A most valuable Food Product

Facts about Coffee

Packed in 1-2-3 pound tins.
Never in bulk

Dwinell-Wright Co.
Principal Coffee Roasters
BOSTON CHICAGO
ANNOUNCEMENT

We send out this booklet for the purpose of furnishing some facts and information to the coffee-consuming public, who have doubtless heard much about the "harmful" effects of Coffee in the public prints. The coffee substitute manufacturer has "something to sell," at a profit, and his statements are "colored" accordingly.

The "Encyclopaedia Britannica" says Coffee (French, Café; German, Kaffee), this important and valuable article of food, was discovered a thousand years ago, but its use was not prevalent till the 17th century. The cultivation of coffee is now general throughout all civilized regions of the tropical world.

The importations for the coffee-crop year, July 1, 1906, to July 1, 1907, footed up the enormous total of 954,555,211 pounds.

Coffee is too good a friend to the human race to be displaced by a worthless substitute. Extravagantly advertised coffee substitutes are both trade frauds and stomach* frauds, paying the promoters two to five hundred per cent profit and returning to the consumer none of the beneficial effects which the highest medical and scientific authority proves can be secured to those drinking the genuine article.

If you must drink substitutes, better drink hot water—that surely is harmless and would not be taken to excess.

* The Sanitary Bulletin, published quarterly by the State Board of Health of New Hampshire, says Coffee made from coffee substitutes has one-tenth the food value of skimmed milk.

Just think of having to drink ten cups of that "stuff" to get the goodness of one cup of skimmed milk.

Dwinell-Wright Co.

Boston 311-319 Summer St.
Western Dept.
Chicago 57 Michigan Ave.
NOT long since two famous literary men, both of whom have passed their eightieth year, were interviewed on the subject of health and hygiene. It was assumed that with their great intelligence, trained powers of observation, and successful use of working power to a great age, their advice would be of value. One of these men was Rev. Edward Everett Hale; the other J. T. Trowbridge, the well-known author. Mr. Trowbridge said:

"I use coffee regularly every morning, a cup of tea regularly every noon, and a cup of cocoa or chocolate regularly every evening. I have occasionally omitted them or left them off, but I have never been able to discover any appreciable benefit from their omission, while, on the contrary, their use is a source of comfort and enjoy-
ment, — apparently an aid to digestion and well-being."

Dr. Hale, while a user of coffee, had this word of caution in regard to it: "Tell them," he said, "that you may drink all the coffee you are a mind to, provided you walk five miles for each cup you drink," which is only another way of saying that active exercise outdoors will surely offset any possible harmful effects which might follow the consumption of a considerable quantity of strong coffee.

That this question as to the right use of coffee is an important one is shown by the rapid increase in its consumption. Coffee has been called our great national beverage. Nowhere on earth is it used in equal quantity. The United States consumes more than one-half of the coffee produced in the whole world. The annual con-

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In our up-to-date Boston factory, 311-319 Summer Street, we roast more coffee than is roasted under any roof in New England.
sumption approximates a billion pounds a year, more than twice that of Germany and several times that of any European country of similar population. The records of importation show also that its use is steadily increasing.

Is the increase in its use, like that of tobacco and alcohol, to be regarded with alarm? Or is any evil effect thereof due to occasional improper use, and consequently no cause for anxiety either on the part of the individual or on the part of those who seek the well-being of the nation itself?

**Does the Indictment Against Coffee Hold?**

The argument against coffee is set forth in two principal quarters. The
first by food reformers and dietetical purists who argue that coffee is a stimulant, an unnatural and harmful drink under all circumstances, which with tea and all other stimulating articles should be rigidly excluded from the diet of man.

The second class includes principally certain interests which have coffee substitutes for sale, aided by a number of professional and other people whose digestion has become impaired from one reason or another and who ascribe their ills to coffee because they read so much about coffee troubles in the specious advertisements of a well-known coffee substitute.

