try.

Aim to be courteous; a polite "Thank you" when taking money or presenting a check, is never amiss.

Never refuse any one a glass of water.

If a drink does not satisfy, change it cheerfully as though it were a pleasure.

Never try to keep a customer by giving him more than his money's worth; it isn't business. Don't argue with a customer when you can avoid it.

Avoid mixing drinks with a spoon; it liberates the gas.

Where possible, mix all drinks by pouring.

When preparing an egg drink, face the customer and break the egg in his view.

If the egg looks at all suspicious, throw it away.

Always break an egg in glass, never into a shaker.

In making an egg drink always put the egg in the glass first.

In checking a customer, lay the check face down, and never forget to check him.

An unpalatable drink should never be served, unless it be a medicinal one.
Try to understand your customer the first time he orders; if you don't, say "I beg pardon"; not "What."

Have plenty of shaved ice at hand.

Use a silver plated scoop, not your hands, in putting ice into a drink.

When serving a party, if possible serve all at once.

When serving a lady and gentleman, serve the lady first, and don't remove glasses, until both have finished, except in a rush.

Let every drink you mix, be a sample of your skill.

When preparing a drink for yourself, do it correctly. To be careless is dangerous.

In mixing effervescent drinks, don't use a spoon, but mix by pouring.

Drinks that are too sweet are "sickish."

Learn to know what your customers like. They appreciate your attentions.

Clean coats and aprons are essential, therefore change as often as necessary.

A satisfied customer is your best advertisement.

It is better to have a customer go unserved than dissatisfied.

Keep your syrup tanks clean.

Never try to mix drinks containing carbonated water by shaking.

If you break a glass don't scowl, but smile.

Always appear to be busy; never stand and watch to see how a customer eats or drinks.
Don’t serve the last portion of syrup in the tank.

If a customer seems dissatisfied with some new drink of yours he is trying, offer him something else.

Don’t wear a white coat unbuttoned, unless wearing a white vest.

Never leave the counter unattended while there is a customer at the fountain.

Refrain from conversing with customers or friends when a person is awaiting service.

The more at ease you appear in handling your utensils, the more confidence your customer will have in you.

Don’t lean upon the counter when standing; keep erect. When not busy be seated where you can watch your counter. Be alert.

Don’t prepare medicinal drinks you don’t know all about.

Keep an ample supply on hand of necessary ingredients.

Humor cranky people to the best of your ability.

“Silence is golden,” and often the best answer to some impolite remark of a customer. Never let a customer depart feeling that he will not come again.

Empty bottles should not be allowed to collect back of the counter.

Clean sinks and drains draw customers.

Watch the cream cans closely as to cleanliness.

Don’t ever argue with an assistant before a customer.
In making syrups don’t make more of a kind than you can use before it sours.

Ice cream must not be allowed to become either too soft or too hard.

Study to learn how to make the best syrups. More failures come from poor syrups than from anything else.

Singing and whistling behind the counter may not be as pleasant to the customer as it is to you.

In giving orders, give reasons, thus teaching subordinates to think for themselves.

Learn not to join in the conversation of customers unless you are addressed; your opinions are not always wanted.

Customers come to your fountain for soda, not to see you, so try to satisfy their tastes.

Don’t try to make a show of yourself by throwing drinks in the air or pouring them a long distance; it may be a “difficult feat,” but a flat drink is the result. Leave juggling to those who follow the profession; quick, neat service pays better.

Have plenty of Horlick’s Malted Milk on hand.

Learn to serve it right.

Keep this book for future reference.

Learn all you can; you can never know too much.

Last, but above all, serve “the Original and only Genuine Horlick’s Malted Milk.”
**SODA WATER SYRUPS**

There is no great secret in the preparation of good syrups; the principal requisites are good materials, cleanliness and thorough mixing. Have every utensil you use perfectly clean and mix the ingredients thoroughly.

Syrups may be divided into two general classes: those prepared from the fruit, etc., direct, and those prepared from purchased fruit stocks or extracts. Owing to my limited space I shall not attempt to give formulas for the latter class. Purchased goods vary in strength, therefore no set rule can be given, and every manufacturer gives a formula for his goods, there being one fault with such formulas that is almost universal, and that is, they are too weak and you can generally use from 50 to 100 per cent more than the formula directs. A trial will show you how much to use.

