

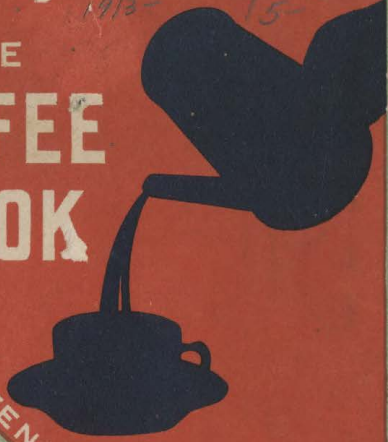
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THE  
COFFEE  
BOOK

ENLIGHTENMENT



PUBLISHED BY THE  
National Coffee Roasters Association



## Individuality

In everything one finds some effort to which the touch of distinction has been given. It might be a book, a song, a flower or a fruit.

It represents the enthusiasm of the originator, the very essence of quality, and though discovered last, it becomes the standard by which others are judged.

Such an experience awaits you in the **oriental** flavor of La Touraine Coffee.

W. S. Quinby Company  
IMPORTERS

Boston

Chicago

# COFFEE

## THE NATIONAL RATIONAL BEVERAGE

Per Capita Consumption in America,  
Averages of 20-Year Periods.

1854 to 1873	1874 to 1893	1894 to 1913
5.78 lbs.	8.11 lbs.	10.25 lbs.

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It would be difficult to marshal any array of facts more significant of the merits of coffee than the above figures. It proves as could nothing else that coffee, year by year, has grown and is growing more and more beloved as the rational national beverage of this strong nation.

In the remarkable world-wide spread of coffee drinking among the great nations by millions of families, human experience is a thousand-year-old demonstration of the value of coffee as a universal creature comfort.

It is a "natural selection" by humanity, which has utilized it instinctively as a provision of nature for human need. Coffee is coupled with bread as indispensable in the diet of peoples, and its beneficent powers are now being demonstrated by science.

Medical investigations, particularly, are pronouncing its dietary influence "favorable," as the London Lancet states, "Its effect upon

the vital centers after a meal making it useful as an aid to digestion."

Of all the physiological chemists, it is doubtful if any has ever spoken with more authority than Carl V. Voit. Of coffee he wrote:

"The effect of coffee is that we are bothered less by unpleasant experiences and become more able to conquer difficulties; therefore, for the feasting rich, it makes intestinal work after a meal less evident and drives away the deadly ennui; for the student it is a means to keep wide awake and fresh; for the worker it makes the day's fatigue more bearable."

Coffee is more germ proof than water or milk. It has a strengthening influence upon mind and muscle, without reaction, as indicated by exhaustive experiments by Professor Hollingsworth of Columbia University, and from tests with students by the Hahnemann Hospital of Philadelphia, proving coffee, as Dr. Wildman, professor of physiology, states, "a valuable drink," "lightening fatigue," and "sustaining strength."

The pleased and satisfied sense of taste which coffee gives has a recognized physiological influence. Dr. Woods Hutchinson honors coffee as a true helper in nourishment, starting the appetite juices of food assimilation by its delight to the palate, which coffee charms more than any other food or drink known. The "good cheer" of coffee has yet to be analyzed by the psychologist, but its kindly power upon the mood, and even the character, is known by every man or woman who loves coffee—and who ever heard of anyone not having the taste for coffee, a taste about as universal as thirst itself?

Coffee, as well as milk, cream, and many other products, does not have an equal effect

upon all. Coffee drinking, like other diet, must be moderated to individual susceptibility.

A medical authority observes that "after generations of almost universal coffee drinking, our own times see men of gigantic intellect and athletes equal to any in history, and our soldiers acquitting themselves manfully in fatiguing campaigns." The Surgeon General of the United States Army has very lately written that the drinking of coffee is general in the army, and its moderate use beneficial among troops.

This is the verdict of students of coffee confirming human experience. The average man knows that coffee "warms him up" and makes him "feel good." The scientist shows that the "warming up" is caused by the increased nutrition of improved digestion, and "strengthened muscular and mental power" is the scientific term for "feeling good."



Coffee Grain Enlarged 1,000 Times

## GRINDING

A proper understanding of the principles of grinding is the first essential of good coffee making, and is well worth the study of every housewife.

The roasted berry is constructed of fibrous tissues formed into tiny cells, visible only under the microscope, which are the "packages" wherein are stored the whole value of coffee, the aromatic oils.