It has been declared in a rather sensational manner that coffee users almost always become victims of incipient or chronic disease as the re-
result of their indulgence, and that while it does not harm all people, it is a menace to the good health of a very large proportion of those who use it; that it results in heart weakness, stomach and bowel troubles, kidney disease, weak eyes and general nervous prostration; and that the caffeine which it contains, together with the tannin which accompanies the coffee when carelessly prepared, is dangerous to every person who uses it.

Of course coffee may be abused. It is possible for people to dope themselves with coffee. When very strong coffee is taken on an empty stomach it is very likely to excite and stimulate the nerves unduly. This is why hygienists universally disapprove of the drinking of coffee late in the evening, especially when unaccompanied.
White House Tea, sold in 1-4 lb. and 1-2 lb. (labelled) the "all-tin" package. Five Varieties.

by a meal. It arouses the nervous system and drives sleep away. In this respect its effect is just the reverse of alcohol. On the other hand, hygienists admit that a moderate amount of good coffee after a meal, with its slightly stimulating effect, aids digestion, pleases the palate, and is helpful to most individuals.

Its almost universal use in the morning in all civilized lands testifies to a certain evident need. The opponents of coffee may say that this need is like that of the whiskey drinker who must have a dram before he eats; but the whiskey is usually harmful, while a cup of coffee of moderate strength is not followed with ill effects, and it certainly, if universal testimony may be believed, arouses the sluggish energies of the stomach, helps the appetite for other food, and
sends the early morning worker forth with courage and enthusiasm for his forenoon’s work, aided, perhaps, as he could not be by anything else within his reach.

The use of coffee as a medicine is not unfamiliar even to people who are not physicians. As an antidote in case of poisoning from opium and other narcotics it is well recognized. As a stimulant for people who are undergoing a great temporary strain it has a medicinal value, and like all other similar articles its use should be of course controlled by experience and discretion.

While it is charged with being a fertile cause of dyspepsia and bilious troubles, there are many dyspeptics whose trouble arises from a sluggishness and inactivity of the stomach,

In buying our White House brand of Tea and Coffee in tins (see that label is unbroken) you get them exactly as we pack them, under the most perfect sanitary conditions.
who find that a small quantity of coffee before eating so arouses the secretions as to permit the reception of a good meal with appetite. It aids also to perfect digestion of food which, if taken on an empty stomach, would have been a burden to the individual for hours.

No doubt the cleansing effect of the liquid, aiding in removing and disentangling the mucus which sometimes fills a weak or dyspeptic stomach, has something to do with this effect of the coffee, in addition to its property as a stimulant.

**Coffee Differs in Quality.**

Since the use of coffee is so universal, it is interesting to nearly everybody to know that coffee varies greatly in quality, in its taste, and its effects when taken. This variation
depends upon the locality, the soil, the season in which it is grown, and in the variety of coffee which is cultivated.

The most popular coffee ever used is a mixture of so-called Java and Mocha, a blending of the mild Dutch coffee with the pungent Mocha. Within recent years a small pungent berry similar to that grown in Arabia has been introduced into the Western Hemisphere with the idea of producing an imitation of the famous Mocha coffee which is only grown in limited quantities, and which, like Java, fails to reach this country in the amount demanded.

Coffee from different regions have special characteristics. Thus, the coffee grown in the mountain regions of Mexico is noted for its pungency. A small quantity of this coffee blended

Both White House Coffee and White House Teas are the product of the most famous plantations in the world.
with a milder berry gives a point and vitality to the cup which lovers of good coffee understand and appreciate.

The treasurer and general manager of the Dwinell-Wright Co., one of the principal importers of tea and coffee in Boston, in speaking to the Editor of the QUARTERLY on this matter, pointed out that there are three or four elements in coffee which are to be carefully considered.

First, the body, — a characteristic which differs greatly in the different varieties of coffee. Then comes flavor, which of course has to do with the taste, and has a great bearing on the satisfaction with which the coffee is used. Then comes pungency or strength, which, as stated above, varies greatly with different kinds of coffee; and lastly, the aroma, an attribute of

White House Teas are sold under these distinctive names: Formosa Oolong, Blend India and Ceylon, Orange Pekoe, English Breakfast.
coffee which fills the house with its fragrance in the early morning and brings all within its reach to the breakfast table with an aroused appetite.