Where possible make your syrups direct from the fruit and you will find that it pays.

The use of artificial colors should be avoided as much as possible, in fact I have discarded them entirely, the only one I ever use being "burnt sugar" and very little of that. If you feel that you must color some syrups, have the colors just as delicate as possible and remember that it is better to under- than over-color a drink. The use of "gum foam" is unnecessary, as where cream is used it takes the place of foam, and where cream is not used the drink is much better if served solid, but for those who desire to use foam the following formula is given:—
One-half drachm of fluid Ext. of Licorice Root to a half-gallon of water, makes a suitable soda foam. The white of an egg may also be used after being well beaten.

Gum Foam—Cover 6 ounces of gelatine with water and allow to soften, then dissolve by heating and add an equal quantity of simple syrup. One-half to one ounce will be sufficient for a gallon of syrup.

Fruit acid is used to develop the fruit flavor; it is prepared by dissolving 16 ounces of citric acid in a pint of warm water and filtering it; $\frac{1}{2}$ to 1 ounce of this acid may be added to a gallon of syrup.

WHITE'S TRUE LEMON SYRUP

Select, according to size, from 8 to 12 fine, juicy lemons (I generally use 12 lemons, though a fair syrup can be made from less). Grate six of them, taking care to grate only the yellow part of the rind. Place the gratings in a good-sized mortar. Pour half an ounce of alcohol over them and rub a few minutes to cut the oil. Now add four ounces of granulated sugar and rub thoroughly with the pestle so that the sugar may absorb the oil; more sugar may be added if needed. Let the gratings thus prepared stand from 6 to 12 hours, then squeeze the juice from all the lemons and pour over gratings. Rub with pestle until sugar is dissolved, then strain through cheese cloth, and add one gallon of simple syrup. One ounce of citric acid may be added if desired.
SIMPLE SYRUP

This is the basis of all syrups and should be right to secure the best results, but there is much difference of opinion as to the relative value of rock candy and sugar. From long experience and after much experimenting along this line I am convinced, that in the matter of quality, a syrup prepared from granulated cane (not beet) sugar or confectioner's "A" sugar, after a regular formula, is preferable to purchased syrups which vary in density and generally have to be diluted before they can be used, whereas your own syrup should always be the same. Moreover, you also save money, an item it is well to consider.

My formula for simple syrup is 50 pounds of sugar to 4 gallons of water. Place the water (if desired the water may be boiling hot to sterilize it) in your syrup tank, add the sugar, and stir until dissolved.

SYRUP CONTAINERS

What to use for containers is often a problem. When you make a gallon or less of syrup at a time, glass bottles are best; when more is made I would recommend stone jugs as the most convenient, the easiest to keep clean, and in the long run the cheapest.

WHITE'S TRUE ORANGE SYRUP

Select from 6 to 8 fine, juicy oranges. It is preferable that you select those having a dark, richly colored skin that is rich in oil, as it
imparts more pleasing color to the finished drink.

Grate carefully the yellow part of the rind into a mortar or other suitable vessel, and then proceed exactly the same as in preparing lemon syrup. When your syrup is thus prepared you have one your competitor cannot excel. Practice alone makes perfect. Oranges differ in size, quality and flavor. Only experience can teach you what is best to use.

LA GRANDE CHOCOLATE

Did space permit I might give a number of formulae for this popular drink, but no formula ever tried gives the satisfaction this one will:

<table>
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<th>Ingredient</th>
<th>Amount</th>
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<tr>
<td>English cocoa</td>
<td>8 ounces</td>
</tr>
<tr>
<td>Sugar</td>
<td>5 pounds</td>
</tr>
<tr>
<td>Water</td>
<td>5 pints</td>
</tr>
<tr>
<td>Vanilla Extract</td>
<td>1 ounce</td>
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Buy the best cocoa you can; you can't have it too good. Place 2 pints of water in a porcelain-lined kettle of suitable size; into this sift through a flour sieve the cocoa powder, and mix thoroughly. Put the balance of the water over the fire and when boiling, pour into cocoa solution; place this over fire until it reaches the boiling point, stirring to prevent burning, and let boil five minutes or until the cocoa thickens like custard, when it should be removed from the fire and poured into a stone crock (or other container) holding the sugar; stir until sugar is dissolved. When
cold add the vanilla. More or less of this may be used to suit the taste.

