

PAUL REVERE ALBUM

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Paul Revere









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THE
PAUL REVERE ALBUM

BY
HOWARD W. SPURR

CONTAINING A COMPLETE DESCRIPTION OF GOSS' "LIFE OF
COL. PAUL REVERE," AND MORE THAN TWENTY ENGRAV-
INGS WITH DESCRIPTIONS OF INCIDENTS IN THE
LIFE OF THE HERO OF THE "MIDNIGHT
RIDE." APRIL 18, 1775.



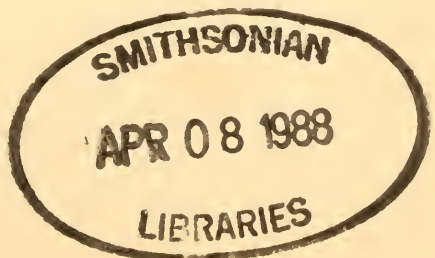
"The fate of a nation was riding that night."

—Longfellow.

SIXTH EDITION

BOSTON
HOWARD W. SPURR COFFEE CO.
PUBLISHERS

1904



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Wilmington Press
Printers and Binders, Norwood, Mass.
U. S. A.



TO BE GIVEN AWAY to the Boys
and Girls of the United States
of America, the History of the

Life of Colonel Paul Revere,

PATRIOT, ARTIST and MECHANIC.

The Story of a man of genius, by

ELBRIDGE HENRY GOSS,

In two volumes.

Embellished with illustrations, comprising portraits, historical scenes, old and quaint localities, views of colonial Boston streets and buildings, reproductions of curious and obsolete cuts, including many of Paul Revere's own caricatures and engravings, etc., etc., executed as photogravures, etchings and wood-cuts.

☞ "I am delighted with Paul Revere; the book is most interesting and attractive. I am particularly pleased with the reproduction of old pictures, and I find the whole 'getting up' of the book very creditable. I have seen nothing so thoroughly steeped in Revolutionary recollections" — writes the genial humorist and unmatched wit.
OLIVER WENDELL HOLMES.

"An admirable and attractive work" — writes the learned and accurate historian.
GEORGE E. ELLIS, LL.D.,
President Mass. Historical Society.

"Very well done; written quietly and in excellent style" — writes the statesman of growing fame.
HENRY CABOT LODGE.

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REVERE STANDARD JAVA COFFEE.

BOSTON, U.S.A.



Paul Revere

(Patriot, Artist, Mechanic.)

The story of a man of genius, and the hero of "THE MIDNIGHT RIDE," the night of the 18th of April, 1775, to Lexington and Concord.

From Goss' "Life of Col. Paul Revere," 2 vols.

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PAUL REVERE:

PATRIOT, ARTIST AND MECHANIC.

By Elbridge Henry Cross,

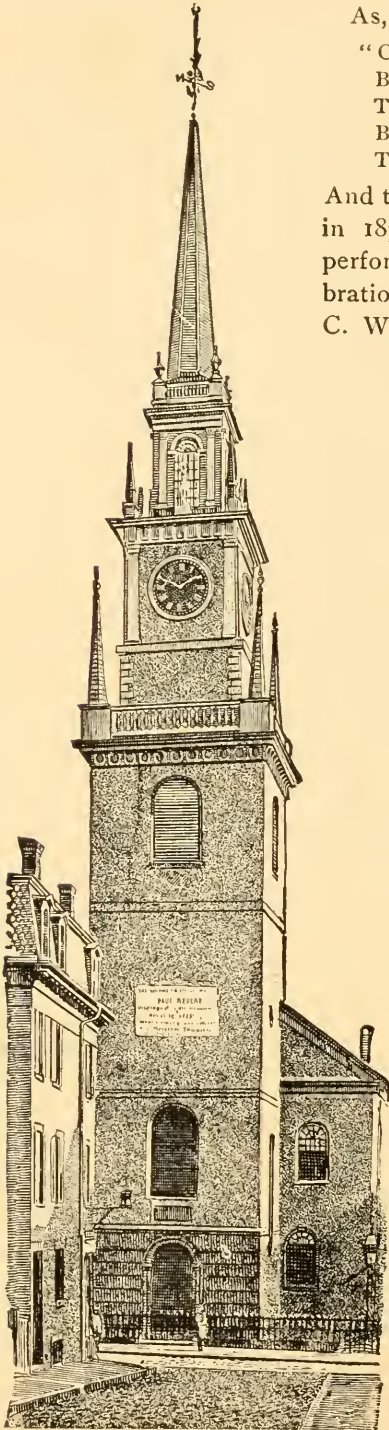
Member of the American Historical Association, of the New England
Historic Genealogical Society, the Bostonian Society, etc., etc.

PROFUSELY ILLUSTRATED.



STRANGE as it will appear, it is a fact that no Life of Paul Revere has hitherto been written.

His name has come down to us in the mouth of Tradition. His character and deeds stand prominent in History. His descendants to-day form a part of the community, among whose forefathers he went in and out, and exercised his manifold abilities, and these descendants hoard family legends of the great one gone. At least one institution founded by him exists to-day. He has been styled the *fidus Achates* of Samuel Adams and of other patriots; and, as a leader of revolutionary Boston, Webster once said of him, in



As, in 1775, Robert Newman

“Climbed the tower of the old north church,
By the wooden stairs with stealthy tread
To the belfry chamber overhead; and
By the trembling ladder steep and tall,
To the highest window in the wall,”

And there hung out the famous lanterns, so,
in 1875, did his son, Samuel H. Newman,
perform that service at the centennial cele-
bration, concerning which the Rev. Robert
C. Watterson, D.D., writes:—

