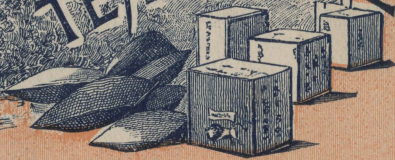


CHASE & SANBORN

Boston, Montreal,
Chicago.



TEA and COFFEE



Importers





Copyrighted, 1889,
by
CHASE & SANBORN,
BOSTON, MASS.



FOURTH EDITION.

PRESS OF THE MOSS ENG. CO., 535 PEARL ST., N. Y.

E185

"TO THE HOUSEHOLD."

A DELICIOUS CUP OF COFFEE MAKES A GOOD BREAKFAST,

might be quoted as a maxim. The odor of it, rich and pungent, pervades the house like an incense. The Master and Mistress inhale it as an evidence of the rich treat that awaits them, and the children scent its entrance to their chambers with delight. The guests hasten their toilet that they may the sooner lift the delicious cup to their lips. The entire household is made buoyant with happy expectations as it breathes the breath of the refreshing stimulant. To the laborer it gives the same delight and every house in the land is happier and healthier because of the fragrance of the coffee that is in it. Above all drinks for the morning meal, coffee stands supreme. It is the claim and pride of our house that we supply to the housekeepers of the land COFFEE OF THE FINEST QUALITY. The best that the Earth affords we give to them. OUR SIGNATURE and TRADE MARKS are guarantees of this. Their value to us commercially rests solely on the acknowledged purity and excellence of the coffees sold under their protection. There is no variation in the quality of our SEAL BRAND JAVA AND MOCHA, or our ROYAL GEM JAVA; every package is of the same high grade. On them our reputation with the trade and with the consumer stands. He who buys our coffee KNOWS just what he is buying. Ask your grocer for it. For the sake of a larger profit he may tell you he has coffees equally as good at less price; POSITIVELY HE HAS NOT, as our coffees are the finest produced. Tell him you want CHASE & SANBORN'S ROYAL GEM JAVA COFFEE in 1-lb. lead packages; or if you prefer an elegant blend, ask for CHASE & SANBORN'S SEAL BRAND JAVA AND MOCHA in 2-lb. TIN CANS.

See that each package bears our SIGNATURE and TRADE MARK and then KNOW that you have for your table the best that can be bought.

We present this little SOUVENIR with the compliments of our house. Respectfully,

CHASE & SANBORN,
BOSTON, MASS.

IMPORTERS,



N. B.—REMEMBER OUR TRADE MARK ON CANS IS A SEAL; ON LEAD PACKAGES A DIAMOND OR ROYAL GEM.
THIS ART ALBUM WILL BE GLADLY SENT TO YOUR FRIENDS ON RECEIPT OF THEIR ADDRESS.

THE two great COFFEES of the world are JAVA and MOCHA. These our house import especially for its patrons.

In more than a million households our Trade Mark is welcomed as a guarantee for excellence and a protection against fraud.

Look at it, and remember it has never been dishonored.

Within every can that bears it, the purchaser will find coffee so fragrant, strong and pure, that millionaires and kings cannot buy better. We, the house of CHASE & SANBORN, hold ourselves responsible for this statement.

See! this is a fac-simile of a can of our SEAL BRAND JAVA and MOCHA.





A COFFEE PLANTATION.

A HOUSE which seeks to enlarge and establish its business on the strength of its TRADE MARK, is compelled by its own interest to make that TRADE MARK the symbol and proof of highest excellence.

Remember! that this package and TRADE MARK represents the intelligence and honesty of our house as importers and sellers of coffees.



Always packed unground.

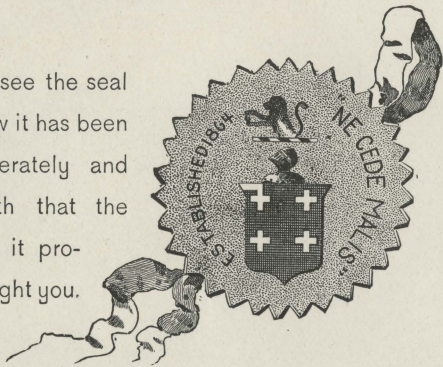


COFFEE TREES IN BLOSSOM.

IN ancient times he who bore false witness lost his right hand; but he who lied under seal in a sealed document or deed, was put to death.

Our house realizes its responsibility when it affixes its seal to cans containing coffee. We have never yet disappointed our patrons.

When you see the seal you may know it has been affixed deliberately and with full faith that the coffee which it protects will delight you.



