

# 1841 SCHWARTZ CENTENNIAL ANNIVERSARY 1941

## Politics, Romance, Social Customs All Changed By Coffee

Halifax had its coffee houses in 1841, a century ago. There congregated the great merchants of the day — the Stairs, the Blacks, the Prys, the Lawsons, the Collins, and many such, only a few of whose families remain in the business field.

There, in those coffee houses in downtown Halifax, they congregated to discuss the latest news as it came in by the Cunard packets or by slower sailing ships from the corners of the world with which Nova Scotia did her trade in those times.

**One Remains**

Even now in one of the most historic parts of Halifax, on Water Street near the Ordnance stands an old building long since converted to other uses, whose rafters are a coffee house. It originally was a coffee house.

Things brought about the decline of the coffee house as a place of social foregathering and probably not least among them was the rise of the coffee merchant who found the market for his product in the homes of the community rather than in what today would be the restaurant-clubs.

The House of Schwartz, founded just a century ago, undoubtedly played its part in this decline for it was the first to sell its coffee at retail to the householders of Halifax, providing them with a beverage which once had been the privilege of the exclusive few.

That is only one incident, and perhaps minor at that, in the history of coffee which first seems to have been noticed in Abyssinia about the 9th Century of this era. Today as Eritreans and Italians fight over the soil of Ethiopia they probably are battling on ground where the first wild coffee grew and where, legend says, the odd antics of goats which ate of the undried berry first attracted attention to it.

From Ethiopia the plant was taken to Arabia. There the natives learned to roast the berry and to crush or grind it for beverage-making purposes. The custom of drinking coffee originally was confined to the peninsula, retaining its religious significance for a time.

But the rich fragrance and flavor of the drink, its energizing influences soon led to its spread so that many centuries later there were coffee houses throughout the Near East—coffee houses which survive, some of them to this day. So numerous did they become in the end that the authorities were compelled to take action against them, to curb them—partly as the result of religious pressure since the mosques which had been the gathering and the gossiping places of the land were almost empty while the coffee houses were filled with patrons.

**To Europe**

From the Near or Middle East the custom of coffee drinking was spread by travellers and traders to Europe and there is the legend that in Rome, when attempts were made to have a pope express his use as pagan, he himself endorsed it, after tasting it and finding its flavor delicious.

That coffee was not the sort produced today by the House of Schwartz when the growing of coffee beans or berries was not highly selective as it is now; probably but one or two varieties were known; the processing was most crude and the resultant products were more apt to be black than the pleasing golden brown of today.

**Banned By King**

But black and bitter or not the practice of coffee consumption spread. It reached England, and there, probably met with the greatest resistance of all. Coffee houses sprang up all over the land. Again it was a time of disputing and political developments. Englishmen were demanding and finding their freedom and what better place to discuss it than over the coffee cups in the coffee houses. Eventually, in December 1675, Charles II, then king, ordered the institutions closed. That ban lasted just ten days, when Charles, perhaps mindful of the fate of his predecessor on the throne who had not interfered more than that with the liberties of Englishmen, delayed the application of prohibition until six months later and then forgot about it altogether.

At that time and later all sorts of things were claimed for coffee. People were not satisfied that it should be a pleasant beverage; they had to find the most extraordinary virtues in it. They did so in the following advertisement published in 1682 clearly reveals. It was the handbill for the first coffee house in England:

**"The Virtue of the Coffee Drink"**

The grain or berry called coffee, growth upon little trees only in the deserts of Arabia. It is brought from thence, and drunk generally throughout all the Grand Signior's dominions. It is a simple innocent thing, composed into a drink by being dried in an oven and ground to powder and boiled up with spring water, and about half a pint of it to be drunk, fasting an hour before, and not eating an hour after, and to be taken as hot as possibly can be endured; the which will never fetch the skin of the mouth, or raise any blisters by reason of that heat.

"The Turks' drink at meals and other times is usually water and their diet consists much of fruit; the crudities whereof are very much corrected by this drink.

There is more of the same nature in the handbill which goes on to say that it helps digestion, fortifies the system, is "good against headache" for rheuma, cough of the lungs, dropsy, gout and scurvy, soles, "hyocandrack, winds or the like.