“When the one hundredth anni-
versary took place, they had there
a deeply interesting celebration, at
which all honor was given to
Robert Newman. His direct de-
scendant walked at the given hour,
out of the vestry with his lighted
lanterns, and down the crowded
aisle, and up into the tower, where,
one hundred years after, he hung
out the lighted memorial lanterns.
It was in the midst of my own re-
marks that this took place; while
I was speaking of Robert Newman,
and pointing to Newman’s son as
he walked by with his lanterns, I
repeated the words of the Psalmist:
‘I had rather be a Door-keeper in
the house of my God than to dwell
in the tents of wickedness.’ The
excited people made the house rock
with their response — as if the
cannons of Concord and Lexington
were even then rending the air!”
From Goss’ “Life of Col. Paul Revere,”

2 VOIS.



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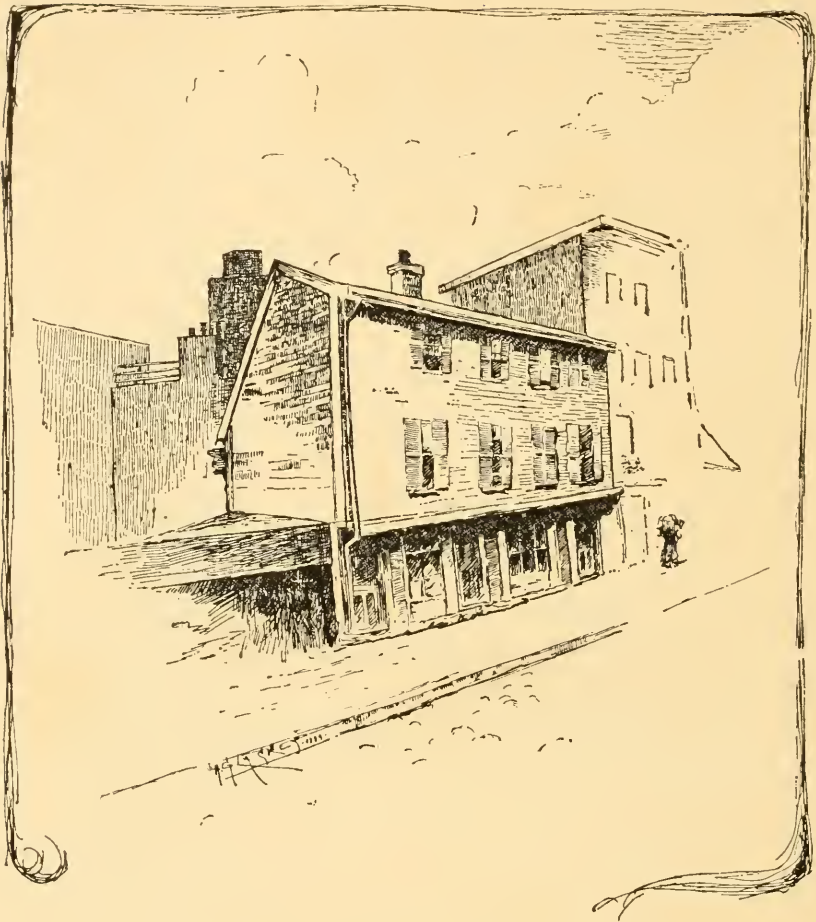
one of his masterly orations, that he was “a man of sense and character, and of high public spirit, whom Boston ought never to forget.” An exploit of his, moreover, brilliant and dashing as that of Horatius or any of Murat, and yet not more so than others the same career could boast, has been celebrated in poetry; making it, probably, not too much to say that wherever civilization reaches rings Longfellow’s line,—

“The fate of a nation was riding that night.”

But a Biography of Paul Revere now appears for the first time.

Those—doubtless the great majority of all who ever heard of him—that know of Paul Revere in the single character of a patriot will be surprised to learn how many-sided his career was. Patriot, soldier, envoy, artist, manufacturer of cannon and of church bells, artificer in silverware so cunning that he might fitly be styled the Benvenuto Cellini of America, man of affairs,—to but few has it been given to enact so many conspicuous parts.

This work depicts Paul Revere in his *entirety*. It describes him as he lived and moved, wrought and thought. And it faithfully portrays all that he accomplished, and takes in whatever he bore any relation to, as well as the antecedent facts of descent and environ-



Homestead of Paul Revere, North Square.

(Present Appearance.)

In 1770 Paul Revere bought this house in North Square, then one of the best localities in the town, containing some of the finest residences.

For about a quarter of a century, and all through the years of the war of the Revolution, this was his homestead; and here most of his large family of children were born.

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ment that helped produce him. In it the world will first learn to know a great man as he was.

The illustrations are of great value, and some of them extremely rare.

Every antiquarian, every historian, every lover of good reading, and all who believe in progress, and are interested in past conditions of society, in bravery, multifariousness, determination, the triumph of ingenuity and resource, and, in short, in human greatness irrespective of century, nationality or race, will be forced to consult, if not possess, this important contribution to literature.

The "Life of Col. Paul Revere" is tastefully printed in old-style pica type, with head and tail pieces, on a specially made paper, with rough edges, in small 8vo size, and handsomely bound.

Price for two volumes in this Edition, \$6.00. An Edition de Luxe of 100 copies, printed on special paper, with the illustrations on India paper, \$10.00.