As we send it to you, so you can receive it in confidence that it guarantees the PURITY and EXCELLENCE of the article advertised by it.

Tell your grocer you want no coffee that is not stamped with CHASE & SANBORN'S SIGNATURE



HARVESTING THE BERRY.



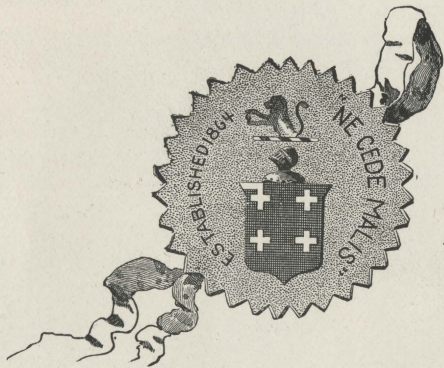
Always packed unground.

HE who would drink the best coffee in the market, must ask his grocer for that guaranteed by our TRADE MARK.

Here's to you in a full cup of our ROYAL GEM JAVA COFFEE.



NATIVE COFFEE PICKERS.



A SEAL, under all governments, stands
for value and represents right.

We employ it to advertise the high
excellence of our Coffees; we ask you to
test its value.

"By this sign we conquer."

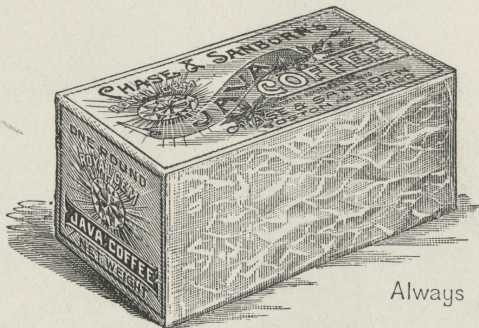


MOSS TYPE

PULPING AND DRYING.

HE who sells that which is best of its kind, finds his best advertisement in what he sells.

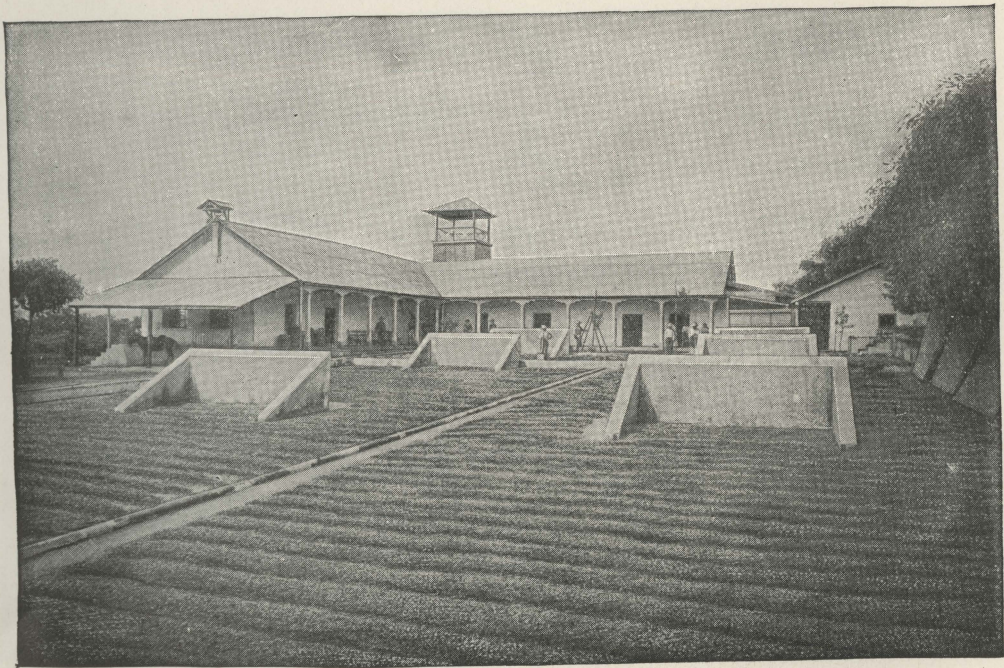
The quality of the coffee we sell under our TRADE MARK is the only advertisement that we seek.



Always packed 'unground

Buy our coffee, and by what you buy, judge us.

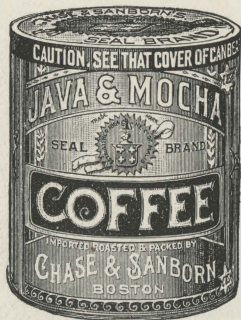
"The rise of English trade is largely due to our English TRADE MARKS, because they represent throughout the world honesty and intelligence!"—(Cobden.)