FRESH COFFEE SYRUP

When properly prepared this is a most delicious soda water syrup and a trade winner, but nothing will hurt you more than a poor coffee syrup. The purchasing of the coffee you must do yourself. Buy only an A1 coffee; pay a good price. There is no economy in buying cheap coffee.

Coffee, selected.......1 pound.
Sugar.................7 pounds.
Cold water...........2 pints.
Hot water (boiling)....6 pints.

Moisten the coffee with the cold water and pack in a percolator in which has been placed some absorbent cotton and let stand an hour; then pour on your boiling water and let stand tightly covered to macerate for an hour and a half; then percolate 6 pints of fluid, add the sugar and dissolve by slow heat; if too heavy let a little more water pass through the coffee and add to the syrup. This is an easy method and if followed will give good results.

STRAWBERRY FRUIT SYRUP

When berries are in season this is delicious. Purchase as many berries as you desire to use, wash and pick them, then mash with a wooden masher and add one pound of sugar to each pint of berries (if the berries are not juicy it may be well to use a little less), and
stir until dissolved. Pour this into a double cheesecloth bag and squeeze out all the syrup you can with the hands. Dilute with one or two parts of simple syrup, sometimes even more when berries are especially rich in flavor.

**FRESH CRUSHED FRUITS**

During the summer months when the soda water business is at its best and our markets are plentifully supplied with fresh fruits, the dispenser who does not use them as a drawing card makes a great mistake, because their preparation is simple and they are very tempting when properly displayed in open fruit bowls.

**STRAWBERRIES**

To prepare strawberries for crushing, first stem them and throw out any soft berries likely to hasten fermentation, and wash them to remove all sand and dirt. Care should be exercised in the selection of the berries, as poor berries mean poor results. The deep red berry is the finest. After cleaning, mash them to as fine a pulp as you can and then with a wooden spoon gradually stir in as much sugar as the berries will take up. This pulp may be diluted with from one to three parts of simple syrup according to the way and purpose for which you intend to use it. For Sundaes I use with equal parts of pulp and syrup, but when used in a 5-cent cream soda, then you will have to use three or four parts of syrup.
RASPBERRIES

Next after strawberries comes the raspberry. For crushing I find the red raspberry is preferable to the black, though either one may be used. Prepare for crushing by removing all imperfect fruit and cleansing thoroughly. Then crush and add your sugar same as directed for strawberry. Then add simple syrup as desired; however, the raspberry will not stand as much diluting as the strawberry.

BLACKBERRIES

Though a fruit that has been neglected at the fountain, still it is one that makes a delicious drink, and I find it a trade winner. Prepare them the same as the crushed raspberries, but be careful not to dilute them too much with syrup.

CRUSHED PINEAPPLE

The nicest way I have found to handle this fruit is to peel and cut into chunks and then cut them up in one of the small meat cutters that you can secure at any hardware store, but you must be careful to thoroughly cleanse it each time you use it. When properly cut up, cover with sugar and let stand twenty-four hours, then add all the sugar the juice will take up and dilute with simple syrup to suit taste.

CRUSHED CHERRIES

To prepare crushed cherries is a little more work, but when the dark, black oxheart are in
the market it pays. First stem and then pit the fruit, after which it can be cut fine in the same manner that the pineapple is. Add all the sugar you can and then dilute with simple syrup to suit your needs.

CRUSHED PEACHES

One of the most delicate and delicious of all fruits is the peach. First peel and then remove the stones, after that crush them as fine as possible. To crush well, peaches must be fully ripe, as green peaches can only be sliced, not crushed, and are very poor of flavor. When crushed add all the sugar possible and dilute with syrup to suit your purpose. Peaches can not be diluted as much as some fruits, as their flavoring power is not as great.

CRUSHED APRICOTS

These are prepared the same as the crushed peach.

SLICED ORANGE AND LEMON SYRUP

When desired to serve with ice cream soda from a punch bowl, these syrups can be made very attractive by peeling the fruit and slicing very thin and then quartering the slices and floating them on top of a bowl filled with syrup made in accordance with my directions. If any of the syrup remains the next day, strain out the slices and add fresh ones, the syrup being all right, however.
CRUSHED BANANA

To serve banana pulp, peel the fruit and place in a whipping dish and reduce to a pulp with your cream whipper and add as much sugar as possible and dilute with one or two parts of simple syrup. As banana turns brown from exposure, only a day's supply should be made at a time.