He said to his friend, "If the British march,
Hang a lantern aloft in the belfry arch —
One, if by land, and two if by sea ;
And I on the opposite shore will be." — *Longfellow.*

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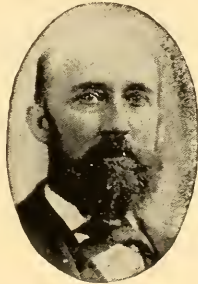
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To the People of Boston, in whose service
he spent his life; whose rights he always
championed; and whose liberties he aided so
nobly in preserving; this Memorial of *PAUL*

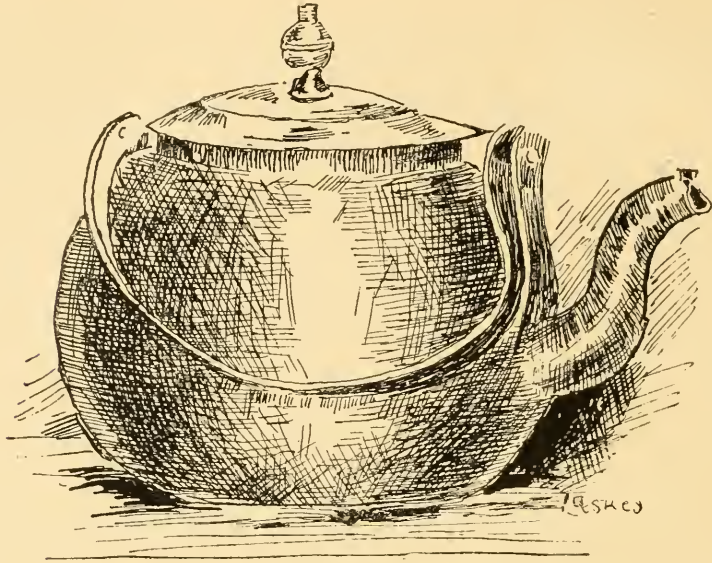
REVERE is most respectfully

dedicated by the

Author.



E. B. G.



Copper Teakettle made by Revere.

Paul Revere was educated at the "North Grammar School" on North Bennett Street, with which school the famous pedagogue, John Tileston, was connected as pupil, usher and master, for a period of eighty years.

After leaving school, he entered his father's shop and learned the trade of a gold and silver smith.

He possessed a natural taste for drawing, and became very skilful in the use of the graver, executing most of the embellishments on the silverware then manufactured in Boston. For many years his skill in design and workmanship in silverware was very extensive. Many are the cups, spoons, mugs, pitchers, tankards and other articles of beautiful patterns, made by him, and still owned by our New England families; some are now in every-day use; all are treasured relics!

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Offer this Great Historical and Instructive Work, viz :

GOSS' "LIFE OF COL. PAUL REVERE,"

In two volumes, and the Paul Revere Album as a **FREE GIFT** to the boys and girls of the United States of America.



Revere Crossing Charles River.

Then he said, "good night"
 And with muffled oar
 Silently rowed to the Charlestown shore. — *Longfellow.*

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HOW TO OBTAIN THE
 “Paul Revere Album,”
 The “Paul Revere Cards,”

Twenty, in two Series of ten each, and

GOSS’ “LIFE OF COL. PAUL REVERE,”

In two volumes.

The representation of Paul Revere’s “Midnight Ride” from Boston to Lexington and Concord, on the night of the 18th of April, 1775 (“an event immortalized by the poet, Longfellow”), was adopted in 1884 by the HOWARD W. SPURR COFFEE CO., of Boston, as a “Trade Mark” for

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The Revere Coffee is always sold at retail in PINK PAPER BAGS BEARING the “TRADE MARK” of the “Midnight Ride.” EACH “TRADE MARK” is worth three cents, as follows: CUT OUT the “TRADE MARK” of the “Midnight Ride,” and MAIL IN LOTS OF TEN to HOWARD W. SPURR COFFEE CO., BOSTON, MASS.,



Revere's First Bell and Steeple of the New Brick Church.

(Drawn by Howard G. Laskey.)

This bell weighs 912 pounds.

A short time after establishing his foundry, Paul Revere began the casting of cannon and iron ware, and he soon added that of church bells.

Few bells have such a record as this. It has summoned six generations of worshippers to the sanctuary. It has tolled for the dead, and awakened the living from their morning slumbers. It has opened the daily market, called the hungry to their dinners, and the weary to their beds. It has sounded the dread alarm of fire and war, and rung merrily on the return of peace.

Truly, such an active and faithful participant in the affairs of Boston during so long a period of our history, deserves a place among the famous bells of the world.

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and the sender will receive by mail a beautiful "Paul Revere Card."

There are twenty of these cards, in two series of ten cards each.

They are numbered from one to twenty and are worth thirty cents each, as follows :

The sender of the first ten "Midnight Ride" "Trade Marks" will receive the first Paul Revere Card, numbered one, and with it the beautiful "Paul Revere Album," containing a complete description of Goss' "Life of Col. Paul Revere." The Paul Revere Album also contains more than twenty engravings, with descriptions of incidents in the life of the Hero of the Midnight Ride, April 18, 1775.

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The sender continuing to mail in LOTS of TEN the "Midnight Ride" "Trade Marks" to the HOWARD W. SPURR COFFEE CO. will receive *the first series of ten Paul Revere Cards, numbered from one to ten inclusive.* And upon returning this first series of ten Paul Revere Cards to the HOWARD W. SPURR COFFEE CO., the sender will receive the FIRST volume of Goss' "Life of Col. Paul Revere," never before offered except by subscription with price at \$3.00 per vol., two volumes \$6.00.

The sender CONTINUING TO MAIL in lots of ten the "Midnight Ride" "Trade Marks" to the HOWARD W. SPURR COFFEE CO. will receive from them the second



Paul Revere's Ride.

(The night of the 18th of April, 1775.)

A glimmer and then a gleam of light!
 He springs to the saddle, the bridle he turns,
 But lingers and gazes, till full on his sight
 A second lamp in the beltry burns. — *Longfellow.*
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series of ten Paul Revere Cards, numbered from eleven to twenty inclusive.

And, upon returning this second series of ten Paul Revere Cards to the HOWARD W. SPURR COFFEE CO., the sender will receive the second volume of Goss' "Life of Col. Paul Revere," never before offered except by subscription with price at \$3.00 per vol., two volumes \$6.00.