CURING COFFEE.

“SIGNED, sealed and delivered,” is the legal form of honorable and valuable transfer. Buy for your use the coffees which come to you direct from our house, guaranteed for highest excellence by OUR SEAL.

“This transfer is not good, There is no seal upon it.”—(*Old Author.*)





THRESHING AND BAGGING.



Always packed unground. _____

"Why! you have taken your medicine from a bottle that has no druggist's name upon it. How know you what you have drunk?"—(*Old Play.*)

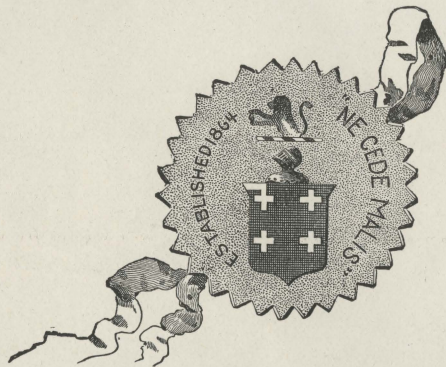
HE who buys coffee must buy it as prepared for him to buy. His only guarantee that he is getting what he wants is in the intelligence, the honesty and the high business standing of those who have prepared it.

Why should you buy unknown coffees prepared by unknown parties, when from all ignorance and fraud you are protected by our Signature and Trade Mark?



HAND PICKING.

WE seek the judgment of host, of hostess, and of guests. Buy your coffee under our SEAL, and at your table, after drinking, give us your judgment. We ask no other or better advertisement.



"No one lies under seal."—(Sam'l Adams.)



NATIVE COFFEE CARTS.

PURE Air, Pure Water and Pure Coffee are what men and women need. These bestow health and happiness on all who have them.



Always packed unground,

Pure Air comes from above, Pure Water from below, and Pure Coffee from CHASE & SANBORN.

Call the attention of your household to our ROYAL GEM JAVA COFFEE, and our TRADE MARK, a Diamond, that your children and servants may know it at sight, when they ask for it at the grocer's.

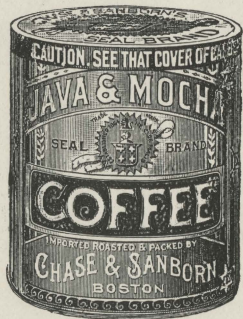


NATIVE PLANTATION LABORERS.

OUR Coffees are largely grown on private plantations. Buying agents, employed exclusively by us, are located at all the principal points in the coffee-growing countries, who secure for us the choicest selections.

The Coffees are roasted and prepared in our own factory, under our personal supervision, and always packed under our TRADE MARKS.

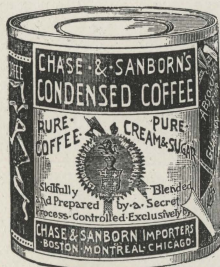
Because of these facts we guarantee our products.



"Give me the seal, I'll stamp my honor on it."—*Shakespeare*.



NATIVES PREPARING THE NOONDAY MEAL.



JUST WHAT YOU WANT! A rich, elegant cup of coffee, creamed and sugared, ready at a moment's notice by the addition of hot or ice-cold water. PACKED IN 1-LB. TIN CANS. ABSOLUTE PURITY GUARANTEED. PURE JAVA COFFEE, PURE CREAM AND PURE SUGAR.

One teaspoonful of the Condensed makes a strong, delicious cup of coffee. OUR SEAL BRAND CONDENSED COFFEE is not a manufactured substitute for Coffee, but the absolutely pure concentrated strength, flavor, and aroma of the finest JAVA COFFEE, blended with Pure Cream and Granulated Sugar.

Its convenience appeals to the Traveller, the Yachtsman, the Picnic Party, the Sportsman, the Canoeman, the Bicyclist, the Army, the Navy, the Merchant, the Physician, the Lawyer, the Clergyman. ECONOMICAL FOR TABLE USE, AS THERE IS NO WASTE.

OFFICE OF
S. P. SHARPLES,
STATE ASSAYER.

ANALYSIS.

Messrs. CHASE & SANBORN :

BOSTON, March 29, 1890.

Gentlemen:—I have made a careful examination of your Seal Brand Condensed Coffee and Cream, and find it to be a pure article, made from Coffee, Cream and Sugar, producing, when mixed with water (either hot or ice-cold), a cup of coffee of excellent flavor. (Signed)

S. P. SHARPLES.

WARRANTED NOT TO FERMENT OR CHANGE IN ANY CLIMATE UNDER ANY CONDITIONS.

