



# XOCOATL



A WEEK: History has neither the venerableness of antiquity, nor the freshness of the modern. It does as if it would go to the beginning of things, which natural history might with reason assume to do; but consider the Universal History, and then tell us, – when did burdock and plantain sprout first?

Slippery slopes always intrigue us – what are the intermediate steps, for instance, by which a Quaker firm originally adhering to our Peace Testimony transits into becoming, during time of war, a manufacturer of weaponry?

I must have a sarcastic mind, because I find it amusing when a corporation brags (simultaneously) about having been founded by decent and benevolent Quakers and about its intense loyalty to its nation, a loyalty that legitimated its manufacture of weapons of war. Since the Cadbury corporation does testify on the internet about having accomplished such a slide down the slippery slope, inquiring minds need to know all the fascinating transitional details.

Here they are.

**250 BCE**

By this time the Maya are known to have been cultivating cacao intensively in Belize.

**PLANTS**

# XOCOATL

## CHOCOLATE

**1,000 CE**

In about this period the peoples of Central America were using **cocoa** beans as a form of cash. There were 400 cocoa beans in a *Zontli* and 8,000 in a *Xiquipilli*, which was represented in their picture script by a basketful of the beans.

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1500

During this century, psychoactive drug use in Europe would be becoming more widespread and diverse as European explorers and travelers would discover and bring back a wide variety of new drugs: [tobacco](#), coca leaves or [cocaine](#), [cocoa](#), and cassia from the New World; [coffee](#) from Arabia and Turkey; the kola nut from Africa; and [tea](#) from [China](#). At the same time, major sociocultural changes make the Western world more receptive to the adoption of innovative drug use. Previous social and religious controls were loosening and society generally was becoming more urban, complex, secular, and freeform. As the recreational consumption of new distilled spirits spread, as religious, social, and political changes weakened traditional controls, the problem of uncontrolled [alcohol](#) consumption was increasing. The Reverend Martin Luther, the Reverend John Calvin, and other Reformation leaders would emphasize the need for temperance; for the first time entire books would be devoted to such subjects. During this century the Dutch would achieve their Golden Age in part through [cannabis](#) ("hempe") commerce. However, in North America the hemp plant was growing wild.



In [China](#), the medicinal use of pure [opium](#) was fully established, but recreational use was still limited. In [India](#), we find the earliest western records of the production and widespread use of [opium](#).



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CHOCOLATE



## CHOCOLATE

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1502

July 30, Saturday (Old Style): Christopher Columbus, during his 4th voyage to America, landed on this day in what is now Nicaragua and there encountered [cocoa](#) — but did not find this heavily spiced bitter local drink to be of interest.



1513

Hernando de Oviedo y Valdez, who went to America as a member of Pedrarias Avila's expedition, found that for 100 [cocoa](#) beans he was able to buy himself a [slave](#).

**1519**

Hernando Cortez brought Arabian horses from Spain to the North American continent. He noticed that the natives were smoking perfumed reed [cigarettes](#). He entered Tenochtitlan, capital of Mexico, and was received by Montezuma, the Aztec ruler.



Busy conquering part of Mexico, he did not himself find the taste of [cocoa](#) all that interesting and was, therefore, mostly into cocoa beans as a substitute for money. He established in the name of Spain a plantation at which, henceforth, this “cash” crop was to be cultivated.

**1528**

Hernando Cortez brought to Europe the 1st [cocoa](#) and the utensils involved in its preparation.

## CHOCOLATE


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1569

Pope Pius V was served a cup of [cocoa](#) and found it so unsavory that he declared tolerantly that it “does not break the fast” which Catholics imposed upon themselves in the Lenten days prior to Easter. He could not imagine anyone wanting to drink such stuff. The faithful would come to indulge more and more in this beverage. Fashionable women of the day would not be able to last through a Mass without being served a cup of chocolate, regardless of the disturbance this caused, and it would become common to see legions of maids serving the drink to their mistresses.

As traditional controls disappeared subsequent to Pizarro’s destruction of the Inca empire in 1553, Nicolas Monardes reported that there was particularly among the lower classes of Andean Indians an increase in [coca](#) chewing.