N. B. Correspondents should be particular to give their full name and Post-Office address, and to state the number of the card wanted in exchange for the "Midnight Ride" "Trade Marks," sent in lots of ten.

Goss' "Life of Col. Paul Revere" is published in two volumes of more than 300 pages in each volume, containing 130 illustrations, printed on specially made paper, with rough edges, in small 8vo. size and handsomely bound.

Sold only by subscription, and price for these two volumes in this edition, \$6.00.

For a more complete description of these valuable books, see pages 5, 7, 9 and 11 of this Album.

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The "Life of Col. Paul Revere" is the history of events in New England that led up to the war of the Revolution, and the story will fire the heart of every true American citizen.

To the old it is inspiring, to the young it is instructive.



Paul Revere

The original crayon drawing which belongs to the Misses Riddle, Hingham, Mass., great-grandchildren of Revere, was taken in 1800 when he was 65 years of age. This crayon portrait was by the celebrated French artist Fevret de Saint Memin, who first took the profile in crayon, and by a process of his own reduced it to medallion size and then engraved on copper-plate.

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By an arrangement with the author, the HOWARD W. SPURR COFFEE Co. of Boston is enabled to make a proposition to the people of the United States, which makes it possible for every family to obtain a set of these books **practically without cost.**

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Greatest and Most Expensive Advertising

that has ever been undertaken by any business house.

It is more; it is the greatest educational and most instructive advertising effort for the benefit of the old and young of America ever attempted by any business house.

The one fact, that it is done for the purpose of more widely introducing the PAUL REVERE COFFEES, does not detract from the absolute truth of the other fact.

The truth of the saying, that "Commerce is the hand-maid of civilization," is here exemplified.



Revere House at Canton.

This house is situated within the enclosure of the "Revere Copper Works," Canton, Mass.

Formerly it had an L which has disappeared. It is now used as a store-house.

During the years in which Col. Paul Revere used it as a summer residence he had a handsome garden in front of the house.

The little wooden-fish vane on top of the bell tower, seen in the rear of the house, was made by Revere; and there are other traces of his handiwork around the present works of the company.

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Goss' "Life of Col. Paul Revere" is what it purports to be, viz:—

A work that will be a valuable addition to the library of every student of the history of his country.


A source of pride to the true American, of real instructive interest, and value to both old and young, and in every way a beautiful and valuable addition to the collection of books, owned by any person, rich or poor.

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 The HOWARD W. SPURR COFFEE Co. are frank in saying, that they especially desire that the boys and girls of the United States of America shall have an opportunity to read Goss' "Life of Col. Paul Revere."

It will inform them as to the early history of the nation, teach them the true principles of liberty and



Yours P. Revere

The key to the following "Love Ditty" by Col. Paul Revere to his fair one is found in Vol. 1, of Goss' "Life of Col. Paul Revere," in 2 vols.

Take three-fourths of a Paine that makes Traitors confess
 With three parts of a place which the Wicked don't Bless,
 Joyne four-sevenths of an Exercise which shop-keepers use,
 Add what Bad Men do, when they good actions refuse.
 These four added together with great care and Art
 Will point out the (direct to the) Fair One that is nearest my Heart

A LOVE DITTY.

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assist them to grow to be patriotic citizens and lovers of their country.

No enterprising boy or girl need wait for his or her own family to buy and use enough Revere Coffee to obtain the necessary number of Paul Revere "Midnight Ride" "Trade Marks" to entitle them to either one or both volumes of Goss' "Life of Col. Paul Revere" from the HOWARD W. SPURR COFFEE CO.

One or both volumes can be secured much quicker in the following manner:—

First.—Any boy or girl can call upon their neighbors and friends and ask them to save and give them their empty Revere Coffee Bags.

Second.—Any number of boys and girls can club together in saving the empty Revere Coffee Bags that they can collect, and that come to their own families, and when they have the necessary number, viz.: one hundred or two hundred of "Midnight Ride" "Trade Marks," they can mail them to the HOWARD W. SPURR COFFEE COMPANY in exchange for one or both volumes.

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The Midnight Ride.

Three years before Paul Revere wrote his letter to Dr. Belknap, and sixty-eight years before Longfellow's muse entertained the world with his "Paul Revere's Ride," some one signing himself "Eb Stiles" wrote a poem dated March 15, 1795, entitled "Story of the Battle of Concord and Lexington, and Revere's Ride, twenty years ago," in which he says :

"He spared neither horse, nor whip, nor spur,
As he galloped through mud, and mire ;
He thought of naught but liberty,
And the lanterns that hung from the spire."

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The Paul Revere Club can still continue working together in saving the empty Revere Coffee Bags until all have obtained a complete set of both volumes, and the members of the club can decide in some agreeable and fair way which one of their number shall have the first set.

The advantage of the club system is obvious, in that the members not only obtain both volumes, in the shortest time possible, but they can have many pleasant and instructive hours together reading the work, long before they otherwise would be able to do so. And yet they can all be the proud possessors of the complete work in due time.

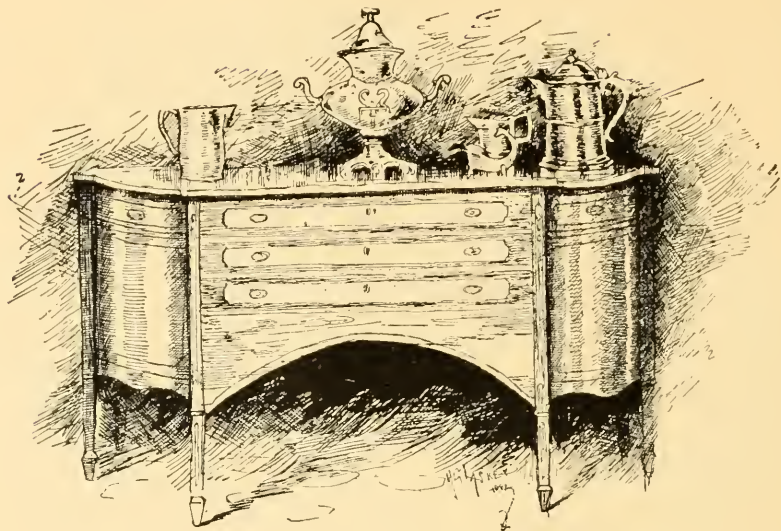
Should any one desire to purchase for cash Goss' "Life of Col. Paul Revere," they can send the price, \$6.00 for the two volumes, to the HOWARD W. SPURR COFFEE CO., BOSTON, MASS., with directions for mailing the books, and the set will be forwarded by return mail.