PREPARED EXCLUSIVELY BY
CHASE & SANBORN, IMPORTERS, BOSTON AND CHICAGO.

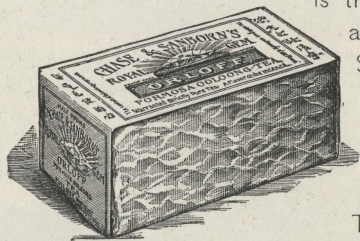
IMPORTANT! BE SURE EACH CAN YOU BUY BEARS OUR TRADE MARK (A SEAL) AND SIGNATURE. CHASE & SANBORN.



NATIVE HUTS.

THE PEERLESS ORLOFF.

THE ORLOFF DIAMOND is one of the largest known to man. It belongs to Russia, and is the pride of that great empire. It was stolen from India and bought by the Empress Catherine, she paying for it \$100,000, a pension of \$4,000 per year, and a patent of nobility. It is shaped like a teacup inverted. Perhaps it is this peculiarity that gave its name to the most famous Formosa Oolong Tea in the world; for it is called the ORLOFF, and is classed as one of the Three Royal Gems, by the great Importing Tea and Coffee House of CHASE & SANBORN.



The Russians are noted the world over as tea-drinkers. Tea is the national beverage. They are excellent judges of fine grades. This ORLOFF Formosa Oolong has the high quality, the strength, the flavor, the stimulating energy which they desire and approve. There is a remarkable LIFE-GIVING POWER in it. It warms the blood of the drinker like old wine. It pervades the body with a genial glow. It quickens the mental faculties. Harmless and unintoxicating, it is nevertheless highly stimulative and nutritious. If you wish a tea of the VERY HIGHEST QUALITY, do not fail to ask your grocer for the ORLOFF Formosa Oolong, controlled exclusively by CHASE & SANBORN, Importers, Boston.

The ORLOFF is never sold in bulk, but always in half-pound and pound packages. Remember that ORLOFF TEA is a true Formosa Oolong Blend, and should be bought ONLY by those who love the peculiar lilac flavor which always accompanies the GENUINE FORMOSA TEA.



TEA PLANT.—LEAVES AND BLOSSOMS.

He who drinks with knowledge finds finer flavor in the cup.

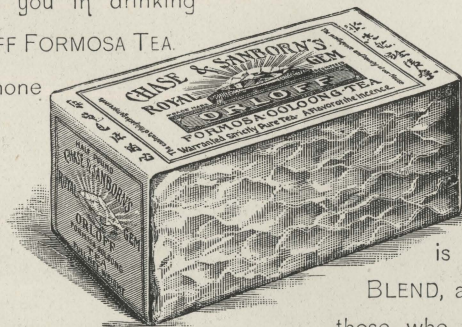
LOOK at this picture of a Tea Field and note its beauty. How fresh and fair and sweet it is. The tea you steep for yourself, or your friends, madam! came from such a scene. Our house serves you with knowledge. We know the sections on which the tea we sell you grows, who selects the tender leaves, who cures them, who packs and ships to our house in Boston. Buy teas imported by us. Our TRADE MARK is a diamond or ROYAL GEM — and as you see this mark, you can, in fancy, see the far away plantation where it grew for you, and know that from that distant spot it has come directly to your hand.



TEA PLANTATION.

FAC-SIMILE OF A PACKAGE OF ROYAL GEM ORLOFF
FORMOSA OOLOONG TEA.

OUR pleasures can be made mutual
We in supplying, you in drinking
ROYAL GEM ORLOFF FORMOSA TEA.
It will suit you as none
other will



Remember that ORLOFF TEA
is a true FORMOSA OOLOONG
BLEND, and should be bought ONLY by
those who love the peculiar lilac flavor
which always accompanies the GENUINE
FORMOSA TEA.

NEVER SOLD IN BULK, always in half pound and pound AIR-TIGHT TEA LEAD FORMS.



PICKING ROYAL GEM TEA.

THE BRILLIANT NASSAC

IS A WONDERFUL triangular-shaped diamond of great brilliancy. It was captured by Warren Hastings in one of his Indian Wars and sold into England. It is now owned by the Duke of Westminster, the richest nobleman in England. But even if the Duke owns the NASSAC stone, and is the richest of British nobles, he cannot buy for his table a finer cup of tea than you have on yours if you drink the NASSAC TEA, which is one of the three Royal Gems of the Kingdom of Tea, controlled by the Tea and Coffee Importing House of CHASE & SANBORN.



