


ROMANCE of COFFEE



THEY SAT AND DRANK WHERE EVER HE BREWED IT

A STREET COFFEE VENDER OF THE XVII CENTURY

Men and women drink coffee because it adds to their sense of well being. It not only smells good and tastes good to all mankind, heathen or civilized, but all respond to its wonderful stimulating properties.

(*Street Coffee Venders in the Levant, in the Seventeenth Century, were to be seen with many customers at all times of the day.*)

THE peoples of the Levant, when they wished to drink of their coffee, would sit down upon the ground where they were served by a street coffee vender. They would drink it as hot as they could stand, put it often to their lips but drink little at a time, and let it go round as they sit. Coffee, being thus favorably introduced, has continued ever since, without interruption.


During the early days of coffee each cup was made separately. Later, the Turks sought to improve the method by adding sugar during the boiling process. The improved Turkish recipe is as follows:

First boil the water. For two cups of the beverage add three lumps of sugar and return the boiler to the fire. Add two teaspoonfuls of powdered coffee, stirring well and let the pot boil up four times. Between each boiling the pot is to be removed from the fire and the bottom tapped gently until the froth on the top subsides. After the last boiling pour the coffee first into one cup and then the other, so as to evenly divide the froth.

"We roast it, others praise it."

H and H Coffee is carefully roasted and packed. Properly brewed it produces a natural beverage that, for tonic effect, cannot be surpassed, and a drink that 97 per cent of individuals find harmless and wholesome.

**HOFFMANN-HAYMAN
COFFEE COMPANY
SAN ANTONIO, TEXAS**



H AND H COFFEE

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