1606

 Antonio Carletti, an Italian visiting Spain, returned home with a recipe for [chocolate](#). It would become an immediate success and in only a few years the coffee houses of Venice and Firenzi would be famous throughout Europe for their very expensive drink.





1609

The first book devoted entirely to the subject of [chocolate](#), *LIBRO EN EL CUAL SE TRATA DEL CHOCOLATE*, appeared in Mexico.

PLANTS

1615

➡ The Spanish princess Anna of Austria married Louis XIII and introduced, among other Spanish customs, the drinking of [chocolate](#) at the French court.

1635

When the Dutch captured Curaçao and St. Eustatius, they ended the Spanish monopoly on *cacao* beans.



CHOCOLATE



## CHOCOLATE

## XOCOATL

1648

The way in which [chocolate](#) was being prepared for consumption at this point was, one dried [cocoa](#) bean, [cinnamon](#), peppers, and aniseed being careful not to make these comestibles bitter through overdrying, reduced them to powder, and then stirred the powders together while warming the mixture over a fire, until a paste was formed. At that point one added a red coloring agent, *achiotte*, and shaped the paste into tablets which were allowed to harden. To consume this, the tablets were dissolved in hot water, added to a cornmeal gruel drink, *atolle*, and then the drink was stirred until froth was produced. The concoction was quite thick, in comparison with our modern chocolate drinks, and was bitter and spicy rather than at all sweet. It would be the Spanish who would add vanilla and sugar to this bitter Mexican recipe.





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1651

December 20, Saturday (Old Style): In London, Captain James Wadsworth offered his translation of Dr. Antonio Colmenero de Ledesma's [CHOCOLATE](#): OR, AN *INDIAN* DRINKE. BY THE WISE AND MODERATE USE WHEREOF, HEALTH IS PRESERVED, SICKNESSE DIVERTED, AND CURED, ESPECIALLY THE PLAGUE OF THE GUTS; VULGARLY CALLED *THE NEW DISEASE*; FLUXES, CONSUMPTIONS, & COUGHS OF THE LUNGS, WITH SUNDRY OTHER DESPERATE DISEASES. BY IT ALSO, CONCEPTION IS CAUSED, THE BIRTH HASTENED AND FACILITATED, BEAUTY GAIN'D AND CONTINUED (Printed by J.G. for Iohn Dakins, dwelling neare the Vine Taverne in Holborne, where this Tract, together with the Chocolate it selfe, may be had at reasonable rates).

[READ THE FULL TEXT](#)

1652

During this year drinks of [coffee](#), [tea](#), and [chocolate](#) were being sampled in London. The 1st coffeehouse there was falsely proclaiming itself to be the 1st in England as a whole: "The Vertue of the Coffee drink, first publicly made and sold in England by Pasqua Rosee in St. Michael's Ally in Cornhill ... at the sign of his own Head." Wake up and smell the [caffeine](#)!

The 1st of the majestic New England pines were being felled for British ship masts. –By 1696 British warships would be being constructed in the harbors of Eastern North America. –By 1775 all the easy sources of mast timber would have been stripped from Eastern North America.

The Puritan Parliament declared: "That no observation shall be had of the five and twentieth day of December commonly called [Christmas-Day](#); nor any solemnity used or exercised in churches upon the day...."

1657

A Frenchman opened the 1st [chocolate](#) shop in London, in Bishopsgate Street. The London coffee houses began serving Spanish-style cakes and rolls containing chocolate. New chocolate houses begin to spring up all over London, the most famous being White's and The Cocoa Tree.

The use of [tobacco](#) was prohibited in Switzerland.

1661

April 24, Wednesday (Old Style): [Samuel Pepys](#) “waked in the morning with my head in a sad taking through the last night’s drink, which I am very sorry for; so rose and went out with Mr. Creed to drink our morning draft, which he did give me in [chocolate](#) to settle my stomach.”



