THE ROMANCE OF COFFEE
Introductory

Many things enter in such an intimate way into our lives that we come to accept them as a matter of course and to regard their occurrence almost as a commonplace. For example—there is coffee—the breakfast cup—and its daily preparation in the home. It would be hard to estimate the number of people who find enjoyment in their morning coffee, or who leisurely sip their demi-tasse in the evening after dinner. But you could count almost on your finger tips those who possess anything more than a superficial knowledge of a beverage that possesses so many social and companionable qualities. That coffee should have a "history," a "romantic career," has seemingly never occurred to most of us, if indeed, we have thought of the matter at all.

Yet the story of coffee is nothing less than a page of purest romance. It is a story that holds so much of interest and fascination that we have essayed the task of telling it, and as it unfolds within these pages the reader is especially asked to remember that truth has ever been stranger than fiction, and that the very fabric of romance may often be woven from historical fact.

To the lover of a good cup of coffee, to the lover of a romantic tale that yet bears close relation to the truth, this little volume, then, is respectfully dedicated.

CHASE & SANBORN
Tea and Coffee Importers
BOSTON
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LEEING the persecution he perhaps deserved, outlawed from Mocha, a dervish, Hadji Omar by name, sought refuge in the mountain fastnesses of Arabia. Hungered and athirst, his eyes fell one day on some small round berries. He ate some but they were bitter. He roasted some and they were better. He steeped the roasted berries in a running brook's water and they were as good as solid food. That was in the thirteenth century. And from that day to this in the heart of every Arab coffee has been enthroned. Within a short time coffee attained prominence in the marts of trade and dominated all other merchandise in the shops of the market-place. Mohammedan pilgrims flocking annually to Mecca were made familiar with the new concoction, and carried back coffee beans in their saddlebags to all parts of the globe that embraced the faith of the Prophet. And so little by little, a knowledge of the virtues of the brown Arabian berry was brought to the very gates of the ancient cities of Medina, Damascus, and Aleppo. Public places for coffee drinking were soon established throughout Arabia, Egypt, and Turkey. In the latter half of the sixteenth century (1554) it made its appearance in Constantinople,
GENERAL VIEW OF A COFFEE PLANTATION

The rectangular area in the center is the drying ground. The rows of houses to the left are the workmen's huts while the bushes all about are coffee trees.

where it proceeded to work havoc with the followers of the Moslem faith in the Turkish capital. The Mosques were promptly deserted for the coffee houses, causing edicts to be issued against the use of a beverage so delicious and so captivating as to make the sons of the faithful unmindful of the call to prayer. But the protests of the Priests availed nothing. Coffee smoked in the bazaars. It flourished in the coffee houses. Its steaming fragrance invaded even the dim seraglios of the Sultans.

Under Mohammed IV, a Turkish ambassador, one Solomon Aga, introduced it to the court of Louis XIV of France. That was in 1669. The entertainments pro-
vided by the Turkish Embassy were conducted on the most lavish scale and coffee was served according to the custom of the country. What fascinated the gay French world were the napkins fringed with gold and the brilliant cups of eggshell porcelain into which the coffee was poured, hot, strong and fragrant. Louis XIV himself evidently regarded the beverage as one fit for kings, for the cultivation of coffee was shortly begun within the boundaries of his own realm. From the first few coffee trees planted on the Island of Martinique in the French West Indies in 1720 have sprung all the present rich and prolific plantations of the West Indies and of Central and South America.

A COFFEE FAZENDA OR MANOR-HOUSE OF PLANTATION OWNER

In marked contrast with the green coffee trees are the white buildings of the fazendas—great stone and stucco manor-houses with wide verandas and large windows surrounded by gardens filled with palm, banana, orange and mango trees.
THE BIRTH OF THE CAFÉ

It was Pascal, an Armenian, who in 1672 came all the way from Constantinople to open at the Fair of St. Germain the first coffee house in Paris. And that, mark you, was the first café. Today cafés are world-wide institutions—and coffee made cafés. Then in 1689 came the celebrated François Procope, who opened the Café Procope near the theatre of the Comédie Française. This was the most famous café of them all. It was to the Procope that the great Voltaire came to sip his black coffee and give utterance to his deathless philosophy. At the ripe age of eighty-four this master dramatist and man of letters found in coffee a prop to his herculean literary labors, a constant spur to his ever trenchant pen. It was in the Café Procope that the first red hat was donned. It was in this same café that those sinister figures of the revolution, Danton, Marat, and Robespierre, harangued the crowds and in passionate appeal urged them on through that orgy of blood. And so the café had its romantic, even tragic beginnings. To this day it is a fascinating study to observe the life in the cafés of Paris. At almost any hour of the day or night your Parisian will take his seat at one of the tempting little tables to indulge his “café au lait” or “café noir.” If he meets a friend, it is the best place to converse; if the weather is fine and crowds throng the boulevards, it is the best point of observation.

