

some profits, and the man who is unwilling to purchase those extracts because the manufacturer makes a profit on them, and because he imagines that he can make something similar which will do just as well, while costing but a trifle, might in ninety-nine cases out of a hundred just as well give up the soda water business, for he will rarely make a success of it. I grant that an occasional success may be attained, but the risk is a very great one, and at the best it will require years to arrive at the point where, had the other plan been pursued, a single season would have found him.

No matter how many special drinks are drawn, every fountain should, as a basis, draw soda water, and it should be something more than "sweetened wind." The water should be perfectly filtered and thoroughly charged with carefully washed carbonic acid gas, until, after plenty of agitation, the gauge indicates 100 pounds pressure. The sirup should be heavy with pure cane sugar (12 pounds to the gallon of water). Fruit sirups should be made from pure fruit juices, which, if you are too indolent to make for your own use, you can always buy, although not quite as good nor quite as economical. The vanilla should not be tainted with tonka bean, nor the ginger with capsicum, the coffee should be a very strong decoction of the most fragrant berry, in each gallon of which should be dissolved while still hot 12 pounds of granulated sugar. The chocolate should be made from the very best cocoa, and should be free from fat and rich in sugar. All sirups should be dispensed in connection with good, plain, pure, rich cream, whether called for or not, and ice cream should be relegated to the "ice cream parlors," where it more properly belongs, and where it will not spoil a good glass of soda nor the genial disposition of the gentleman who is endeavoring to place before the public something better than "slope" and "sweetened wind." Cases will occur where customers cannot take cream in any form. Experience has shown that with such customers a little dash of vanilla sirup, added to any order they may give, usually elicits a remark complimentary to the beverage drawn from that fountain, showing the wisdom of the French makers of chocolate, who realize the importance of the vanilla bean as a valuable adjunct to their products.

The next point is the temperature at which the drink is to be dispensed. Experience has shown that the public desire an extremely cold drink, and the dispenser should see to it that they have what they want. It is poor economy to save on ice or block tin pipe. Buy all required of both to have every glass of the beverage that crosses the counter uniformly cold. A thermometer plunged into a glass of it during your busiest moments, that will not fall to 45°, should be accepted as evidence that more cooling facilities are necessary, and the same should be procured with the least possible delay. The necessity for uniformity in temperature, as well as taste, of any beverage cannot well be overestimated. Attendants should be trained to use an exact amount of sirup and cream, coarse stream, and fine stream, each and every time that they wait upon a customer. A standard should be established, and every attendant should be expected to live up to it, the object being to thoroughly impress upon the mind of the customers that when they come to that fountain they will get just what they call for, and can be certain that it will taste just as they expect and desire it to. The result will be that, other things being equal between two stores, the one in which the customer knows such a state of things to exist will get the benefit of his patronage every time. Next in order is the glasses. They should be just as fine in quality as possible, and always scrupulously clean. The use of thin glassware necessitates a considerable expense, not alone in breakage, but also in the help

necessary to keep them clean, but in my opinion it is much more than counterbalanced by the increased business induced by their use. It is a popular belief that all beverages taste better when drank from thin containers. How long would champagne retain its popularity if served in thick coffee cups? or the popularity of the after-dinner coffee, were it not for the dainty china used? The wise man takes advantage of these little things that have such a hold upon the public and turns them to his own benefit. Another nice point is the cleanliness of the glasses. It is not sufficient that a glass after use be swashed around in a pail of water and then turned upside down upon a drainer until it is to be used again. The very sight of a dozen or two glasses in the various stages of the drying process, from the one dripping with moisture and clouded with cream to the one dried till it looks as if it were afflicted with leprosy, is enough to turn the stomach of a strong man, to say nothing of the ladies. There is but one way to wash a glass and have it clean, and the sooner that every soda water dealer realizes that fact, the better will it be for him and for all concerned. Take the matter to yourselves and your own homes; your wife or child uses a glass and places it upon the sideboard, and yet, although you know that none but them could have used it, should you desire a drink you will take a fresh glass, and notwithstanding that fact, the public at a soda fountain are expected to use a glass after every one, although the last lips that pressed its edges may have been smeared with tobacco juice or festering with disease, and what excuse have you to offer for it? Custom, custom and nothing else, but it is a custom that has done more to drive people away from a healthful and pleasant beverage than any other one thing. Let us have a grand reform in this particular, and let us in the future give no one cause that likes them to refrain from indulging in harmless drinks.

What applies to soda water applies with equal force to every beverage that is dispensed at the fountain, and while "soda" is an absolute necessity in a successful fountain business, it is frequently an item of minor importance as a source of revenue, being outsold by a special popular drink like ginger ale, mead, celery phosphate, koumiss, etc. Experience seems to indicate that each dealer should have a specialty, and the phenomenal success of some of the above certainly speaks volumes in favor of specialties, and that success again emphasizes what the writer has already stated, that uniformity in beverages is of the utmost importance. Uniformity can only be attained approximately where a beverage is drawn with a sirup, as the eye is depended upon to measure the sirup, and it simply insures less uniformity in proportion to the increased number of attendants at the fountain. On the contrary, a special beverage, like ginger ale, is made by weight and measure, then charged in the fountain and drawn complete, and uniformity is of necessity attained. Ginger ale becomes more popular each season, while the lives of sirup-made drinks like moxies and the maltos are principally distinguished by their brevity and their lack of ability to fill the bill.

There is another feature of the soda water business that unfortunately is almost universally overlooked, and that is the metallic contamination liable to occur in the carbonated water while standing in the fountains and coolers. We buy these containers lined with tin in some shape, and that tin will not last forever. Do not leave the discovery to your customer that it has given out. Do not wait until he tells you that your soda leaves a queer taste in his mouth. Do not wait until he tells you that your soda water made him ill. Do not wait until you are sued for damages, but rather be ever on the alert, make weekly or monthly inspections, drawing a