Yours most respectfully,

HOWARD W. SPURR COFFEE CO.,

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AND OF THE REVERE COFFEE.

BOSTON, MASS.



Revere's Sideboard.

In 1781 Paul Revere writes, "My father was a goldsmith, he died in the year 1754, he left no estate, but he left a good name and seven children, three sons and four daughters.

"I am the eldest son. I learned the trade from him and have carried on the business ever since, until the year 1775 when the American Revolution began; from that time until May, 1780, I have been in the government service as Lieutenant-Colonel of an Artillery regiment.

"I am 47 years old; I have a wife and eight children alive," etc.

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NAME. — A southern province of Abyssinia, Caffé, is supposed to have given the name to this beverage: French, *Café*; German, *Kaffee*.

The coffee shrub or tree under natural conditions grows about 20 feet high, oblong, ovate, acuminate, smooth and shining leaves, measuring about six inches in length by two and one-half inches in width and are evergreen.

The coffee plant blooms eight months in the year, so that its fruits are very unequal in ripeness and are gathered three and four times during the season.

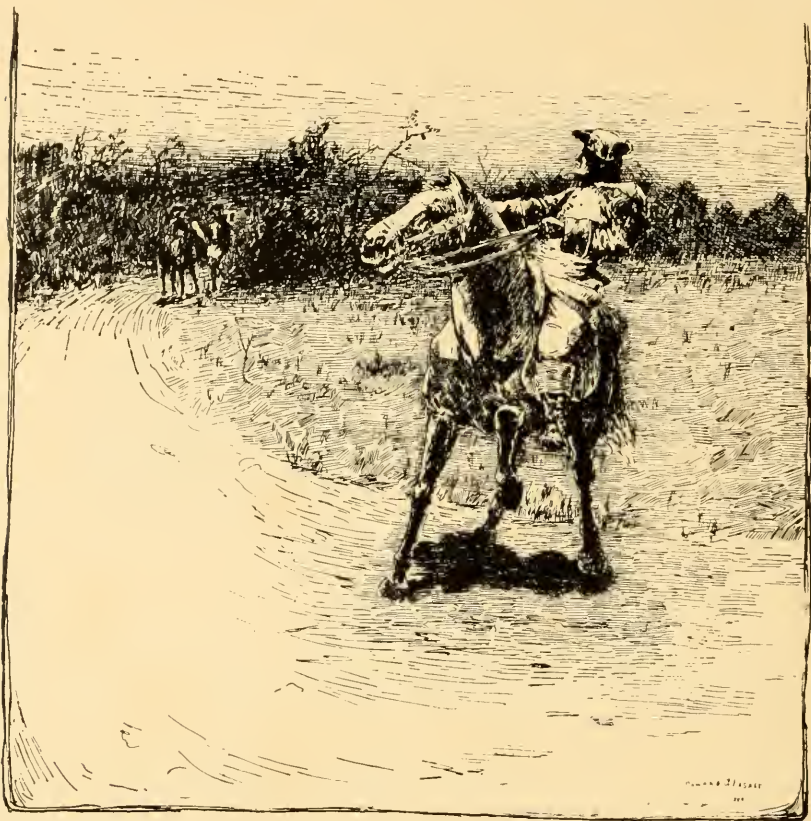
Its flowers, which are produced in dense clusters in the axils of the leaves, have a five-toothed calyx, a tubular five-parted corolla, five stamens, and a single bifid style.

The flowers are pure white in color with a rich, fragrant odor, and the plants, always in blossom, have a lovely and attractive appearance.

The fruit is a fleshy berry having the appearance and size of a cherry or cranberry, and as it ripens assumes a dark-red color.

Each fruit contains usually two seeds embedded in a yellowish pulp, and the seeds are enclosed in a thin membranous endocarp (or parchment).

The seeds which constitute the raw coffee of commerce are plano-convex in form, the flat surfaces which are laid against each other within the berry having a longitudinal furrow or groove.



Revere Escaping from the British Officers.

“I sat off upon a very good horse ; it was then about eleven o'clock, and very pleasant. After I had passed Charlestown Neck, and got nearly opposite where Mark was hung in chains, I saw two men on horseback, under a tree ; when I got near them, I discovered they were British officers.

“One tried to get ahead of me, and the other to take me. I turned my horse very quick, and galloped towards Charlestown Neck, and then pushed for the Medford road.”

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BOSTON U.S.A.
IMPORTERS
AND
ROASTERS**

They are of a soft semi-transparent, bluish or greenish color, hard and tough in texture.



The regions best adapted for the cultivation of coffee are well watered mountain slopes, at an elevation ranging from 1,000 to 4,000 feet above sea level, and between 25 degrees north and 30 degrees south of the equator, in situations where the temperature does not fall beneath 55 degrees Fahr.

Generally, trees planted in lofty, dry situations, in light soils yield small berries, which give a rich aromatic coffee, while in low, flat, moist climates a more abundant yield of a large-sized berry is obtained.

The greater weight of the coarser qualities of coffee more than makes up for the smaller price obtained for them as against the higher cost of the finer growth; and therefore, quality is too often sacrificed for quantity.