THIS DAY IN PEPYS’S DIARY

[John Evelyn](#)’s diary entry for this day was in part as follows:

### John Evelyn’s Diary

*I presented his Majestie with his Panegyric in the Privy Chamber, which he was pleasd most graciously to accept: &c. also to the L[ord] Chancelor & most of the noble men who came to me for it, & dind at the Marq: of Ormonds now made Duke, where was a magnificent feast, & many greate persons:*



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1662

Pope Pius V had found [cocoa](#) so unsavory, in 1569, that he had declared tolerantly that it “does not break the fast” which Catholics imposed upon themselves in the days prior to Easter, and the faithful had come to indulge more and more in this beverage. In this year, Cardinal Brancaccio reaffirmed and extended the judgment of the Pope: “Liquidum non frangit jejunum.” Not only the cocoa drink, but no drink, would be considered to amount to a breaking of the fast. Dr. Henry Stubbe determined that the drink “begets good blood” and “becomes provocative to lust,” and wrote medical prescriptions for it, informing his patients that an ounce contained more fat and nourishment than a pound of meat. A French medical student wrote ON THE HEALTHFUL USES OF CHOCOLATE. It would be [Sir Hans Sloane, M.D.](#) of Chelsea who would begin to prefer to make his drink with milk rather than with water, but for some time he would keep this a secret, and finally he would sell his recipe to a London apothecary.<sup>1</sup>

1. Much later the Sloane recipe, involving milk, would become the property of the [Cadbury](#) brothers, Friends John and Benjamin Cadbury of Birmingham, England.



## CHOCOLATE

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1664

November 24, Thursday (Old Style): [Samuel Pepys](#) had his 1st cup of “jocolatte” at a [coffee](#)-house (perhaps ordered by a richer man than he, as at this point it was still exceedingly expensive). He pronounced the beverage very good.

CHOCOLATE



## THIS DAY IN PEPYS'S DIARY

(Pepys had already tried [tea](#). In the course of this year a sum total of 2 pounds and 2 ounces of these dried leaves would be being imported to England from [China](#). During this year, also, the Dutch were in the process of forcing the king of Thailand to grant them a monopoly over deerskin exports and over seaborne trade with [China](#).)

[John Evelyn](#)'s diary entry for this day was in part as follows:

## John Evelyn's Diary

*His Majestie was pleas'd to tell me what the conference was with the Holland Ambassador which (as after I found) [was part of] the heads of the Speech he made at the reconvention of the Parliament, which now began: 24: I dined with the Commissioners for Sick & Wounded, & sate at Painters hall:*



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CHOCOLATE

1670

Helmsman Pedro Bravo do los Camerinos decided that he has had enough of Christian voyages of exploration, and settled in the Philippines where he would spend the remainder of his life planting [cocoa](#) — laying the foundations for one of the great plantations of that time.

1674

“At the [Coffee](#) Mill and [Tobacco](#) Roll” was the name of a famous London coffee-house in which, as early as this year, one might obtain [chocolate](#) in cakes and rolls “in the Spanish style.”

In France, King Louis XIV established a [tobacco](#) monopoly.

In Russia, if you were caught using [tobacco](#) you might very well be executed.

CAPITAL PUNISHMENT

1677

On the strength of a royal decree dated 1st November 1677, Brazil –later to achieve an important position in the world market– established in its district of Par its first [cocoa](#) plantations.

1685

According to Philippe Dufour’s THE MANNER OF MAKING [COFFEE](#), [TEA](#), AND [CHOCOLATE](#), published in this year, “The Ladies, also and Gentlemen of *Mexico*, make little delicate Cakes of *Chocolate* for daintiness, which are sold likewise in the Shops, to be eaten just as Sweet Meats.”

French physicians were favoring the beverage made from the scorched Arabian bean *coffee* in the belief that it “countered [drunkenness](#) and nausea, relieved small pox, dropsy, and gout, [and] cured scurvy.” They also pointed out that “the voice benefited by well-gargled coffee.”



CHOCOLATE

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1686

The English began purchasing [tea](#) directly, in Canton. Since the commodity was so light, the tea clippers would need to carry lots of ballast, and so they would fill their holds with heavy Chinese pottery and porcelain before stowing the valuable boxes and bales of tea on top. This sort of “[China](#)” ballast was known as “kentledge,” and it would enable the passion for Chinoiserie in England and America.<sup>2</sup>

Benjamin Harris came from England and opened, at the center of downtown [Boston](#) a “[Coffee](#), [Tea](#) and Chucaletto House, by the Town-Pump near the Change.”