Like cutting open an orange, the grinding of coffee is the opening of surrounding tissue and pulp, and the finer it is cut the more easily are the "juices" released.

The fibrous tissue itself is waste material, yielding, by boiling or too long percolations, a coffee-colored liquid which is fibrous and twangy in taste, has no aromatic character, and contains undesirable elements.

The true strength and flavor of roasted coffee is ground out, not boiled out. The finer coffee is ground, the more thoroughly are the cells opened, the surfaces multiplied, and the aromatic oils made ready for separation from their husks. Hence it follows that:

Coarse ground coffee is unopened coffee—coffee thrown away.

The finer the grind, the better and greater the yield. With pulverized coffee (fine as corn meal) the fully released aromatic oils are instantaneously soluble with boiling water.

In ground coffee the oils are standing in "open packages," escaping into the air and absorbing moisture, etc., necessitating quick use or confinement in air-proof and moisture-proof protection.

Do not fail to read carefully the description of the official coffee mill recommended by the National Coffee Roasters' Association for home use. See last page of this book.

#### GRINDING DEFINITIONS

<i>Powdered</i>	<i>Pulverized</i>	<i>Very Fine and Fine</i>	<i>Medium</i>
Like—flour	Like—not coarser than fine corn meal.	Like—from corn meal to fine granulated sugar.	Like—coarse granulated sugar.

## BREWING

From scientific researches by the National Coffee Roasters' Association, including the first chemical analysis on record of brewed coffee, produced by various brewing methods, the fundamental principles of coffee making have been clearly established. These principles are simple, and when once understood, equip any person to intelligently judge the merits and defects of the various coffee-making devices on the market. They constitute the law of coffee brewing, and may be stated as follows:

Correct brewing is not "cooking." It is a process of extraction of the already cooked aromatic oils from the surrounding fibrous tissue, which has no drinkable value. Boiling or stewing cooks in the fibre, which should be

wholly discarded as dregs, and damages the flavor and purity of the liquid. Boiling coffee and water together is ruin and waste.

The aromatic oils, constituting the whole true flavor, are extracted instantly by boiling water, when the cells are thoroughly opened by fine grinding. The undesirable elements, being less quickly soluble, are left in the grounds, in a quick contact of water and coffee. The coarser the grind the less accessible are the oils to the water, thus the inability to get out the strength from coffee not finely enough ground.

Too long contact of water and coffee causes twang and bitterness, and the finer the grind the less the contact should be. The infusion, when brewed, is injured by being boiled or overheated. It is also damaged by being chilled, which breaks the fusion of oils and water. It should be served immediately, or kept hot, as in a double boiler.

Tests show that water under the boiling point, 212 degrees, is inefficient for coffee brewing, and does not extract the aromatic oils. Used under this temperature, it is a sure cause of weak and insipid flavor. The effort to make up this deficiency by longer contact of coffee and water, or repeated pouring through, results in no extraction of the oils, but draws out undesirable elements, such as coffee-tannin, which is soluble in water at any temperature, and is governed by the time of contact.

Coffee-tannin, which is not the commercial tannic acid, is eliminated to practically nothing in the quick brewing drip or filtration methods, when flow is quick and undelayed. Filter bags should be kept in cold water when not in use. Drying causes decomposition. Keeps sweet if kept wet. Use muslin for filter bag and pulverized granulation.



Boil the Water.  
Not the Coffee.

## RECIPES

### ICE CREAM AND ICES

There are but two kinds of ice cream,—the Neapolitan, made of a custard, and the Philadelphia, made of pure cream. All other kinds of frozen creams and puddings are but variations of the two foundation recipes.

#### NEAPOLITAN COFFEE ICE CREAM. I

Scald 1  $\frac{1}{2}$  cups milk. Add yoke of 4 eggs, beaten light with 2 cups sugar. Cook until thickened. Add 1 pint cream and  $\frac{1}{2}$  cup clear coffee. Cool, add another pint cream whipped,  $\frac{1}{2}$  teaspoonful vanilla,  $\frac{1}{4}$  teaspoonful salt, and freeze.

#### NEAPOLITAN COFFEE ICE CREAM. II

Scald 1 quart milk. Add 2 eggs beaten light with 2 cups sugar, and 1 tablespoonful cornstarch. Stir slowly until cornstarch is thoroughly cooked. Cool, add  $\frac{1}{2}$  cup clear strong coffee,  $\frac{1}{2}$  teaspoonful vanilla, and freeze.