What beverage is comparable with coffee in its intimate association with the mighty and illustrious figures of the past? How coffee conjures up and visualizes their several striking personalities. Balzac, the great novelist, was a confirmed coffee drinker. When he was poor and lived in an attic, he made it himself. When he could afford it, the best chef in Paris made it for him. Alfred
de Musset, Hugo, Zola, Bernhardt, the great musicians, the great thinkers, writers, players, all found solace and inspiration in coffee, and were, in turn, cheered, soothed and sustained by it.

**The Old English Coffee House**

The first public coffee house in London was opened in 1652. Having acquired the coffee-drinking habit in Turkey, an English merchant, Edwards by name, prepared the beverage for a coterie of friends in his London home. The company, however, grew to such proportions that his servant, Pasqua Rosee, was set up as a vendor of the drink and prospered amazingly. As an institution, the coffee house had an important part in
the making of English history in the seventeenth and eighteenth centuries, for it was at the coffee houses of the period—then at the height of their popularity—that the great geniuses of the time met and mingled to discuss art, literature, science, philosophy and matters of state.

Among the names that have come down to us as frequenters of the coffee house are Doctor Samuel Johnson, Boswell, Burke, Reynolds, Goldsmith and Garrick. Great souls all—and great coffee drinkers. It was to the coffee-house that the great Garrick came after the play, calling for his pipe and coffee and holding forth with boon companions no less celebrated than himself. The Cheshire Cheese was a favorite haunt for these celebrities, and the Johnson room, with its rude tables and sawdust-sprinkled floor, was its chief glory. Some idea of the flavor and romance of those days is gained from the following poem penned in praise of this far-famed public house:

“I know a house of antique ease
Within the smoky city’s pale,
A spot wherein the spirit sees
Old London through a thinner veil.
The modern world so stiff and stale,
You leave behind you when you please,
For long clay pipes and great old ale
And beefsteaks in the ‘Cheshire Cheese.’

“Beneath this board Burke’s, Goldsmith’s knees
Were often thrust—so runs the tale;
’Twas here the Doctor took his ease
And wielded speech that like a flail
Threshed out the golden truth. All hail,
Great Souls! that met on nights like these
Till morning made the candles pale
And revelers left the ‘Cheshire Cheese.’”

The coffee house was assailed from many quarters, but neither pamphlets, nor poems, nor petitions, nor
proclamations had any effect. They were the favorite haunts of the most famous men of the time, and who shall say that these intellectual giants did not find their stimulus to clear thinking in copious draughts of the little brown berry—Coffee.

The Early American Coffee House

No chronicle of the coffee house would be complete that omitted mention of the early American coffee house. In Revolutionary days, Virginia, New York, and Massachusetts boasted these gathering places, half tavern, half coffee house, for it is to be confessed that stronger stimulants than coffee were not infrequently dispensed within these old-time hostelries. Burn’s coffee house, north-
Harvesting begins in May and lasts well into August and September. All the laborers on the fazenda take part—men, women and children. On each large plantation hundreds, sometimes thousands, are thus employed gathering the season’s crop.

west of Bowling Green, was the first in New York. Here “The Liberty Boys” met and brewed dark plots for the overthrow of George the Third. Boston had its Crown, its Exchange and numerous other coffee houses, patronized liberally by Whig and Tory alike. At the Sign of the Green Dragon was the rallying place of many bold and adventurous spirits, for the men who gathered here and over their coffee cups plotted revolution were among the country’s most ardent patriots. Doctor Joseph Warren, Samuel Adams and Paul Revere met nightly with their friends at the Green Dragon and exchanged tidings of the movements of the British troops. These were the men who spread the alarm “through every Middlesex village
and farm," and who spirited the cannon away under the very nose of General Gage. In Colonial days coffee was roasted or "parched" in skillets or frying pans of the period and the beans were mashed into "coffee powder" by means of a wooden mortar and pestle. There was even a type of coffee roaster that was used in the open fireplace. It had a sheet iron cylinder measuring five inches in diameter and about eight inches long attached to a three- or four-foot iron handle. Green coffee was put into the cylinder through a sliding door. Balancing the roaster over the blaze by resting the handle in the hook of the fireplace crane, the housekeeper