CRUSHED PLUMS

These may be prepared much the same as peach and make a very nice syrup, though not as popular as the others.

THE PROPER METHOD OF MIXING DRINKS

Soda water beverages can be prepared in many ways, but they are not all correct, and judging from some of the soda that is served, most of them are incorrect.

Nothing but practice can make perfect, and only entire familiarity with your fountain, glasses, shakers, etc., will ever make you a neat and rapid dispenser, but we can help you to practice correct methods and your own efforts will do the rest.

MIXING A PLAIN SODA

Simple as it may seem, it requires skill to dispense a plain soda properly. The great secret is to thoroughly incorporate the syrup with the carbonated water. Therefore, syrups should not be too heavy.
The syrup should be drawn first into a 12-ounce glass. The exact amount can not be given as people's tastes vary. From 1½ to 2 ounces is a fair average. Make them a little sweeter for ladies than for gentlemen. Draw the necessary amount of carbonated water in another glass and pour rapidly into the glass containing the syrup, mixing with spoon thoroughly.

Plain cream adds much to many soda flavors, but it makes a difference how it is used and how it is dispensed. Some use merely a dash or about a teaspoonful, some half an ounce, and some even an ounce. It is not well to use too much, but better use too much than too little and a half ounce is little enough; it may cost a little more to be liberal but it will pay in the end.

Cream may be properly served with any flavor that is not acid and even with acid flavors, at the request of your customer, though they should not be recommended.

When serving such flavors as Vanilla, Coffee, Chocolate, Peach, etc., sweet cream should be used unless ice-cream or no cream is specified by the customer.

The correct method for mixing is as follows: Draw the syrup in a 12-ounce glass, add 1½ ounces plain cream. Use fine stream to thoroughly mix the cream with the syrup, then coarse stream and finish up with fine stream.
PHOSPHATES

Phosphates should be mixed by pouring. Draw the syrup into your phosphate glass (an 8-ounce glass is generally used); the amount of syrup is a matter for your judgment; about an ounce of most syrups is enough. In another glass, draw your carbonated water and pour quickly into the glass containing the syrup, letting the water strike the glass just above the syrup, thus setting the syrup in motion so that with one pouring the drink is thoroughly mixed. A little practice should perfect you in the art.

Never mix a drink with a spoon when you can avoid it, as it liberates the gas, thus making a flat drink.

VICHY WATER

Bicarbonate Soda, 8 ounces a. v. Table Salt (Sod. Chlor.) ½ ounce; Phosphate of Soda, 80 grains; Potassium Sulphate, 110 grains; Carbonate of Ammonia, 10 grains. Dissolve in ½ gallon of carbonated water and pour into 10-gallon tank. Add 9½ gallons of water and charge to 120 pounds pressure.

ICE CREAM SODA

There is no one knows when he has been properly served any quicker than the lover of an ice cream soda. Ice cream soda should be just as thoroughly mixed as any drink you serve.
Draw your desired syrup into a 12 or 14-ounce glass and mix with fine stream. Add your portion of ice cream and put your spoon into glass. Using the coarse stream fill rapidly about two-thirds full, then with the fine stream mix the whole thoroughly. To do this let the fine stream go down the side of the glass so as to reach the bottom.

**HORLICK’S MALT MILL COLD**

HORLICK’S MALT MILK PLAIN,

either cold or hot, is simply delicious when properly served. It is a unique product, in that it makes a full, rich, nourishing drink, either cold or hot, without any flavor. It is a lunch in itself, that agrees with the weakest digestion, and is also a superb basis for many beverages, to which it will be found to add a body and fullness to the palate.