Nature has given to healthy and normal man the perfect beverage,—water; but when by accident or the necessities of labor he becomes faint, weak, exhausted, and all his natural powers are at their lowest ebb, then he needs something to meet the exigency of the condition. It seems to be the peculiar mission of the FAMOUS NASSAC TEA to meet this need of man. It is, in fact, a VITAL drink, full of that strange force which some herbs possess to RE-INVIGORATE the human system when exhausted. There is a life, a sparkle, and a STIMULATING ENERGY in this wonderful tea, which justifies its world-wide fame. Do not forget that the NASSAC ROYAL GEM TEA cannot be obtained by the rich or poor, except through the great Tea and Coffee Importers, CHASE & SANBORN.

The NASSAC is never sold in bulk, but always in half-pound and pound packages. NASSAC TEA appeals ONLY to those accustomed to drink GREEN and JAPAN TEAS.



PACKING UNCURED LEAF IN BAGS FOR SHIPMENT TO THE COAST.

A CUP of tea symbolizes, beyond almost any other thing, the social life of home. It is the cup that cheers; it is sipped with smiles and laughter. It has given its name to the last and pleasantest meal of the day, "Come over and take tea with us!" is the friendliest of all invitations. The hostess presides, queen of the table, as is her right, proud to serve her guests, for she feels sure of its high quality, its pungent and delicious flavor, for she knows it came from the importing house of CHASE & SANBORN, BOSTON.

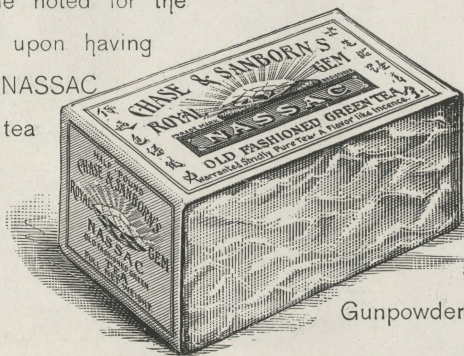


NATIVE TEA PICKERS.

FAC-SIMILE OF A PACKAGE OF ROYAL GEM NASSAC

OLD FASHIONED GREEN TEA.

TO make your table noted for the
tea you serve, insist upon having
ROYAL GEM NASSAC
old fashioned green tea



NASSAC TEA
appeals only to those
accustomed to drinking
Gunpowders, Hysons, or Japan teas.

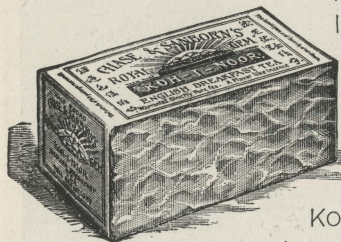
NEVER SOLD IN BULK, always in half pound and pound AIR-TIGHT TEA LEAD FORMS.



TEA GIRLS STEMMING AND CLEANING ROYAL GEM TEA LEAVES.

THE GREAT KOH-I-NOOR.

ONE OF THE ROYAL GEMS of the world is the KOH-I-NOOR diamond. Poetry calls it the "Mountain of Light." Its history is both pathetic and suggestive. In the beginning it belonged to Heaven. Kuschnu, the Indian God, owned it. From him it was stolen. Since then a fate has followed it. Armies have fought for it. Thieves have stolen it. Chiefs have died for it. Its glorious splendor has in fact lighted the road of thousands to dusky death. What the KOH-I-NOOR diamond is to the eye, the KOH-I-NOOR Tea is to the taste. What Victoria's finest jewel is to the crowns of the world, the famous KOH-I-NOOR English Breakfast Blended Tea is to the tables of the country. Its color is royal in the cup. It has a body like rich wine when pressed from the grape. Its aroma when steeped pervades the house like an incense. Its flavor lingers in the mouth when drunk like a pleasant memory in the mind.



One of the three Royal Gems of the Kingdom of Home is the English Breakfast Tea known to the world as the KOH-I-NOOR, and controlled exclusively by the Importing Tea and Coffee House of CHASE & SANBORN, Boston, Mass. Your grocer will secure it for you if you insist upon having it.

The KOH-I-NOOR is never sold in bulk, but always in half-pound and pound packages. Do not forget that KOH-I-NOOR TEA is an English Breakfast Blend, and should not be bought save by those who like the taste and flavor of an ENGLISH BREAKFAST TEA.



TEA FIRING ROOM.

The Tea is put into large baskets. These baskets are then placed over slow charcoal fires. The fire holes are underneath the baskets in the masonry on which they rest.