To gain these things in their perfection has been a study of experts for many years. One of the patriarchal figures among Boston businessmen is Mr. George C. Wright, whose business career dates back for more than half a century, and whose valuable experience is still actively employed in the service of the great corporation of which he is the head.

Since the quality of coffee varies so greatly, experience and judgment in the selection is of the greatest importance. The testing room at the Dwinell-Wright Company’s great plant on Summer Street is one of the

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important points of the establishment. Formerly few coffee buyers tested or roasted the green coffee before purchasing it, but simply went by the looks of the berry.

Many years ago Mr. Wright instituted an innovation in this matter. He used a common old-fashioned corn-popper, and for more than thirty-five years has roasted therein small samples of coffee from each lot submitted for examination before buying. The corn-popper is hardly "fast" enough for the present needs and is now partly superceded by a battery of six small roasters driven by a motor with small electrical mills accompanying.

No competent buyer would now think of purchasing without first roasting and drinking a sample from each lot. When a cargo arrives with

Dwinell-Wright Company,
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hundreds of samples, the buyer who can test and select the coffees first and so quickly make his decision, is the best equipped to secure the pick of the importation.

Another thing which has a very great bearing on the hygienic use of coffee is the process of ripening. People do not yet understand this matter of ripening. It may be crudely illustrated by the hard winter apples which are picked early in the fall and are not used until they have become ripened and mellowed by a few weeks or months of storage. A similar but even more important process goes on in coffee. Its pungent acids become milder, and the strong and harsh acidity of the berry is toned down and "smoothed up" to

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the delight of the coffee "crank." While there is great comfort and pleasure in drinking coffee made from the well-ripened berry, it is a well-known fact that coffee grown on low land and cured by primitive methods — perhaps dried on bare ground in the open — is very sure to have a coarse, rank and disagreeable flavor.

The old East Indian merchants of Salem and Boston, whose importations of coffee from the Dutch East Indies were four months on the voyage, made Boston the most important coffee mart in the whole world because the conditions were such that Boston merchants really furnished the most wholesome and most palatable coffee. This supremacy is still maintained, one reason being not only that Boston merchants and blenders take more pains, but they have greater

Our Motto — Highest Quality, Uniform Product. Most careful personal supervision.
skill and experience and a greater knowledge of the business. This is why some well-known brands like White House coffee find such tremendous sale in every state in the Union.

The Service Performed by the Coffee Roaster and Buyer.

Many people do not understand the real service performed by some of the great firms which import coffee and put it on the market. At first thought it would seem that anyone could roast coffee, but the skill which brings it to exactly the proper point to produce the best flavor is only acquired by long experience. Not only this, but in any of the important trade-marked coffees the utmost pains is required to secure uniform taste and equality. Thus, in White House

White House Coffee is sold in every state and territory, Bermuda, Alaska, Mexico and the Canadian Provinces.
White House Brand Tea in Five Varieties.

coffee, so popular over the whole land, the highest grades of coffee are taken and tested carefully. They are roasted with the greatest skill. If they prove to lack in strength a little of the more pungent variety of coffee is added. If they need more flavor or body, another grade of coffee rich in the quality desired is added in the proper amount. In this way, by the use of skill and care, the standard from year to year is approached at the expense of time and effort which would hardly be believed by the uninitiated.

The result, however, is uniformity, so that a person who buys and enjoys a pound of White House or any other of Dwinell-Wright Co.'s famous brands of Boston Roasted Coffees is practically sure of getting the same flavor and the same quality in each subsequent purchase.

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Principal Coffee Roasters, Boston, Chicago.
THE CUP THAT CHEERS!
Selections from the Finest Tea Plantations

"White House" Teas are sold under these distinctive names:
"Formosa Oolong" "Blend"
"India & Ceylon" "Orange Pekoe"
"English Breakfast"

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