COFFEE BERRIES IN SACKS AT CLOSE OF DAY'S WORK
When picked the berries are packed into sacks and are carried off by wagons. On the larger plantations they are dumped into sluiceways, narrow cement canals through which clean water flows. These canals carry the berries to the washing basins and pulping machines.
Here are seen the large vats or basins where the sand and dirt is carried off with the water through iron gratings at the bottom. The clean, softened berries are then carried (always by a stream of water) to the building in the distance containing the pulping machines.

slowly revolved the cylinder until the beans had turned to the proper color. These primitive methods were not calculated to produce a cup of coffee such as regales the palates of epicures in this day and generation. It was not until the close of the great Civil War, when the reconstruction period had paved the way to permanent and lasting peace, that the consumption of coffee increased by leaps and bounds, keeping pace with the increasing greatness of the country.

Coffee and Its Cultivation

Arabia, Brazil, Central America, Venezuela, Colombia, Mexico, and the East and West Indies are the chief
coffee producing countries. We may well take a fleeting glimpse of an industry that bulks so large in the commerce of every civilized nation on the earth. On the gently sloping hillsides of the coffee country are literally millions upon millions of coffee trees. Miles and miles of them stretch away up and down the rolling topography often as far as the eye can see, great broad waves of green, with the narrow lines of the rich soil showing in marked contrast with the green of the leaves. It is a sight not soon to be forgotten. Here and there on the lower slopes of the hills are the white buildings of the "fazendas." great stone and stucco manor houses with

THE DRYING GROUNDS OF A COFFEE PLANTATION

The drying grounds are usually paved with blackened tiles or bricks. The drying of coffee calls for constant oversight and care to see that each lot of coffee receives the proper amount of drying. Excessive heat, too rapid drying, too little or too slow drying all affect the quality, flavor and color of the bean.
broad verandas and large windows, surrounded by gardens filled with palm, banana, orange, and mango trees. To the eye of the traveler these “fazendas” have a peculiar charm and picturesqueness, presenting as they do an appearance of comfort, peace, and prosperity. Harvesting begins in May and lasts well into August and September. This is what is known as the dry season, when weather conditions are favorable not only for the harvest itself, but for drying and transporting the crop after it is gathered. In picking the coffee, the boughs are pulled down with the left hand and held at the outer end while the right hand is run along the bough from the base to the tip, thus stripping off the berries as well as many leaves and twigs. In this work of harvesting all
the laborers on the "fazenda" take part—men, women, and children. Several hundred or even thousand pairs of hands on each large plantation are thus busily employed in gathering the season's crop. In one day a laborer may gather enough coffee berries to make fifty pounds of dried coffee. The fruit of the coffee tree when ripe resembles a crimson cherry or cranberry in general appearance. This coffee berry, as it is called, contains two seeds, flat on one side and convex on the other, the flat sides being together. These seeds are embedded in a sticky, whitish pulp, which is removed by what is known as the pulping process, and this in turn is subsequently followed by the various other processes of drying, hulling, cleaning and sorting. Along the roads deep in dust, sturdy oxen draw the wagons loaded with the precious sacks to the nearest railway station. Over the mountains the trains take them to the nearest port for shipment abroad.

On its arrival in this country, green coffee is at once conveyed to great lofts in the establishments of importing coffee merchants. From the flat bags in which they are transported, the beans go to a "coffee separator," a machine consisting of a number of screens of various meshes moving back and forth. The beans drop from screen to screen according to size and are thus sorted. The next step is the blending of the green coffee, obviously one of the greatest importance, calling for a trained and precise knowledge of the proportion of each kind and type to meet the varying tastes and sectional preferences of coffee drinkers throughout the country. Now everything is in readiness for the interesting process of roasting. After revolving in the great roasters and the beans have taken on exactly the right shade of color or degree of roast, they are removed from the roasting ovens into large shallow pan-like trucks and quickly cooled. Subsequently they
are packed into the many different styles of containers now so familiar to the great coffee-consuming public.