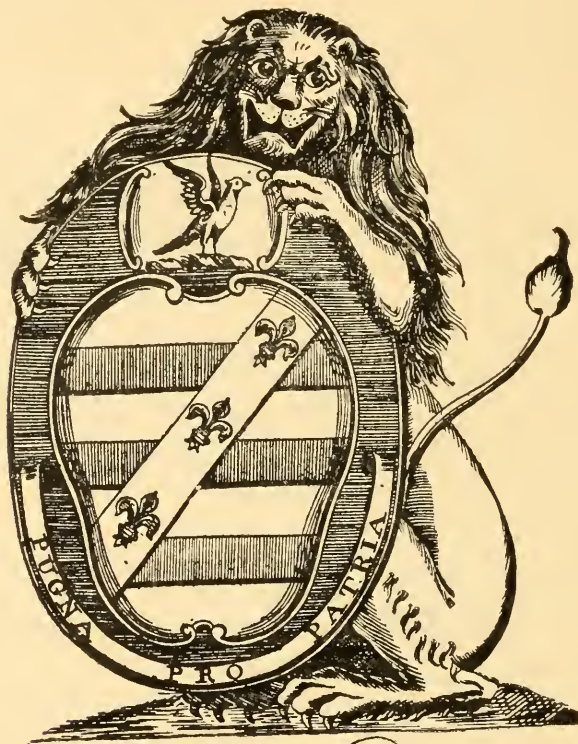
Introduction of Coffee (as a Beverage).

It is noteworthy that the three principal dietetic beverages of the world were introduced into Great Britain within a few years of each other.

Cocoa was the first from Spain, coffee from Arabia by way of Constantinople, and tea, the latest of the series, came from China by the hands of the Dutch, about the middle of the 16th century.

Down to 1690 the only source of coffee supply was Arabia. At about this time a few coffee seeds were planted in Java; one of the finest plants grown was sent to Holland; seeds from this were sent to Surinam, where the cultivation was established in 1718.

Ten years later the plant was introduced in the West Indian Islands, and gradually the culture extended throughout the new world till now the progeny of the single plant sent from Java to *Holland* produces more coffee than is grown by all the other plants in the world.



Revere

Revere Coat-of-Arms.

[Engraved by Paul Revere from the Ancestral Seal.]

Paul Revere's ancestors, the De Rivoires or Rivoires, were French Huguenots.

Of the Rivoires that fled from France during the times of the persecution, was Simon, eldest son of Jean and Magdelaine (Malaperge) Rivoire, who first went to Holland and afterwards settled in the Island of Guernsey.

On leaving France he took with him the arms of the family, in a silver seal; and these arms were afterward registered in the French Heraldry Book in the Heraldry office, London, England.

From Goss' "Life of Col. Paul Revere," 2 vols.

**SPURR'S
REVERE
STANDARD JAVA
COFFEE
BEST IN
THE WORLD**



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Brazil heads the list of coffee-growing countries. It is calculated that 1,200 millions of trees are at present flourishing in that republic, probably producing more than all the other localities combined.

The present total annual production of the world has been estimated to amount to not less than 2,000 millions of pounds, of which Java contrib-

utes 260 millions pounds and Ceylon 200 millions pounds.

The different estimations in which coffee is held in various countries are well brought out in the estimates of the consumption per head calculated from the official returns for 1890. Average per head:

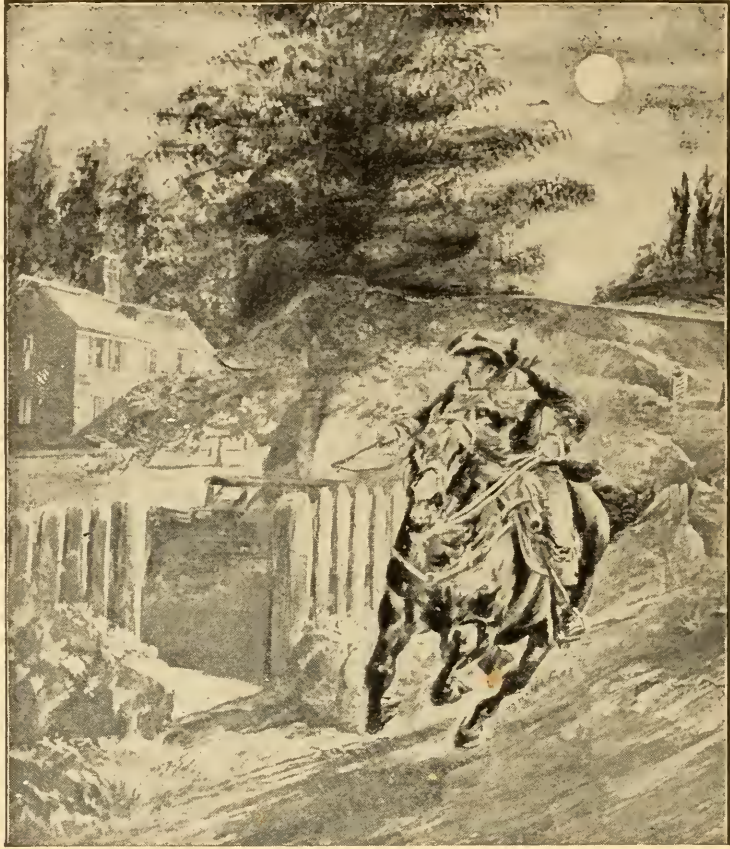
France, 2.73.	Sweden, 6.11.	Belgium, 13.48.
Russia, 0.19.	Norway, 9.80.	Denmark, 13.89.
Austria, 2.13.	Switzerland, 7.03.	Holland, 21.00.
Italy, 1.00.	Greece, 1.42.	United States, 7.61.
	United Kingdom, 1.00.	