#### MOCHA ICE CREAM

Scald 1 cup milk. Add to yolks of 3 eggs beaten light with 1 cup sugar. Cook in double boiler until mixture coats spoon. Cool, add 2 cups whipped cream,  $\frac{1}{2}$  teaspoonful vanilla, and  $\frac{1}{2}$  cup hot caramel coffee. Freeze.

Caramel Coffee.—Melt and cook 1 cup sugar until it browns. Add equal quantity clear coffee and cook until mixture forms thick syrup.

#### PHILADELPHIA COFFEE ICE CREAM

Scald 1 pint cream. Add 1  $\frac{1}{2}$  cups sugar, and cook 10 minutes. Take from fire, add remaining pint cream. Cool, add 1 cup clear coffee,  $\frac{1}{4}$  teaspoonful vanilla, and freeze.

#### COFFEE-COCOA ICE CREAM

Scald 1 pint cream. Add 1 cup sugar mixed with 2 tablespoonfuls cocoa. Cook 10 minutes, or until smooth. Add 1 cup clear coffee, remaining pint of cream, and  $\frac{1}{4}$  teaspoonful vanilla. Freeze.

#### FROZEN COFFEE PUDDING. I

Cover 1 cup chopped candied fruit with  $\frac{1}{4}$  cup brandy to prevent freezing in lumps. Scald 2 cups milk; add 2 eggs beaten light with 2 cups sugar. Cook until custard thickens. Cool, add  $\frac{1}{2}$  cup clear, strong coffee, 1 cup cream, whipped stiff with  $\frac{1}{8}$  teaspoonful salt, and  $\frac{1}{4}$  teaspoonful vanilla. Fill mold. Pack in ice and salt. Freeze 3 hours.



## FOUR COFFEE PUDDING. II

Cover 1 tablespoonful granulated gelatine with 2 table-  
spoonfuls cold water. When soft dissolve over hot water.  
Scald  $1\frac{1}{2}$  cups milk, add to yolks of 3 eggs beaten light  
with  $1\frac{1}{2}$  cups sugar. Cook until thickened. Cool, add 1  
cup clear coffee, the gelatine, and 1 cup cream whipped  
stiff. Freeze in mold packed in salt and ice for 2 hours.

## CARÉ PARFAIT. I

Dissolve  $\frac{3}{4}$  cup sugar in 1 cup clear coffee. Cook until  
syrup spins delicate thread. Pour slowly on beaten yolks  
of 3 eggs. Add  $\frac{1}{8}$  teaspoonful salt, beat until cool. Add 2  
cups cream whipped stiff,  $\frac{1}{4}$  teaspoonful vanilla, and  
freeze. Serve in glasses.

## CARÉ PARFAIT. II

Cook  $\frac{1}{2}$  cup sugar in  $\frac{1}{2}$  cup strong coffee until syrup  
spins delicate thread. Pour slowly on to partially beaten  
whites of 3 eggs, beating steadily until mixture is cool.  
Add 2 cups cream beaten stiff, and freeze.

## COFFEE SHERBET

Boil 1 cup sugar with 2 cups clear coffee until it spins a  
delicate thread. Pour slowly on to partially beaten whites  
of 3 eggs, beating steadily until cool. Add  $\frac{1}{2}$  cup cream  
whipped. Freeze.

## MOCHA CREAM GLACÉ

Beat yolks 3 eggs light with  $\frac{1}{2}$  cup sugar. Add 1 cup  
cream, cook in double boiler until mixture coats a spoon.  
Add  $\frac{1}{4}$  cup clear coffee, cool. Add 1 cup cream whipped  
stiff, mix smooth and freeze in covered mold. Pack in  
salt and ice for 3 hours.

## CAFÉ MOUSSE

Cover 1 tablespoonful granulated gelatine with  $\frac{1}{4}$  cup  
clear coffee. When soft dissolve over hot water. Cook  $\frac{3}{4}$   
cup sugar in  $\frac{1}{2}$  cup clear coffee until syrup spins a delicate  
thread. Cool, and add with gelatine and  $\frac{1}{4}$  teaspoonful  
vanilla to 3 cups whipped cream. Freeze in covered mold  
packed in salt and ice for 3 hours. Turn out to serve, and  
cover with finely chopped browned nuts or grated mac-  
caroons.

## COFFEE WATER ICE

Cook 1 cup water and 2 cups sugar until it spins delicate  
thread. Add 1 teaspoonful granulated gelatine previously  
soaked in cold water and dissolved over hot, and 1 cup  
clear strong coffee. Freeze.