**SOME PERTINENT FACTS REGARDING COFFEE**

We are a nation of coffee drinkers. As a beverage it is forever established in popular esteem and favor. There is no occasion to remind sensible, right-thinking persons of the fallacy of the specious arguments advanced in certain quarters against the use of coffee. There is a lot of commercial buncombe about its alleged injurious effects, and some of it is very impressive, too, if you are of a neurotic temperament. There are no doubt many good people who deny themselves coffee because of some fancied or educated fear that it isn’t good for them. In this connection it might be mentioned that there is hardly a
more salutary lesson or one with closer relation to the welfare of the human race than that to be drawn from the unexampled use of coffee with the expeditionary forces overseas. The frequency and size of the contracts let by the United States Government during the period of the World War emphasized the importance that was placed upon keeping the fighting men well supplied with coffee. Co-ordination of mind and body (and that's human efficiency) is superinduced by coffee. A boon in time of peace, coffee proved nothing less than a benefaction to the men engaged in the great struggle on the battlefields of France.

Here in the United States upwards of one billion pounds are consumed annually. To what are we to ascribe this amazing consumption of coffee? There have
been several contributing factors not the least of which are the many mechanical devices which safeguard the excellence of your breakfast cup of coffee. Modern machinery, assuring cleanliness, accuracy and dispatch, has replaced old-fashioned methods of hand weighing with its inevitable spoilage and wastage.

Two score years ago coffee for the most part was distributed and sold in bulk. The evolution from bulk to packaged goods has been a forward step in merchandising. Particularly was it necessary that a commodity so susceptible to deterioration as coffee should enjoy every safeguard in the way of air-proof and moisture-proof protection. Guarding the original quality, keeping unimpaired the volatile oils that give strength and flavor to all coffee has added measurably to our enjoyment of it.

Presumptuous, indeed, are those rival drinks that would attempt to challenge coffee's unique position as the great national beverage. That it is so, is attested not only by the universality of its appeal to all classes of citizens, but also by the fact that it has been inseparably linked in most dramatic fashion with the very earliest beginnings of our existence as a nation. And so, as always in the past, it will continue to exert a wholesome influence in every home and a claim on the affections of all the people without parallel and without dispute.
THE SECRET OF SERVING DELICIOUS COFFEE

USE Seal Brand Coffee. To one cup even full of dry coffee, ground as fine as granulated sugar, add six cups of water. (Maintain this proportion if larger or smaller quantity is desired.) Place coffee in pot and add boiling water; be sure water is both fresh and boiling. Boil coffee and water together for five minutes, not longer.

Now, pour into pot a large tablespoonful of cold water; this will force the grounds to the bottom. An amber or wine-like clearness can be secured by the use of the white of an egg.

Serve immediately with good cream.

This rule applies to the making of coffee in the ordinary coffee-pot (which should be porcelain or granite-lined without filtering attachment of any kind). If you prefer a patent pot, follow the rule accompanying it.

One Pound Brews Two Gallons—48 Cups

THE DEGREE OF GRIND IS IMPORTANT. Use “steel cut” for ordinary coffee pot. Use “percolator grind” for percolators.

IMPORTANT “IFS”

IF BEFORE BREWING the coffee is not kept in a covered canister or Seal Brand can, much of its strength will be wasted.

IF FOR THE BREWING the water used is impregnated with lime, sulphur, or iron, the fine flavor of the coffee will be destroyed.

IF FOR THE BREWING the water used has boiled so long it has become “flat,” this quality will be transmitted to the coffee.

IF WHEN BREWING there is used a tin coffee-pot with the plating worn off in spots, exposing the iron, poor coffee will result.

IF WHEN BREWING pulverized coffee is used in an ordinary coffee-pot without enclosing in a close-meshed bag, the drink will be muddy.

IF AFTER BREWING the coffee-pot or percolator is not scoured thoroughly and at all times kept scrupulously clean, all efforts to make good coffee will be unavailing.

IF THE BREWING is correct, but the cream is kept uncovered in the refrigerator, where it will absorb the odor of vegetables—as butter does—the coffee will taste queer.

Reasonable care always insures a delicious cup of SEAL BRAND COFFEE.