The medical claims for coffee, of course, long since have taken on a more moderate tone. Coffee is a drink, pleasantly, refreshing, stimulating. . . it brightens the day. It no longer comes exclusively from Arabia, though some still does, but the plant has been taken all over the world—to South America, to Java, to the West Indies, to Turkey and North Africa; it is consumed universally and, be it noted, where there are shortages, as in Germany, the problem of providing a substitute is one of the first attacked by

## 4,000-Years Lie Back Of Date Trading

Mesopotamia, when it was known as such, was a far-off land, an almost fairy-land, half a world away. Headlines of today, however, telling each day's graphic events in the life and death struggle of the British Empire, have brought that strange land nearer in our thoughts. Modern transportation have cut physical boundaries in half. Today's Iraq, however, still remains the Date gardens of the world.

For it is here on the banks of the Shatt-el-Arab, the River of Arab, in the Kingdom of Iraq, that is produced the immense supply of dates which go to the far corners of the world.

The story of date culture is an interesting one. Plenty of water and terrific heat are absolutely necessary for the production of the best dates. There is an old Arab saying that "a Date palm must have its head in fire and its feet in water."

And in this remarkable country of remarkable people a remarkable record exists. For at least 4,000 years, and probably centuries longer, there is no record of there having ever been a crop failure.

**"CELERY SEED" HAS LONG TALE**

Celery seed does not come from the celery as we know it at all. The long-stemmed table variety has its own merits, but so have the seeds with the same flavor but taken from plants of a different nature altogether, though bearing some resemblance. Celery seed and celery salt are in every kitchen and behind the modern package which the Schwartz firm markets lies a long story, reaching back into the years when caravans from distant India made their way overland to the Mediterranean with their stocks of spices.

the government. . . they and the people realize the value, to the morale of having this arresting beverage on every table in the country.

## Picturesque Scenes In Distant Lands



In these pictures are scenes taken in those distant lands where the coffee, spices and other similar products handled by the House of Schwartz originate. At top left is a coffee plantation and the "beans" or "berries" are being picked. At the right, the tiny blossoms which make cloves are being harvested. At the bottom, left, the peanut plant whose tuberous roots are the source of such rich food values is shown, while at the right, vanilla, which actually in its land of origin is an orchid, is being gathered. The romance of the trade may be judged from the names of distant, colorful places from which The House of Schwartz gathers in its raw materials—Saigon in Indo-China, from Java, California, Australia, from Jamaica and Columbia and Cayenne, from Brazil and Madagascar, from Spain, Morocco, from Iraq, Kenya Colony and Zanzibar, from Arabia, England, from countries now conquered by the Nazis—Hungary, Rumania, Italy, Holland and France, Greece, Turkey and Bulgaria. From Dominica in this hemisphere and, a successful experiment in mustard growing, from Nova Scotia itself come other products, too.

## Ancients Valued Mustard and Knew Meal-Time Values

"Please pass the Mustard."

More than 2,000 years ago the great Greek physician Hippocrates the Father of Medicine, was familiar with the medical uses of Mustard. To describe it he used, in the ancient Greek way of writing, the word we know today as "Muh-oo" meaning "That's the end of that," significantly summing up the pain-killing qualities of Mustard.

Hippocrates knew, of course, that mustard if properly taken with foods would check indigestion pains and, externally, many bodily pains and aches.

**Arouses Appetite**

One of the most important functions of mustard in the modern diet is setting the machinery of digestion in motion, in arousing the appetite, Mustard plays a most important part. As soon as the tongue and palate feel the stimulating tang of Mustard, the mouth begins to water. This bio-chemical process simply means that the secretion of the salivary juices of digestion has begun. And just as Mustard stimulates the flow of salivary juices, so this flow stimulates all the later stages of digestion.