THE Tea Drinker should remember that in no other commodity is the wretched art of adulteration more practiced than in the teas of commerce. As he cannot acquire the knowledge needed to protect himself from these base practices, he must trust to some one else. It is a fact that poisonous and hurtful mixtures are being sold in this country as tea. The house of CHASE & SANBORN offers you the protection of its knowledge, its resources and its honesty. If you buy our teas you can feel assured that you are buying a pure and health-giving article. The trifle of profit we make on what you purchase is not to be compared in value with the benefit you receive. Buy teas bearing our Trade Mark, A ROYAL GEM and feel that you are protected from all fraud, ignorance and imposition.

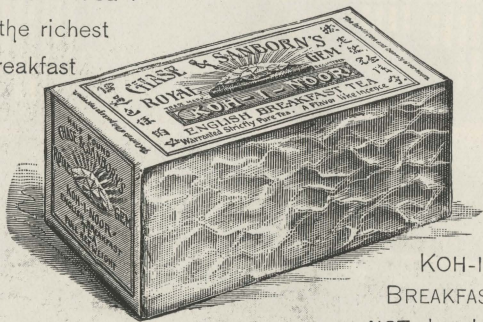


SIFTING THE TEA.

FAC-SIMILE OF A PACKAGE OF ROYAL GEM KOH-I-NOOR.

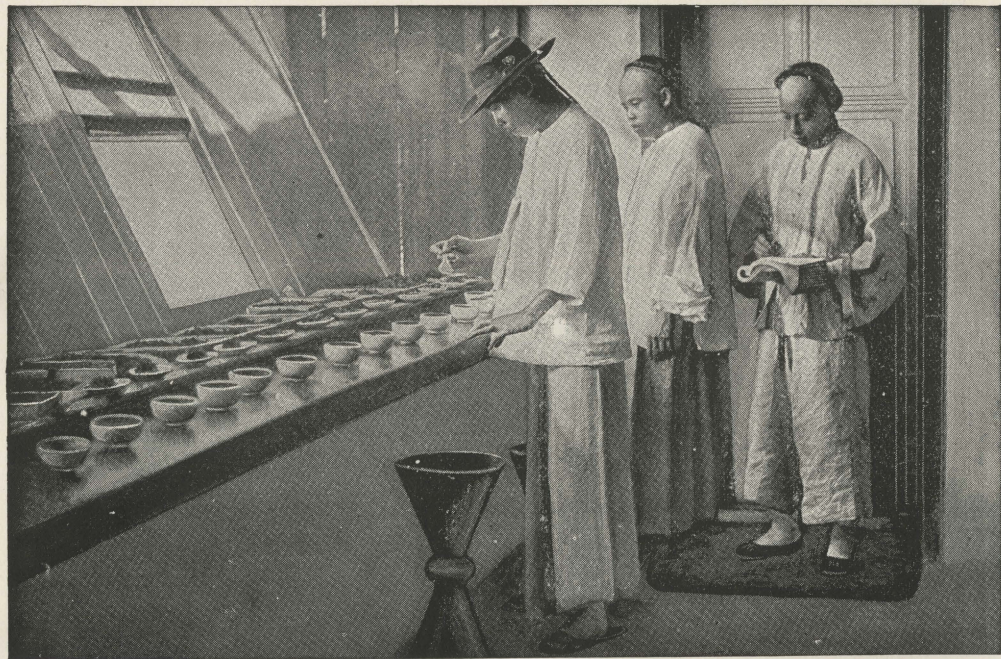
ENGLISH BREAKFAST TEA.

PUT this question to your grocer ;
Do you sell KOH-I-NOOR Tea ?
If not, why not ? It is the richest
and finest English Breakfast
tea imported.



Do not forget that
KOH-I-NOOR is an ENGLISH
BREAKFAST BLEND and should
NOT be bought save by those
who like the taste and flavor of an
ENGLISH BREAKFAST TEA.

NEVER SOLD IN BULK, always in half pound and pound AIR-TIGHT TEA LEAD FORMS.



TESTING, GRADING AND SELECTING ROYAL GEM TEAS.

IT is difficult to imagine what sort of social life the Western World had before the introduction of Tea. On what excuse could the gossips of the neighborhood come together, or how could the refined and cultivated find pleasant accommodation provided for them. How much the beverage that cheers but does not intoxicate has done for the entertainment of mankind. How much, in our home life, owe we to the little "harmless drug," of which the old and young alike can partake freely and with equal benefit. As we drink from the amber colored cup, it were not amiss should we remember that the delicious Teas which we drink have been brought to our doors and placed upon our tables in all their native purity by the tireless efforts of the house of CHASE & SANBORN.