The United States imports for consumption more than 500 millions pounds, 75 per cent. coming from Brazil.

It is well known that soil, climate, judgment and care and skill in gathering, curing and selecting for the market has everything to do with the quality and value of the raw berry.

The preparation for and roasting of the coffee is an operation of great nicety, and one, moreover, of a crucial nature: for equally by insufficient and by excessive roasting much of the aroma of the coffee is lost, and its infusion is neither agreeable to the palate nor exhilarating in its influence.

The roaster must judge of the amount of heat required for the adequate roasting of different qualities, and while that is variable the range of roasting temperature proper for individual kinds is narrow.



“The Midnight Ride.”

A hurry of hoofs in a village street,
 A shade in the moonlight, a bulk in the dark,
 And beneath, from the pebbles, in passing, a spark
 Struck out by a steed flying fearless and fleet,—
 That was all; and yet, through the gloom and the light
 The fate of a nation was riding that night.— *Longfellow.*

From Goss' “Life of Col. Paul Revere,” 2 vols.

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 COFFEE CO.,
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 AND
 ROASTERS



Preparation and Consumption.

In this country we are bestowing great attention upon the roasting and preparation of coffee.

By so doing it has become our most popular beverage, the United States consuming one-third of the world's production.

To obtain it in perfection, much greater care is requisite than is necessary in the care of tea.

To obtain coffee with a full aroma, it must be prepared as an infusion with boiling water, or the water may simply be allowed to reach the boiling point after infusion and nothing more.

Dr. Parkes, the celebrated English authority on hygiene, has, however, pointed out that by infusion alone much of the valuable soluble matter in ground coffee remains unextracted; and he recommends that the coffee that has already been used for infusion should be preserved and boiled, and that the liquor therefrom, after being strained, should be used for infusing a fresh supply.

By this means the substance of the previously infused coffee and the aroma of the new are obtained together. This is said to be the manner of making the best French coffee.



Equestrian Statue of Paul Revere, by Cyrus E. Dallin.

At a meeting of the Massachusetts Historical Society, in August 1873, Col. Thomas C. Amory, while speaking of the statues of John Winthrop and Samuel Adams, then in preparation for the National Gallery at Washington, hoped the day would come when in the malls and squares of Boston there would be statues of John Adams and James Otis, Hancock and Paul Revere; for Pepperell and Wolfe; for Dudley, Endicott and Bradstreet; for William Blackstone; for Samoset, Hobomak and Massasoit, and many more not yet sufficiently honored. Winthrop and Samuel Adams now grace Boston's thoroughfares; and soon Revere will take his place among the city's attractions.

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Its Value as a Beverage.

Coffee belongs to the medicinal or auxiliary class of food substances,—being very valuable for its stimulant effect upon the nervous and vascular system.

It produces a feeling of buoyancy and exhilaration comparable to a certain stage of alcoholic intoxication, but which does not end in depression and collapse.

It increases the frequency of the pulse, brings peace to those suffering from malarial chills, lightens the sensation to fatigue, and it sustains the strength under prolonged and severe muscular exertion.

The Galla, a tribe of Arabs living near Southern Abyssinia, have for ages been accustomed to carrying with them on their forays into Egypt nothing to eat but ground coffee, mixed with butter, and made into balls. A ball about three inches in diameter will keep a warrior in strength and spirits during a day's march. In the pestilent swamps of the Amazon, the natives rely on coffee to ward off fever.

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AND
ROASTERS**

Officers in our late war relate many instances where exhausted men in action were revived and sustained for hours by a swallow of strong coffee.

The value of its hot infusion under the rigors of Arctic cold has been demonstrated in the experience of all Arctic explorers, and it is scarcely less useful in tropical regions, where it beneficially stimulates the action of the skin.

HOWARD W. SPURR COFFEE CO.,

PROPRIETORS OF
REVERE COFFEE MILLS AND
REVERE STANDARD JAVA COFFEE.

BOSTON, U.S.A.



“The Midnight Ride.”

So through the night rode Paul Revere ;
 Through all our history to the last,
 In the hour of darkness and peril and need,
 The people will waken and listen to hear
 The hurrying hoof-beats of that steed,
 And the midnight message of Paul Revere. — *Longfellow.*

From Goss' "Life of Col. Paul Revere," 2 vols.

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HOWARD W. SPURR
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SPURR'S REVERE STANDARD JAVA COFFEE

Is the Most Delicious Coffee in the World.

SPURR'S
REVERE
STANDARD JAVA
COFFEE
BEST IN
THE WORLD



HOWARD W. SPURR
COFFEE CO.
BOSTON U.S.A.
IMPORTERS
AND
ROASTERS

When, in 1884, the HOWARD W. SPURR COFFEE CO. selected the name of "Revere" for their highest grade of coffee, they chose a name that represented in itself those sterling elements of character that stand for what is best in man wherever you find him.

Col. Paul Revere and his fellow-patriots stood the test of their times and live in history.

The Revere Coffees have stood the test of their time likewise, and from a local Boston and New England reputation during twelve years, are now well known, and sold in nearly every State in the Union. The quality of the Revere Coffee is unrivalled. It is the best obtainable anywhere, at any price.

We all know that a cup of nice coffee is an essential part of the first meal of the day; in itself it is a breakfast to many people. What is so grateful after a good dinner as a cup of choice coffee? What adds so much to the pleasure of an evening entertainment as fine coffee? It is at all times absolutely indispensable to good cheer, and to the tired and worn-out energies nothing gives greater relief. Nothing gives more pleasure to the hostess than to be able to furnish nice coffee to her guests, and to hear their praises.

As we value our health above everything, we should be particular that what we eat and drink is pure and unadulterated.