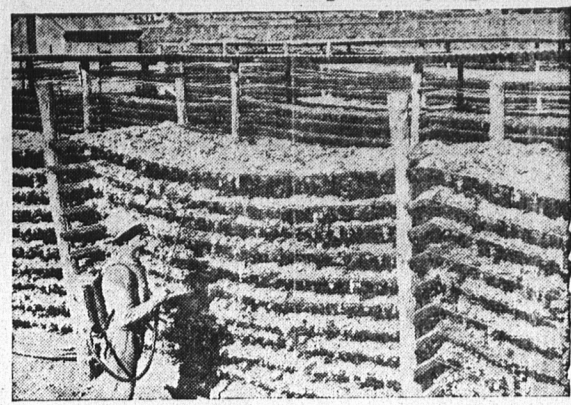
"Please pass the mustard," is not just an idle saying or, in a manner of being polite at one's table. Instinct dictates the phrase when meat is served. Instinct tells us in what order to eat our food and how to eat it. Instinct dictates that we start dinner with soup and not with dessert. The physiological reasons for this also apply to the relationship between mustard and meat.

Meat is composed of long fibres which contain much of the nourishment of the meat, and so it is important that they, or it, be properly digested. Digestion works by the action of juices which convert the food into nourishment. Long meat fibres have only a comparatively small surface exposed to attack by the juices.

Mustard, in addition to stimulating the flow of digestive juices, also increases their power, with the result that the long meat fibres are quickly broken up; a much bigger surface is exposed to the juices and the nourishment becomes available.

There are many ways of making Mustard. The House of Schwartz have experimented until they perfected a formula which has been tested re-tested always with the same satisfying and proven results.

## These Are Grapes Drying



In these racks which cover acres sultana grapes are being dried to make the raisins of every-day trade. The production of this fruit—and all dried fruits—is a long and painstaking process over which scientific watchfulness must be exercised.

## Roots From Romantic Indies Yield This Tasty Foodstuff



Vanilla is an orchid in the land where it grows, Madagascar, but when it reaches Canada it is a bean, having been dried in great trays like these. From the beans the household extract is made.

Like peanuts, and equally strangely it seems to the layman, tapioca comes from beneath the ground. Its pure whiteness when it is ultimately prepared in the tapioca plants for marketing in Canada belies any such origin and gives no indication of the strange and distant clime from which it comes.

The tapioca plant grows best in Java, that East Indian Island where the Netherlands Government has remained free from the Nazis. Six or eight feet tall, the plant has long and slender roots. As a matter of fact they are something like an ear of good corn in appearance. They are creamy white on the outside and pure white on the inside. The material of which they are composed is practically all starch in this way resembling the potato and the peanut so far as the food value is concerned.

Halifax, of course, being a seaport, receives these goods direct. And in peacetime few are the regular lines of freighters from the Far East with their exotic cargoes which do not have their consignments for the Schwartz firm.

## THE SCHWARTZ FAMILY OF PURE FOOD PRODUCTS

IF YOU were a hundred years old you would remember when William Henry Schwartz was roasting and grinding Coffee in a building back of his residence on Brunswick Street, now part of the site of St. Patrick's Boys' School in Halifax. Then came the introduction of a line of high grade spices after his son William Edwin Schwartz succeeded to the business;—to whose enterprise, pioneering spirit and upright standards the present position of the firm is largely due.

Gradually as the business expanded, and as existing products were successfully marketed throughout the Maritimes, new lines were added, new industries developed. In 1919, for example, Schwartz established the FIRST mill for grinding and blending Prepared Mustard in Canada. And now it sells from coast to coast and has a sizable export market as well. Packaged Dates were another introduction, the FIRST in the Maritimes.

Today Schwartz Products include the seventeen different items illustrated herewith, and as well the following:—Cocoa—Custard Powder—Cre-O-Tart—Gelatine—Herbs—Lime Juice—Mayonnaise Powder—Mincemeat—Pie Filling—Preserved Ginger.

Each of these twenty-seven products has met the exacting Schwartz standards before it became a member of the Schwartz family. And the reputation earned since 1841 for purity and strength and flavour in all Schwartz products is your assurance of quality today.

*"Say Schwartz and Be Sure!"*

**1841 W. H. SCHWARTZ & SONS LIMITED 1941**  
HALIFAX, NOVA SCOTIA