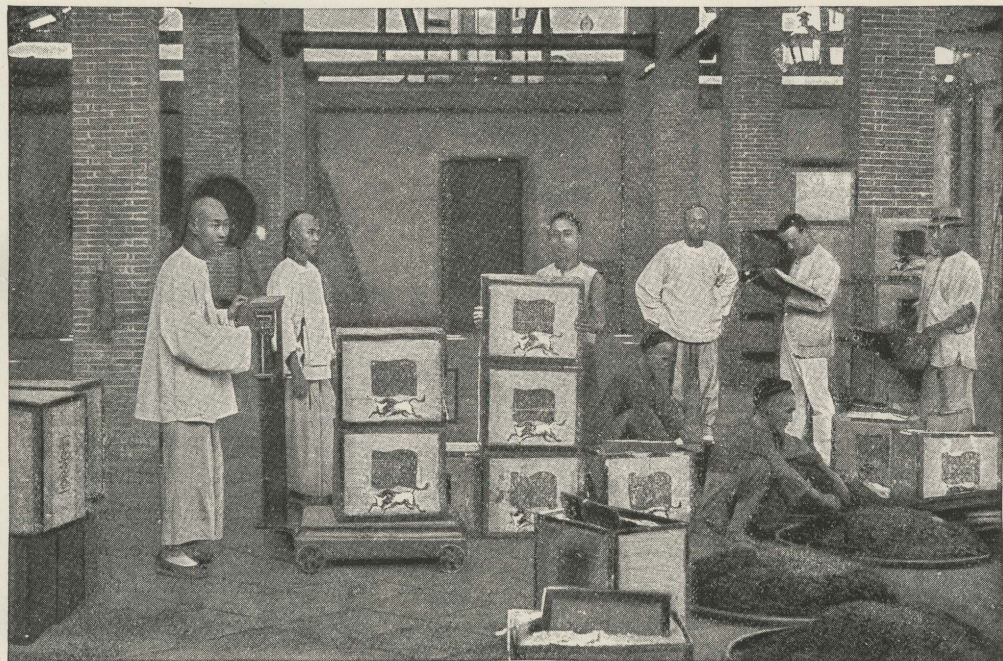


FIRING TEA AS ORIGINALLY DONE BY NATIVES.

AN important fact concerning tea is that it is possessed of extraordinary absorbent qualities. In this respect it is to be classed in the same category as milk and butter. All good teas absorb foreign odors readily. If a chest or package of tea is left open and exposed on a kitchen or pantry shelf, or in a grocery, and a handful of it after exposure is forwarded to an expert tester of teas, he will by smelling tell what foreign substance has been kept in juxtaposition to it. Hence the necessity of keeping it, while being transported, PERFECTLY INSULATED.

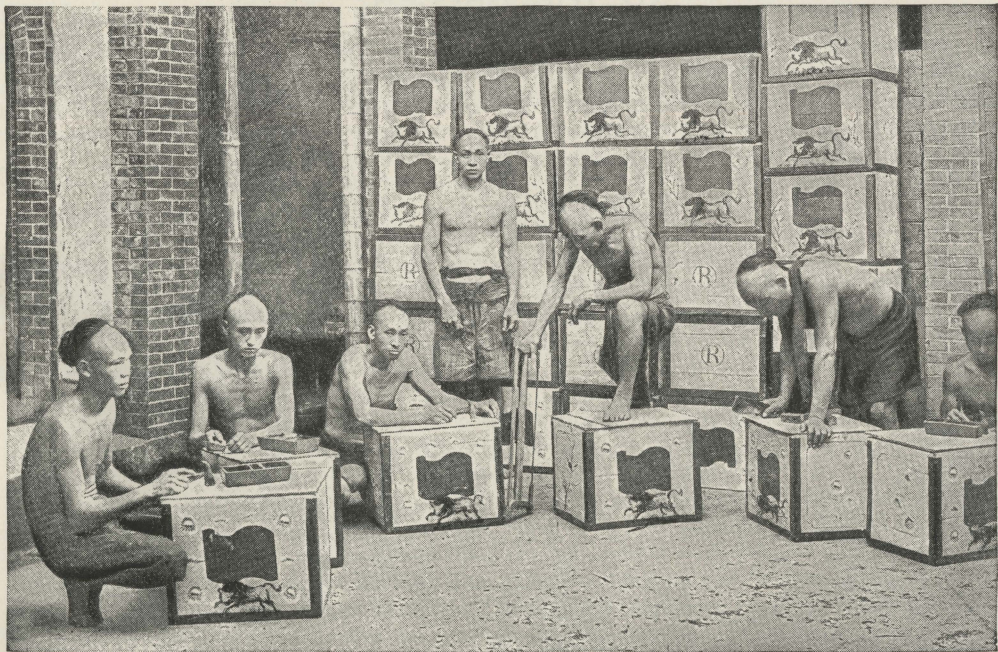
Because of this fact, the house of CHASE & SANBORN enclose their famous KOH-I-NOOR, NASSAC and ORLOFF teas in pound and half pound tea lead air-tight packages, thereby securing perfect protection to them, not only in transportation, but while in the hands of the retailer and after it has been purchased by the housekeeper.

