



Coffee on the Instant

G. Washington's Coffee Is Both Good Coffee and Instantly Preparable—and Has Many Other Uses as a Flavoring with Which Its Advertising Is Rapidly Acquainting the Public

ONE hundred and fifty years ago a revolution took place in which George Washington played a leading part. In the present century a revolution in the method of preparing coffee has occurred. A modern George Washington, a descendant of the Washington family of Sulgrave Manor, from which the father of his country sprang, has been the prime mover. A native of Belgium, his early life was surrounded by the color and romance of the fascinating country. Residence in Central America, as a large coffee grower, led to a study of the possibilities for coffee refining. As inventor and chemist, research held for him an absorbing interest.

Finally, after much experimental work, a problem which had long baffled other investigators was solved. In 1909,

coffee, in both powdered and crystallized form, soluble in hot and cold water, with the non-essential properties, such as fibre and acids, eliminated, was placed on the market.

It was an untried and unheard of article of food. Today it is a staple on dealers' shelves the world over. It is a boon to travelers on train or boat, and especially to tourists in Europe, where it is often difficult to procure coffee suited to American taste. A postcard from a shelter on a mountain peak in China, where bandits had imprisoned a group of Americans, told of the comfort their can of Washington Coffee afforded the victims. A picture of the noted African explorer, Mr. Martin Johnson, and his party encamped in the jungle, with his can of G. Washington's Coffee prominently in the foreground, is typical of the high regard in which the product is held by men engaged in exploration work.

For camping, for cruising, for afternoon or evening functions, for the teacher and the student, for the most elaborate household or the simplest "light housekeeping" menage, it is equally serviceable.

Perhaps no other change in the world of food preparation has been so important. G. Washington's Delicious, Instant Coffee may best be compared to refined sugar. It bears the same relationship to the coffee bean that refined sugar does to the sugar cane. Just as the sugar refiners use the soluble part of the sugar cane, eliminating the fibre, ash and other non-soluble parts of the cane—so Mr. Washington uses only the soluble part of the coffee bean and eliminates the insoluble fibre, acids and phenols that are part of the coffee berry, producing a powdered crystal that dissolves instantly in either hot or cold liquids.

It is a healthful drink with all the stimulating advantages of the old-fashioned method with none of the undesirable effects. It is free from chicory or any other adulterant. Its soluble, concentrated form, due to the elimination of the chaff and by-products which compose the grounds of the coffee pot product, makes for convenience. Its easy preparation, at the table, one cup at a time, weak or strong as desired, without boiling or percolating, is a feature deserving consideration.

During the war it comforted many a weary soldier. In 1914 it accompanied the first contingent of Canadian troops overseas and was used by that Army through the war up to 1917, when America entered the war. After this the G. Washington Coffee Refining Company had only one customer, for the Government took the entire output. A quarter of an ounce of G. Washington's Coffee, double strength, was packed in a heavy envelope. Twenty-four of these containers were placed in a vacuum sealed can and packed in a galvanized iron box, which also held other rations for twenty-four men. These boxes were stored directly back of the front line, thus furnishing sustaining food and drink in emergencies, when delay arose in bringing up other supplies.

The uses of G. Washington's Coffee are manifold. It can be used as a comforting hot drink, as an iced beverage of delicious coolness for a summer day, as flavoring for desserts, creams, ices, pastries, cake filling and a whole repertoire of delicious candies.

Recognizing the untried possibilities of the coffee in this field of dessert flavoring, the G. Washington Coffee Refining Company introduced an interesting competition, beginning in October, 1924, and ending with December, offering \$1,000 in cash prizes, for new ways of using G. Washington's Delicious, Instant Coffee as a flavoring in desserts and candies.

Twenty thousand recipes were received from all over the country and from the far-away Orient, the third prize of \$75.00 going to Mrs. H. B. Graybill, living in Canton, China.

The G. Washington Coffee Refining Company have, since the beginning, carried on their label an unqualified guarantee of satisfaction, assuring the consumer of absolute protection on every purchase. Today, its distribution is world-wide.

Taken from **The Story of a Pantry Shelf: An Outline History of Grocery Specialties**, published by Butterick Publishing Company, New York, [c1925].

Credit: Library of Congress, Prosperity and Thrift: The Coolidge Era and the Consumer Economy, 1921-1929

This book profiles a hypothetical pantry shelf of the mid-1920s, briefly exploring the history of the items on the shelf. Some of the items owed their popularity to innovations in science and industry that made it practicable to ship and store food. Others became popular through effective advertising.