## CAFE BOMBE

Make a coffee ice, line mold with this, and fill center with Philadelphia chocolate cream or vanilla cream filled with candied fruit.

## CAFÉ FRAPPÉ

Dissolve 1 cup sugar in 3 cups strong clear coffee. Chill. Add 1 cup thick cream and freeze to a mush. Use an equal quantity of ice and salt in packing freezer. Serve in cups.

## COLD DESSERTS

### BOILED COFFEE CUSTARD

Scald 1  $\frac{1}{2}$  cups milk. Add yolks 3 eggs beaten light with 4 tablespoonfuls sugar and  $\frac{1}{2}$  teaspoonful salt. Add  $\frac{1}{2}$  cup clear coffee. Cook until mixture coats a spoon. Strain, add  $\frac{1}{4}$  teaspoonful vanilla, and cool before serving.

### BAKED COFFEE CUSTARDS

Scald 2 cups milk. Add yolks of 3 eggs beaten light with  $\frac{1}{2}$  cup sugar;  $\frac{1}{8}$  teaspoonful salt, and  $\frac{1}{2}$  cup clear coffee. Cook 2 minutes, add  $\frac{1}{4}$  teaspoonful vanilla, strain into custard cups. Stand these in pan of hot water. Bake in moderate oven until firm.

### COFFEE BAVARIAN CREAM

Cover  $\frac{1}{2}$  box gelatine with  $\frac{1}{2}$  cup cold water. Stand  $\frac{1}{2}$  hour. Dissolve over hot water. Add 1 cup clear hot coffee, 1 cup sugar, and 1 cup milk. Strain and partly cool. Add 1 pint cream, whipped stiff,  $\frac{1}{2}$  teaspoonful vanilla, fold carefully until mixture begins to form. Turn into mold and thoroughly chill.

### COFFEE CHARLOTTE RUSSE

Cover  $\frac{1}{4}$  box gelatine with  $\frac{1}{2}$  cup strong coffee. Stand  $\frac{1}{2}$  hour. Dissolve over hot water. Scald 1 cup milk, add 1 cup sugar, stir until cooked. Beat 1 egg light without separating. Add carefully to hot milk; take from fire, add dissolved gelatine and  $\frac{1}{4}$  teaspoonful vanilla. Add 1 pint cream whipped stiff. Line glass dish with thin slices sponge cake, pour in custard, and put away to cool. Serve in dish.

### COFFEE CREAM

Scald 2 cups milk. Add 4 teaspoonfuls cornstarch and  $\frac{1}{2}$  cup sugar mixed smooth with a little cold milk. Cook until mixture thickens. Add  $\frac{1}{2}$  cup clear coffee,  $\frac{1}{4}$  teaspoonful salt,  $\frac{1}{2}$  teaspoonful vanilla, and whites of 2 eggs beaten stiff. Pour into mold and chill. Serve with cream.

## COFFEE CREAM

Beat 1 cup thick cream stiff with  $\frac{1}{4}$  cup pulverized sugar. Add white of 1 egg beaten to stiff, dry froth, and 2 tablespoonfuls very strong coffee. Pile on rounds of cake. Serve.

## COFFEE JELLY

Cover 2 tablespoonfuls granulated gelatine with  $\frac{1}{2}$  cup cold water. When soft dissolve in 1 cup boiling water. Add  $\frac{1}{2}$  cup sugar, 2 cups strong coffee, strain into mold, and put in cool place to form. Serve with whipped cream.

## COFFEE SOUFFLÉ

Cover 1 tablespoonful granulated gelatine with 2 tablespoonfuls coffee. When soft dissolve over hot water. Scald  $\frac{1}{2}$  cup milk. Add 1 cup clear coffee, and yolks of 3 eggs beaten light with  $\frac{3}{8}$  cup sugar. Cook until mixture thickens. Take from fire, add whites of eggs beaten stiff with  $\frac{1}{4}$  teaspoonful salt and  $\frac{1}{4}$  teaspoonful vanilla. Mix well, chili, and serve.

## CAKES

### COFFEE CREAM PUFFS

Bring  $\frac{1}{2}$  cup butter and 1 cup water to boiling point. Add 1 cup pastry flour, stir until cooked to smooth paste. Take from fire, add 4 eggs, one at a time, beating until each is thoroughly incorporated before adding another. Drop by spoonfuls on greased tin. Bake 30 minutes in moderately hot oven. When done they should be light and a delicate brown.