No other American house has ever taken any such care or put itself to such trouble in the interest of the consumer, and it is a matter of record that one of the many causes that have contributed to the rapid and immense sales of these ROYAL GEM TEAS is the fact that they are sent to the purchasers in packages that prevent the least deterioration happening to them in transportation and handling. Every user knows when he buys one of these packages that he is buying a tea whose NATIVE PURITY AND FLAVOR ARE PERFECTLY PRESERVED.



WEIGHING AND INSPECTING TEA.

WHETHER growing in the fields or steeping on the table, Tea is associated with the brightest and cheeriest experiences of life. It soothes the troubled ; strengthens the weak ; warms the cold ; kindles the fancy ; brightens the wit and loosens the tongue for anecdote and conversation. The memories of the Tea Table are those of refined pleasure and pleasant excitement. It is associated with the evening hour, with the gathering of the family circle and the social life of evenings at home. But it is not as easy as many suppose to obtain a pure and honest Tea. Not only are adulterations common, but a large part of all of the inferior quality is shipped to this country and imposed upon the people as genuine. This is a known fact, and we caution you as to it. You cannot trust your own knowledge or that of your local dealer. You do not know the conditions of the crop from year to year, nor the tricks of the exporters, or the skill of those who adulterate ; you will do well, therefore, to trust yourselves to our guidance, for we are a house of long standing and our reputation rests on the known high qualities of our importations. Do not forget, therefore, in purchasing your Teas and Coffees to ask for the packages marked with the TRADE MARKS of CHASE & SANBORN.



PACKING TEA IN CHESTS.

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1053
1889

"TO THE GROCER."

Every merchant should have knowledge of the nature of the goods that he handles. The more intelligent he is the greater will be his success. Honesty and push are not enough, he must have **knowledge** to enable him to select his goods wisely and advertise with influence. Goods well bought as to quality and price, are goods well sold. These are maxims and the principles on which they are based underlie all large success in the buying and selling of goods to-day.

We have prepared and now send you this souvenir for a two-fold purpose.

First, To give you a correct and intelligent understanding of the growth, cultivation and preparation for human use of those two articles which you must supply so freely to meet the daily needs of your customers—TEA AND COFFEE. It is in your interest that they have THE BEST the market can give them. It is in your interest that they have confidence in your ability to select the best for them. It is in your interest that you have knowledge to do this; hence, this souvenir has been compiled, and we trust that you will find it to be of great practical benefit to you.

Second, We send it to you that it may be to you a reminder of the interest that our house feels in your business success. Trade is not individual, but communal in its benefits. The same tide that fills the rivers fills all connecting streams as well. Your success is ours, and ours yours; we seek to exchange knowledge with you that we may exchange benefits. Our success in business is due to the knowledge we have of the products in which we deal. We have spared neither time, effort nor money to acquire this knowledge. As a house, we have studied for over a quarter of a century the subject of TEA AND COFFEE CULTURE AND PREPARATION FOR THE MARKET and the cup of the consumer in all its branches from the root up, and you can rely on this as a fact, that the delicious flavor and aroma essential to a perfect cup of TEA AND COFFEE can ALWAYS be found in those SPECIAL BRANDS which are imported and prepared EXCLUSIVELY by our HOUSE.

Wishing you every measure of success in your business, we remain, Yours very respectfully,

CHASE & SANBORN, IMPORTERS, BOSTON, MASS.

DO NOT FORGET

That the three ROYAL GEMS of the
KINGDOM OF TEA

Are:

KOH-I-NOOR,—

An ENGLISH BREAKFAST TEA noted for its rich winelike body.

NASSAC,—

An OLD FASHIONED GREEN TEA, wonderful in its stimulating energy and sparkle.

ORLOFF,—

A FORMOSA OOLOONG, remarkable for its delicious lilac flavor and life-giving power.

THE CORONET OF HOME IS NOT COMPLETE WITHOUT ONE OF THESE
ROYAL GEMS IN ITS SETTING.



ALONZO ORMSBY,
RETAIL SELLING AGENT,
CAVENDISH, VT.