When desired it may be served with various flavors, as follows:

Syrup (vanilla, coffee or chocolate), one to one and a half ounces; two heaping ice-cream soda spoonfuls of Horlick’s Malted Milk; to one ounce of sweet cream add just a little very fine ice; shake thoroughly and fill with carbonated water, using the fine stream largely, and strain into a clean glass. There are various ways in which this drink may be finished off. It is nice topped with either whipped cream or ice cream, and some even like a little nutmeg or cinnamon shaken on it.
HORLICK'S MALTED MILK SHAKE

Once in a while someone wants a cold malted milk prepared without carbonated water, and in such cases milk may be used in place of it. Malted Milk may be shaken into plain milk without syrup, or it may be flavored with coffee, vanilla or chocolate, and some use a little simple syrup, usually not more than one-half the quantity served with plain soda, as the Malted Milk is quite sweet of itself. Pour the syrup desired into a 12-ounce glass, add the shaved ice, then Horlick's Malted Milk powder; fill with fresh milk and shake thoroughly, straining into a clean glass.

THE SUNDAE

These are sometimes called College Ices, Frappi, and Dessert. They are very delicious and trade winners when they are properly served, and certainly look dainty and refreshing when well prepared.

The Sundae is nothing more nor less than a portion of ice cream over which a small quantity of syrup or crushed fruit, etc., has been poured.

This seems very simple, but some fountains make a poor job of this work. One of the neatest and quickest methods of serving is to dispense them in nice thin china sauce dishes which have flat bottoms. (A flat bottom keeps the ice cream from rolling around in the dish every time you put your spoon in it.) These can be secured in a variety of styles and at all prices, but neat, plain, thin ones are preferable.
Fill a cone disher (capacity 8 to quart) rounding full and place in glass. Over this pour the desired syrup or crushed fruit. A syrup made of a mixture of fruits and chopped nuts makes a fine flavor for a sundae. Fresh crushed fruits should be used in their season.

**HORLICK'S MALTED MILK SUNDAE**

Sprinkle a little of Horlick's Malted Milk over a cone of ice cream placed in a champagne glass. Serve a small glass of plain soda with each sundae, also a paper napkin if you have them.

**HORLICK'S MALTED MILK ICE CREAM**

<table>
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<tr>
<th>Ingredient</th>
<th>Quantity</th>
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</thead>
<tbody>
<tr>
<td>Vanilla Syrup</td>
<td>2 teaspoonfuls</td>
</tr>
<tr>
<td>Ice, shaved</td>
<td>sufficient</td>
</tr>
<tr>
<td>Ice Cream</td>
<td>2 tablespoonfuls</td>
</tr>
<tr>
<td>Horlick's Malted Milk</td>
<td>1 tablespoonful</td>
</tr>
</tbody>
</table>

Put in shaker, shake thoroughly, strain and fill glass with plain soda, fine stream.

**EGG DRINKS**

No better beverage was ever served at the soda fountain than the egg drink. No other drink would do so much toward giving you a reputation for serving fine soda as the egg drink, but you must serve it right. Regardless of price, eggs must be fresh. There is no dodging this point, and you do it at your peril. My rule is never to serve an egg which upon breaking shows any signs of being otherwise than strictly fresh. The yolk of a fresh egg is
firm, rounded and smooth. As it begins to age the skin softens, flattens a trifle, and breaks easily. Observation will teach you more than anything I could write.

If when breaking an egg into a glass you accidentally break the yolk, don't use it, even if you know it to be good. It does not have an inviting look, which means much.

Nothing looks more attractive on your counter than a nice bowl of eggs, especially if you can have them all nice and white, or a rich brown, and of good size. Don't buy in large quantities, buy often and have them fresh.

There is a good profit in egg drinks. Have attractive signs in prominent places, calling attention to them and recommend them to any one desiring an especially nice drink.

The secret of dispensing egg drinks is to so blend the egg with the flavor that the raw egg taste is lost, and the syrup flavor brought out in such a manner as to give a delightfully flavored drink, cold and refreshing.

Because a dispenser can play the juggler and do all kinds of tricks, it does not mean that he makes a palatable beverage. In fact a drink that has been subjected to such treatment is seldom good, nor does it follow that the man who can't make a show of himself is unable to prepare a good egg drink. Skill is required. It takes practice to become perfect, but a good drink may be made after a little practice. Spend your effort in becoming familiar with quick, rapid, neat dispensing
and not trying to be fancy, as an egg drink must be made quickly or it will be flat. Nothing looks nicer than to see a dispenser handle glass and shaker as though he were perfectly familiar with their use. It inspires confidence on the part of the customers.