CHOCOLATE

John Ray, in his *HISTORIA PLANTARUM* (to be published in volume after volume until 1704) was arriving at an early natural grouping of plants arrived at through looking at their many different characteristics. His study would deal with plants worldwide, establish much of our modern [botanical](#) terminology and summarize the current state of botanical knowledge. His definition of species was quite modern: “each produces only its own kind; one must distinguish between essential, accidental, and environmental characters.” Ray’s summary of plant physiology was so thorough that he could be as considered the founder of that field.

PLANTS

2. What, did you suppose that it made good economic sense to transport a heavy and fragile commodity such as pottery halfway around the world rather than manufacture it at home where there would be lesser haulage charges and significantly lower amounts of breakage? No, in fact the pottery was being subsidized by the tea: its weight was what held those sailing ships upright in the water.

1687

[Hans Sloane, M.D.](#) became a fellow of the College of Physicians, and went to Jamaica as physician in the suite of the Duke of Albemarle. The duke died soon after landing.



In fifteen months Sloane would record some 800 new species of plants. Sloane encountered cocoa while he was in Jamaica, where the locals drank it mixed with water, and he is reported to have found it nauseating. However, he devised a means of mixing it with milk to make it more pleasant. When he returned to England, he brought his [chocolate](#) recipe back with him. Initially, it was manufactured and sold by apothecaries as a medicine; though, by the nineteenth century, the [Cadbury Brothers](#) sold tins of Sloane's drinking chocolate.



BOTANIZING





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1689

At this point the *Cafe de Procope* had become a popular center in Paris, specializing in [coffee](#) and in *mocha*, made up of equal parts of [chocolate](#) and coffee. Voltaire was drinking like 40 little cups of this *mocha* per day.

1697

Heinrich Escher, mayor of [Zürich](#), was visiting Brussels when he was offered a drink of [cocoa](#). When he returned to [Switzerland](#) he told his colleagues of this new drink.

## XOCOATL

## CHOCOLATE

1704

Towards the end the 17th century, [chocolate](#) had made its appearance in Germany. In Prussia at this point in time, Frederick I was “The Man.” His policy of restricting the importation of foreign produce at this point led Frederick to impose a tax on chocolate. Fred knew what government was for. This was going to be his money machine, extracting money from you and injecting it into him. Anyone wishing to pay homage to chocolate’s pleasures needed first to pay to him two thalers, for his permission for them so to do.

Europe first read the “Arabian Nights,” and learned of Sinbad’s [spice](#) quest.



1711

Emperor Charles VI transferred his court from Madrid to Vienna. With the court, via the blue Danube, [chocolate](#) moved into Austria.

1720

As early as this point in time, the coffee-houses of Florence and Venice were offering [chocolate](#) and the reputation of this beverage was reaching far beyond the borders of Italy. Italian chocolateers, versed in the mystique of preparing the new beverage, were being welcomed as visitors to France, Germany, and Switzerland.

1721

Colonial government official [William Byrd II](#) (1674-1744) completed a 2d secret diary volume, the one covering the timespan 1717-1721. In this diary he had mentioned not only his [chocolate](#) drinking and but also his evenings of sex with a variety of women. Owner of nearly 200,000 acres of Virginia [tobacco](#)-land, he wrote up his crop as a cure for the plague, recommending that it be hung in bundles around beds, “and in the apartments where we most converse”:

In England, [the plague] us'd formerly to make a visit about once in twenty or thirty years; but since the universal use of [tobacco](#), it has now been kept off about fifty-four years.

This appeared anonymously as A DISCOURSE CONCERNING PLAGUE, WITH SOME PRESERVATIVES AGAINST IT. This would be the only piece of his writings to be published during his lifetime.