Poor coffee is deleterious in its effect upon the system. Rich and poor alike rightly demand the best coffee obtainable. **Spurr's Revere Standard Java Coffee** is free from adulterations of every kind, every particle of it being selections of high-grade coffees.



The Clarke House, Lexington.

Tablet on Clarke House.

BUILT 1698.

ENLARGED 1734.

RESIDENCE OF
 REV. JOHN HANCOCK, 55 YEARS,—
 AND OF HIS SUCCESSOR —
 REV. JONAS CLARKE, 50 YEARS.
 HERE SAMUEL ADAMS AND JOHN HANCOCK WERE
 SLEEPING WHEN AROUSED BY PAUL REVERE.
 APRIL 19, 1775.

Revere found the house guarded by eight men under Sergeant Munroe, who cautioned Revere not to make a noise. "Noise," said Revere, "You'll have noise enough here before long—the regulars are coming out."

Hancock, hearing the conversation and recognizing Revere's voice cried out, "Come in, Revere, we're not afraid of you," and he went in.

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After many years of practical experience in catering to the tastes of the critical coffee drinkers of New England (which section consumes the finest coffees grown), we guarantee SPURR'S REVERE STANDARD JAVA COFFEE the most delicious coffee in the world.


When taken into our factory, it is carefully cleaned, sifted, roasted, and cooled by the latest improved machinery, under the supervision of skilled experts of many years' practical experience.


The culmination of all possibilities is reached in SPURR'S REVERE STANDARD JAVA COFFEE.

It has the most delicate aroma, the finest flavor, the choicest color, and the necessary body, and we offer it to the consumer as beyond power of competition, viz., the most delicious coffee in the world.

 *The Revere Coffee was selected for the ten thousand veterans at Camp Sheridan, G. A. R., Boston, Aug. 11th to 16th, 1890.*

 *Revere Coffee is always sold in pink paper bags bearing the "Trade Mark" of the "Midnight Ride."*

 *Revere Coffee is sold by the best retail grocers throughout the United States.*

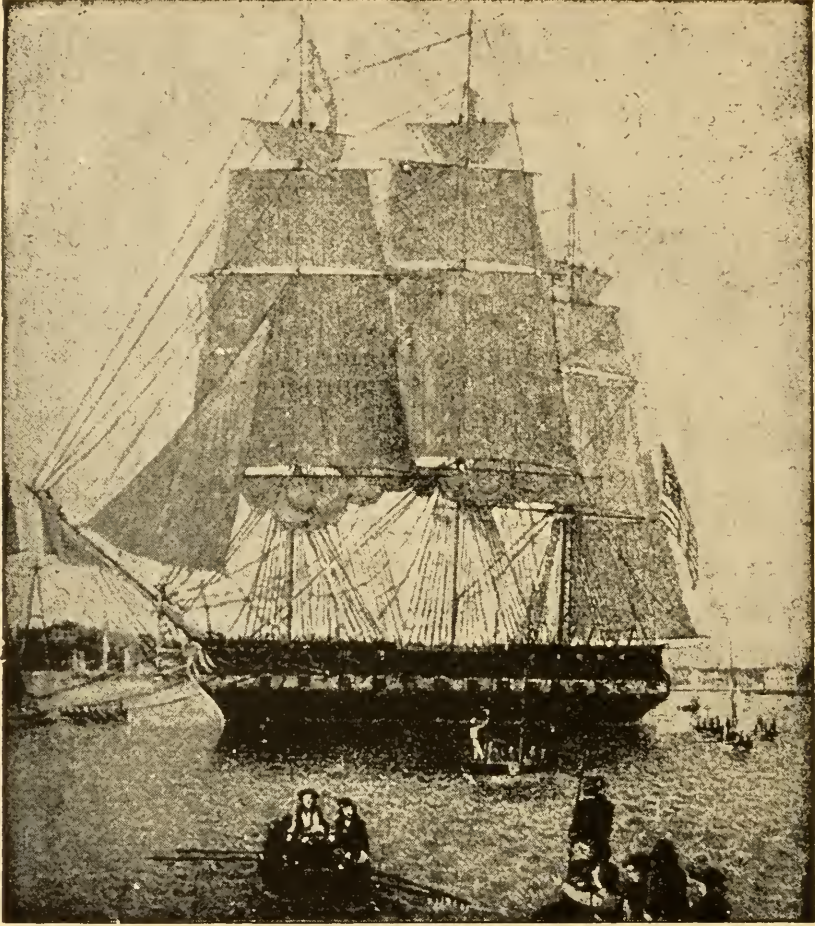
 *Both volumes of Goss' "Life of Col. Paul Revere" and the complete series of twenty Paul Revere cards may be examined and the Paul Revere Coffee found on sale at our agencies throughout the United States.*

These elegant and instructive books are practically given away by

HOWARD W. SPURR COFFEE CO.,

Proprietors of REVERE COFFEE MILLS and
REVERE STANDARD JAVA COFFEE,

BOSTON, U. S. A.



“Old Ironsides.”

Nail to the mast her holy flag,
Set every thread-bare sail,
And give her to the god of storms,
The lightning and the gale.

Sept. 16, 1830.

— *Oliver Wendell Holmes.*

From Goss' "Life of Col. Paul Revere," 2 vols.

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AND
ROASTERS

Directions for Making
SPURR'S
REVERE STANDARD JAVA COFFEE.



ABSOLUTELY PURE.

Grind your coffee to about the fineness of granulated sugar. *Use two ounces of coffee to each quart of water.* Place coffee in the pot and pour your water, *boiling hot*, on it; allow it to boil for two or three minutes, *not longer*. Then pour in a very little *cold* water, which will settle the grounds and clarify the liquid. Serve at once, if you would have it at its best. The pot must be thoroughly cleaned after every service.

**HOWARD W. SPURR COFFEE CO.,
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"The fate of a Nation was riding that night"
Langfellow