Egg drinks may be divided into three classes: Sour or acid drinks, such as the egg phosphates, etc.; sweet drinks, such as egg chocolate or coffee; and liquid lunches, such as Horlick’s Malted Milk, coffee, or chocolate with egg.

**EGG PHOSPHATES**

Draw one and a half ounces of orange syrup (other flavors may be used, but none will give more satisfaction than this) into a 12-ounce glass, then take an egg in the right hand, and holding it firmly, with a quick motion break it over the edge of the glass, then with both hands separate the shell, allowing the egg to drop into the syrup. (This should be done above the counter and in full view of the customer. If the yolk be broken, at once place it out of sight and prepare another drink without comment.)

Now, the syrup and egg being in the glass, we proceed to finish our egg phosphate. First add a few dashes of phosphate and a little broken or shaved ice. The ice answers two purposes: one to thoroughly break and beat the egg; the other to make the drink really cold, a quality needed to produce the best results. Shake thoroughly, not long enough to
kill the life of the egg, but just enough to thoroughly beat it.

Now with the coarse stream into the shaker containing the beaten egg and sufficient syrup, draw carbonated water to nearly fill the glass, as quickly as possible, and with the fine stream mix the whole thoroughly. Take a clean glass and throw drink from shaker to glass and from glass to shaker; then place the glass in the holder, insert your julep strainer into shaker and holding it about six inches above the glass strain the drink into glass. This method gives the drink a fine, creamy appearance. Now, if desired, sprinkle a little nut-meg or cinnamon on top.

**BREAKING EGG WITH ONE HAND**

This is something it is nice to be able to do. It gives you speed and shows you to be a workman perfectly familiar with his business. The art can be acquired by a little practice, and it facilitates your work, making you a rapid dispenser.

To do this nicely the hand should be a little moist. Hold the egg in the right hand between the forefinger and the second finger, with the thumb on top. Strike the egg once sharply on the rim of the glass to crack, then holding it over the glass press down slightly, with the thumb, and the egg drops out, leaving the shell in the hand.

While learning to do this the glass should be allowed to stand on the counter, so that if
you fail the left hand can come quickly to your assistance; but just as soon as you know that you can break an egg with one hand, then you can hold the glass in the other, and this saves time, especially when you have two or three to prepare at once. When you have become proficient with the right hand, try the left until you can use either one or both hands. It is a neat thing when preparing two egg drinks to place the glasses on the counter, and taking an egg in each hand, to break them simultaneously into the glasses.

**EGG LEMONADE**

Next to an egg phosphate this holds the most enviable place in the list of egg drinks. Draw 1½ ounces of simple or lemon syrup into a glass. Into this break your egg and squeeze the juice of a lemon. Add a little shaved ice, shake thoroughly and proceed as in egg phosphate.

**LIME JUICE FLIP**

This is made just like the egg lemonade, substituting the juice of one lime for that of the lemon; or a half ounce of bottled lime juice may be used.

**EGG COFFEE, ETC.**

We now come to the second class of egg drinks and they must be treated a little different from the acid drinks. Draw into a 12-ounce glass, 1½ ounces of the desired syrup, (coffee, chocolate, vanilla, maple, etc.) and
break in the egg and add a teaspoonful of Horlick's Malted Milk, one ounce of sweet cream, a little fine ice, and shake. Now fill with soda same as directed for an egg phosphate, only use the coarse stream less and the fine one more.

ICE CREAM AND WHIPPED CREAM SHAKES

These are prepared same as egg coffee, etc., substituting ice cream or whipped cream as the case may be for the sweet cream.

HORLICK'S MALTED MILK COLD WITH EGG

During hot weather when your customers' appetites are small you can find many who would prefer such a drink to a solid lunch, and it has nutritive qualities greater than many of the light lunches eaten by business men. These may be served in any flavor. Make exactly the same as directed for cold malted milk, only add the egg before shaking, then shake thoroughly, and finish exactly as you would any egg drink.

HORLICK'S MALTED MILK EGG SHAKE

This is prepared by simply adding an egg to malted milk shake prepared with or without a flavor. Sprinkle a little spice on top, if desired, and serve with straws same as any other egg drink.
MILK DRINKS

Many dispensers have lost sight of the milk drink, but it is still a valuable thing to have at your fountain, and the milk shake is still popular with children.