1728

The 1st Quaker factory for the processing of cocoa beans was opened by Friend Walter Churchman. The Quaker zeal for temperance had previously led them into the production of [beer](#), which at the time was being classed as a temperance drink by way of comparison with [gin](#) and other spirits. Early in the 19th century they would begin distributing [tea](#), [coffee](#), and [cocoa](#) and would soon be involved in the manufacture of [chocolate](#). Some of the most famous Quaker names in chocolate making would be [Cadbury](#), Fry, Rowntree, and Terry's. The historical link between doing good and doing well may be understood to be not only in the development of the relationship of trust (my handshake is my bond) that is the basis of the best wholesale trading, but also in the fact that so many Quaker merchants specialized in the sort of products in regard to the continuing high quality of which the purchaser needs to learn to have trust. Opium compounds and fine chocolates, etc., each new box just as good as the last purchase. The Quaker rep for probity in business dealings must have functioned as an early sort of "brand name" facilitating customer loyalty.

(Please bear in mind that **none** of the later commercial exploitations of that Quaker rep for probity, such as the 1903 advertisement displayed below, have **anything whatever** to do with Quakerism or with real [Quakers](#).



In particular — real Quakers are not often made of chocolate.)





CHOCOLATE

XOCOATL

1747

In England, there was further liberalization of sale of [alcohol](#) and an even greater degree of [drunkenness](#).

Frederick the Great forbade all manner of hawking — especially the hawking of [chocolate](#).

1748

Dr. Joseph Fry, a [Quaker](#), opened an apothecary shop in Bristol, England. He taught himself a number of recipes for [chocolate](#).

1752

Near [Providence, Rhode Island](#), Obadiah Brown opened a water-powered mill for the grinding of [cocoa](#) beans — so that locals would be able to enjoy this favorite beverage fresh without relying on grinders in Boston or New-York.

The Reverend Doctor James MacSparran of [Rhode Island](#) completed his AMERICA DISSECTED.

REV. DR. MACSPARRAN

1755

Despite the fact that the plant had originated in Central America, the colonies along the eastern seaboard of the North American continent, in those days not yet the domain of plenitude, learned of [chocolate](#) relatively late — in fact not until this point in time.

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## CHOCOLATE

1761

Dr. Joseph Fry, a [Quaker](#), purchased the apothecary shop of Friend Walter Churchman. Along with this shop came a royal patent for a machine used in making [chocolate](#), and a factory for the processing of [cocoa](#) beans.



1765

Matthew Boulton completed his world famous Soho Manufactory at the huge cost of £10,000. Three stories high with workshops, showrooms, offices, and stores, the complex also featured accommodations for its workers. Soho House, which was near the site of this manufactory, still stands and presently is in service as an industrial museum.



Boulton was a model employer very like Friend [George Cadbury](#). There was no shortage of skilled workers eager to work in his firm.



In London, during a prizefight on Moorfields Street, Jack Warren, English butcher, threw Phil Juchau, Swiss coachman, by a cross-buttock throw. Juchau's head was dashed against a paving stone and he was killed. Warren was given the prize money, £10.

Lieutenant Henry Timberlake provided our initial good description of a "Woodland Indian" war dance (his impression was that such performances were dedicated to the god Thunder). The warrior attempting to raise and lead a war party would stick a barked pole upright in the center of the village. He would strike that pole with his club while dancing around it and recounting personal feats of bravery. Other warriors who contemplated joining would step forward, likewise strike the pole, and begin to dance and recount their own feats, until enough warriors had assembled and a sufficient level of enthusiasm generated (sometimes this would succeed in raising a war party and sometimes it wouldn't).

*ART DES ARMES* (ART OF FENCING), by Guillaume Danet, a Parisian fencing master, was the initial fencing manual to forbid parries with the left hand (the text also derogates pass and disarm techniques).



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CHOCOLATE

1768

Richard Tapper [Cadbury](#) was born in Exeter, a birthright [Quaker](#).

CHOCOLATE

1775

Carl Linnaeus named the *coca* tree *Τηεοβρομα* which means “food of the gods.” It is conceivable that in this naming he was gesturing toward Aztec mythology, which has it that the feathered serpent god of light, Quetzalcoatl, once came to earth as a fair-skinned man with a white flowing beard to bestow the *coca* tree and instruct us in how to make its bean into the royal drink *Xocoatl*.

CHOCOLATE

1780

It was at about this point that the 1st machine-made [chocolates](#) began to be manufactured, in Barcelona.