Fill with custard made of 2 cups scalded milk, 2 eggs beaten light with 1 cup sugar and 2 tablespoonfuls cornstarch. Cook until thick. Add 4 tablespoonfuls strong coffee and 1 teaspoonful vanilla. Cool before filling puffs.

### WALNUT COFFEE CAKE

Cream  $\frac{1}{2}$  cup butter with 1 cup sugar. Add 1 cup clear coffee alternately with 2 cups flour. Beat smooth. Add whites 2 eggs beaten stiff, 2 teaspoonfuls baking powder, and  $\frac{1}{4}$  cup chopped walnut meats slightly floured. Put in greased tin and bake 25 minutes in a moderately hot oven.

### COFFEE GINGERBREAD

Cream  $\frac{1}{2}$  cup butter and  $\frac{1}{2}$  cup brown sugar. Add  $\frac{1}{2}$  cup molasses to which has been added  $\frac{1}{2}$  teaspoonful soda dissolved in a little warm water. Add alternately 2 cups flour with 1 teaspoonful ginger, and  $\frac{1}{2}$  cup strong coffee. Mix well. Bake in shallow, greased tin for about 30 minutes.

## COFFEE FRUIT CAKE

Cream 1 cup butter with 1 cup sugar. Add 2 eggs beaten light, and 1 cup molasses, to which has been added 1 teaspoonful soda dissolved in a little warm water. Add 1 teaspoonful cinnamon,  $\frac{1}{2}$  teaspoonful allspice and  $\frac{1}{2}$  teaspoonful cloves to 4 cups flour. Add flour to batter alternately with 1 cup clear coffee, beating vigorously. Stir in 1  $\frac{1}{2}$  cups seeded raisins,  $\frac{1}{2}$  cup currants,  $\frac{1}{2}$  cup sliced citron,  $\frac{1}{2}$  cups chopped nuts. Turn into a greased, deep cake tin. Bake about  $\frac{3}{4}$  hour in a moderate oven.

## COFFEE ECLAIRS

Prepare paste as for cream puffs, but shape into finger lengths. Bake, fill with coffee cream filling as above, and frost with caramel coffee frosting.

## COFFEE CHOCOLATE CAKES

Beat yolks 3 eggs light with 2 cups brown sugar. Melt  $\frac{1}{4}$  cup cocoa over hot water. Dissolve in  $\frac{1}{2}$  cup strong coffee. Add coffee to eggs and sugar, with 1 cup sour cream to which has been added  $\frac{1}{2}$  teaspoonful soda dissolved in a little warm water, and 2 cups flour. Beat well. Add whites of eggs beaten to stiff froth. Drop by spoonfuls on greased tins. Bake 20 minutes in fairly hot oven.

## CAKE FILLINGS AND FROSTINGS

### COFFEE FILLING

Melt 1 teaspoonful butter in 1 cup hot milk; add 2 tablespoonfuls cornstarch, yolks 2 eggs beaten light with  $\frac{1}{2}$  cup sugar. Add to milk with  $\frac{1}{2}$  cup clear coffee. Cook until thick. Add  $\frac{1}{4}$  teaspoonful vanilla, cool, and use as coffee filling for cakes.

### COFFEE FILLING. II

Beat yolks 2 eggs light with  $\frac{1}{2}$  cup sugar. Add 2 tablespoonfuls cornstarch. Scald 1 cup milk, pour on eggs and sugar, and cook in double boiler until mixture thickens. Add  $\frac{1}{4}$  cup very strong coffee, take from fire, -add  $\frac{1}{4}$  cup whipped cream.

### CARAMEL COFFEE FROSTING

Make caramel syrup with 1 cup sugar and  $\frac{1}{4}$  cup coffee. Make frosting with 1 cup sugar cooked with  $\frac{1}{2}$  cup water until it spins a thread. Add little salt to whites of 2 eggs. Beat until light. Pour syrup gradually on to eggs, beating constantly until thickened sufficiently to spread. Add 1 tablespoonful of the coffee caramel.

## COFFEE MOCHA FILLING

Cream 5 tablespoonfuls butter with 2 cups sugar, and 4 teaspoonfuls cocoa. Cook over hot water until smooth. Add 3 tablespoonfuls strong coffee, 1 teaspoonful vanilla, and cool.

## CHOCOLATE COFFEE FROSTING

Melt 1 square chocolate over hot water. Add 3 table-  
spoons strong coffee and 1 tablespoonful cream. Mix well.  
Beat in 1 cup confectioner's sugar, or enough to make  
frosting of proper consistency.