MILK SHAKES

These may be served of any flavor that you serve soda. Draw one to two ounces of desired syrup into a 12-ounce glass. Fill one-third full of fine shaved ice. Add a teaspoonful of Horlick's Malted Milk, shake thoroughly, then fill within half an inch of the top with milk, shake again and strain into a clean glass. You will have a full glass, owing to the expansion of the milk while shaking.

EGG AND MILK

Egg and milk is in large demand. Some desire it sweetened with powdered sugar, but generally a little flavor is desired, coffee, chocolate, vanilla and catawba being the favorite ones. Use about one and a half ounces of desired syrup, and break in the egg as directed. For other egg drinks add your ice, fill glass full of milk, shake and strain into clean glass.

Milk, like egg, drinks may be topped with either nutmeg or cinnamon.

There are other ways that milk may be served at the fountain. Plain, ice-cold milk sells well in hot weather, and vichy-and-milk to ailing stomachs is a refreshing beverage.
HOT SODA

The day when hot soda could be considered as an experiment has passed. Hot drinks at the fountain during the winter months are a necessity. A long list of drinks is not necessary; have only a few, but have them good.

THE APPARATUS

There is, of course, no such thing as hot carbonated water. Hot soda is nothing but hot water. Your apparatus need not be large or expensive, but if you want to give the best I would recommend that you have an urn from which both hot milk and water may be drawn.

HOT SODA SYRUPS

But few flavors make good hot drinks and they must be treated a little differently from cold.

HOT LEMON

Select 18 nice lemons and grate 6; then proceed in same manner that you do in making cold syrup, making 1 gallon of finished product. To serve use 1 to 2½ ounces to a 7-ounce mug.

HOT GINGER

Prepare this syrup from the same extract you use for cold syrup, only make it twice as strong. Use 1 to 2½ ounces of syrup to a 7-ounce mug. A slice of lemon may be added or a little cream to suit the taste.
HORLICK'S MALTED MILK BOUILLON

This is especially a hot drink for men, and you can build up a good trade for it. Pour an ounce and a half of oyster juice or clam bouillon into a mug, add a heaping teaspoonful of Horlick's Malted Milk, one-half ounce of hot milk, then fill with hot water and season to taste. Serve a couple of saltines or other crackers with it.

HOT BEEF BOUILLON

No set rule can be given for the preparation of beef bouillon, as the amount of extract depends upon the quality of beef you use. I recommend a high grade of liquid beef, then use it right. Most dispensers use too much rather than too little. One teaspoonful is generally enough, two as much as I ever use, but extracts vary, hence some require more. Fill with hot water, season to taste and serve with crackers.

Oyster broth, chicken broth, tomato and other bouillons are now prepared for use at fountains. Directions for using them are given by the manufacturer. Have them of strong flavor and well seasoned, and add sufficient Horlick's Malted Milk to each glass to give it a body.

SEASONING

When I say season to taste, it must be remembered that people's tastes vary to a marked degree, and still your success as a dispenser of hot drinks will depend to a large extent upon your ability to place a drink be-
fore your customer tastily seasoned. I may say that your ability to do this is what makes your service valuable as a dispenser, just as it does those of a good cook.

Be careful not to overseason; don’t have it too salty or so peppery that your customer can’t drink it; but above all don’t place an unspiced drink before any one. Have on hand herb extracts, Worcestershire sauce, tabasco sauce, tomato catsup, salt, celery salt, and black pepper. It is well to keep red pepper on hand. Two drops of tabasco sauce may be added to clam bouillon. A dash of red pepper adds to a tomato bouillon.

HOT CHOCOLATE

This may be prepared in many ways, but the best result can be obtained by preparing a syrup. The great secret in the preparation of chocolate is to properly cook your cocoa, the very thing most dispensers fail to do, and then wonder why it is they cannot produce the desired result.

HOT CHOCOLATE SYRUP

Best cocoa..............8 ounces.
Granulated sugar......2 1/2 pounds.
Water ..................3 1/4 pints.
Vanilla extract ......1 ounce.

Provide yourself with a double boiler of suitable size (3-quart for single batch), the white-lined agate wear being preferable. Place the cocoa in this and slowly add the water until the cocoa is reduced to a smooth paste, then
add the balance of the water, cover and cook for an hour, giving it an occasional stir, then add the sugar and cook for another hour. Remove from fire and when cold add the vanilla and strain through a fine sieve with the cocoa as nearly dissolved as possible. To serve, use about one ounce to a 7-ounce mug and fill with hot milk, or part water and milk, and top with whipped cream. Serve vanilla or other sweet crackers with it.