## BUTTER ICING

Cook 1 cup sugar,  $\frac{1}{2}$  cup strong coffee until it spins a  
thread. Pour this on beaten yolk of 1 egg, beating stead-  
ily; add  $\frac{1}{2}$  cup melted butter. If not sufficiently thick,  
add confectioner's sugar until of desired consistency.

## SAUCES

### COFFEE CREAM SAUCE

Beat yolks 3 eggs light with 4 tablespoonfuls sugar. Add  
1 cup strong coffee, cook in double boiler until mixture  
coats spoon, cool, add  $\frac{1}{2}$  cup whipped cream.

### HOT COFFEE SAUCE

Cook 1 cup sugar with  $\frac{1}{2}$  cup strong coffee until it spins  
very light thread. Serve hot.

### COLD COFFEE SAUCE

Beat 2 eggs light with  $\frac{1}{4}$  cup sugar. Add  $\frac{1}{2}$  cup clear  
strong coffee. Cook until mixture coats spoon. Take  
from fire, cool, add 1 teaspoonful vanilla, and when ready  
to serve  $\frac{1}{2}$  cup cream whipped stiff.

### COFFEE CARAMELS

Melt 2  $\frac{1}{2}$  tablespoonfuls butter, add 2 cups molasses, 1  
cup brown sugar, and  $\frac{1}{2}$  cup strong coffee. Stir until  
sugar is dissolved, and cook to boiling point. Add 3 squares  
chocolate cut in small pieces, and stir steadily until melted.  
Boil the mixture until it forms a soft ball in cold water.  
Add 1 teaspoonful vanilla, turn into well greased shallow  
pan to cool, and mark in small squares.

### COFFEE CARAMELS. II

Put 1 cup pulverized sugar,  $\frac{1}{2}$  cup cream, and  $\frac{1}{4}$  cup  
strong, clear coffee over the fire to cook. Stir until sugar is  
dissolved. Then cook until mixture forms soft ball when  
tried in cold water. Add 1 cup chopped nuts, beat until  
mixture looks creamy, turn into well greased pans to cool.  
Cut in squares.

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## Expert Coffee Grinding Right in Your Home



### OFFICIAL COFFEE MILL

Many people favor the excellent plan of grinding coffee right where it is to be made, and only as fast as it is required.

The principal difficulty of home grinding is that of getting a mill to do the work well. If the mill is not capable of doing the grinding right, and, above all, of doing it day in and day out, much of the value of the coffee is lost. It is a fact that most home coffee mills hitherto ob-

tainable have been faulty in important particulars.

So the National Coffee Roasters' Association put its experts to work to produce an ideal and standard coffee mill for home use—one that embodied all the best features, and by being made in large quantities, could be sold so as to give the utmost value for a very moderate price.

The result is the Official Coffee Mill, price \$1.00, sold by grocers and dealers everywhere.

Be sure to read description.

#### A FEW OF ITS FINE POINTS

*Convenience.* Placed wherever handiest—screwed to floor, wall, or any wooden surface.

*Hopper.* Of metal, holding exactly one pound of bean coffee, with glass front, to be slipped in or out, allowing easy cleaning.

*Double Grinders.* With centers breaking up the beans and pushing them on to edges that grind fine. Bearings at front and back, making the grinding easy, steady, smooth.

*Fine, Medium or Coarse Grinding.* Adjusting a set screw produces pulverized, medium or coarse coffee, as desired. Anchor spring locks this screw in place.

*Glass Receptacle.* With tablespoon measurements marked. Easily inserted or removed from spring clasp made fast to wall by four screws.

*Neat Appearance.* A handsome, black Japan finish.

## FRIENDS

Knowing full well the importance of the first taste, we make the quality of La Touraine flavor so fine that in the quick mental summing-up that follows, a new friend is made.

And because we are ever seeking new friends we must always hold the quality intact for old friends. Thus, the sales of La Touraine continually grow and double at the end of certain periods.

You surely will pronounce La Touraine flavor delicious and you will like the fresh roasted and ground to order idea.

**35¢ THE POUND**

**Fresh Roasted and Fresh Ground**

*Never Sold in Tin Cans*

Delivered in La Touraine Bags ALWAYS

**W. S. Quinby Company**

BOSTON

CHICAGO



W. S. Quinby  
Company

Importers

Boston

Chicago