HOT COFFEE

In spite of the great popularity of coffee as a beverage, for some reason or other soda dispensers have, as a rule, failed to serve a good cup of coffee, and therefore the man who does must educate his trade to come to him for it. While coffee may be prepared in many ways, the following will be the most practicable.

Select a good brand of coffee and secure it fresh ground each time you prepare your extract. Moisten a pound of ground coffee with cold water (about half a pint), pack in a glass percolator, and pour on one pint of boiling water, cover tightly and allow it to macerate for one hour; then draw the cork and percolate, adding enough boiling water, after the first percolate has been drawn off, to make a pint and a half. Let the last water pass through the coffee several times to thoroughly exhaust it.

Use one-half to one ounce of this extract to a 7-ounce mug. Fill with hot water and add a little sweet cream, and allow the customer to sweeten to taste.
HORLICK’S Malted Milk Hot

Horlick’s Malted Milk hot to be good must be served properly. Use plenty of the powder, otherwise your customers will not find the drink satisfactory. Serve it in a 7-ounce mug, using one and a half to two tablespoonfuls of the powder; add a little salt. Now let your hot water (boiling) run slowly into the mug containing the powder, stirring rapidly all the time. With a little practice you can prepare a drink so that it will not be lumpy, and you can do it quickly, too.

There are other methods, but none that I find as convenient for use at the fountain. Most directions say to make the powder into a smooth paste with a little water first, but, while this may answer, it is far too slow a method for fountain use generally, and is not always a guarantee of a smooth drink.

SEASONING HOT Malted Milk

There are various ways of seasoning the drink, as people’s tastes vary; but a little salt should be used unless its absence be requested by the customer. Some like a little pepper, celery salt or sugar. A few customers like the addition of a little whipped cream on top, while others again prefer a little grated nutmeg or powdered cinnamon as a garnish.
Now and then some one calls for malted milk made with hot milk, and while this is not exactly the correct way to make it, still you have to humor your customers. Prepare just the same as when made with hot water, only use a little more salt. Serve banquet wafers or saltines with hot malted milk. They make a delicate addition to the drink.

**HOT VANILLA MALTED MILK**

Prepare precisely the same as for plain malted milk, only omit the salt, and when finished add two teaspoonfuls of vanilla syrup. This must be a good vanilla syrup, as a poor one will impart either no flavor or a bad one to the drink.

**HOT MALTED MILK COFFEE**

Place one-half ounce of fresh coffee extract in a 7-ounce mug, add three teaspoonfuls of Horlick's Malted Milk and fill to within half an inch of the top of the mug with hot water, stirring all the time. Let the customer sweeten to taste. Either a little sweet cream or whipped cream may be added when desired. This is a most delicious method of serving malted milk, and may become a trade winner if properly advertised.
HOT Malted Milk Chocolate

This is also a delicious beverage and very popular if made correctly. Put into a cup one ounce of chocolate syrup and add two heaping teaspoonfuls of Horlick’s Malted Milk powder; fill the cup half full of hot water, stirring constantly to dissolve the powder, then fill the cup with hot milk (or water may be used), top off with either plain or whipped cream to suit the customer.

HOT Egg Malted Milk

These are sometimes very appropriately called Hot Liquid Lunches, and may be flavored to suit the customer. Pour your syrup into a 12-ounce glass, add the flavoring desired, then break in your egg, add a little sweet cream and two heaping tablespoonfuls of Horlick’s Malted Milk; stir to a smooth paste. Fill with water that is boiling hot (which is necessary to have a palatable drink), until you have sufficient liquid to fill a glass. Stir rapidly while adding the water to prevent the egg from cooking. This makes a drink that is very refreshing, and equal to many a lunch.

“That’s Meat and Drink to Me.”

Remember, there is no malted milk “as good as” the Original and Genuine “Horlick’s.”
Offices, Laboratories and Malt House of
HORLICK'S Malted Milk Company,
Racine, Wisconsin, U. S. A.

The Largest and Most Perfectly Equipped
Plant of Its Kind in the World.