John Hannon, financed by Dr. James Baker, started the 1st chocolate factory in the US, in Dorchester, Massachusetts. Dr. Baker would later found Baker’s Chocolate.

Thomas Minton, a potter’s apprentice, originated the pattern we call Blue Willow.

John Fraser traveled from England to Canada to collect plants. He would cross the border into US territory in 1785, with financial support from William Forsyth (Curator of the Chelsea Physic Garden), William Aiton (Head Gardener at Kew), and James Smith (President of the Linnaean Society). He would return to America in 1788, and again in 1796. Fraser (and son) would return yet later as collectors for the Russian Czar and Czarina. Their work would be commemorated through plant names: the Fraser fir and the Fraser magnolia.

PLANTS

1792

The Josty brothers from the Grisons made a major contribution to the reputation of Swiss [chocolate](#) in Germany. In 1792 they open a confectioner’s shop and chocolate factory in Berlin. Eberty, the historian, sings the praises of their products: “Everything which one got at Josty’s was excellent, and the chocolate really first rate.”





## CHOCOLATE

## XOCOATL

1794

→ The slaves of Saint-Domingue or the island of Hispaniola in the Caribbean, some half-million strong, were producing nearly 2/3ds of the world's [coffee](#), nearly 1/2 of the world's [sugar](#), and quite a bit of its [cocoa](#). The commerce of this one small island accounted for about 1/3d of France's total international trade. At this point the slaves rose in revolt against the 40,000 white Frenchmen on the island, while, in France, the Legislative Assembly, in the midst of the "Reign of Terror" period, enacted the freedom of all slaves in all French colonies. This act made France the 1st nation of the world to free its slaves.

Friend Richard Tapper [Cadbury](#) came to Birmingham having trained as a draper with his friend and fellow [Quaker](#) Joseph Rutte (Joseph would, after 4 years, leave the business). Friend Richard Cadbury would become a respected citizen in Birmingham: he would be put on the town council and would be deeply involved in public affairs, would serve on the boards of the General Hospital, the Eye Hospital, and the Institutions, and would actively promote the development of railways.

CHOCOLATE

1795

[Friend](#) Joseph Storrs Fry patented a technique for using the Watts steam engine in the grinding of [cocoa](#) beans.

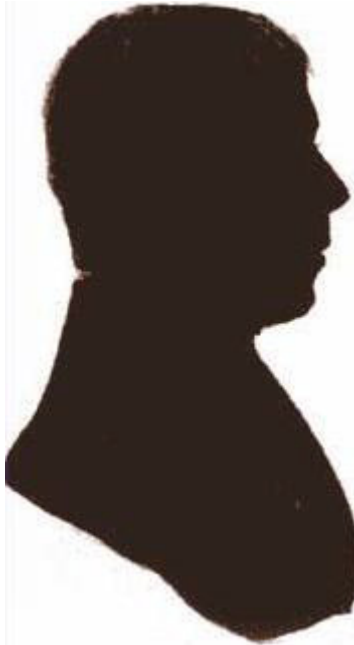
1797

Johann Wolfgang von Goethe had little confidence in the Swiss hotel industry — for his tour of Switzerland he brought along in his luggage not only a supply of [chocolate](#) but also a chocolate pot.

1802

→ [John Cadbury](#) was born in Birmingham, a birthright [Quaker](#). (He would be relocating, 16 years later, for his apprenticeship as a tea dealer, to Leeds. Below, he appears at age 22.)

CHOCOLATE



1810

→ The leading position of Venezuela in the production of [cocoa](#) was established when, in this year, this country produced fully half the world's requirements (which was only appropriate, as at this point a third of the world's cocoa was being consumed by Spaniards).

## CHOCOLATE

## XOCOATL

1819

➡ François-Louis Cailler, 23 years old, had learned the secrets of chocolate-making in [Italy](#), and in this year he built a factory in a picturesque lakeside setting near Vevey. Previously, [chocolate](#) had been being produced in cakes, often mixed with sugar and spices using cornstarch as a binder, but it had been considered necessary to dissolve the cakes into a beverage. Cailler's cakes were intended for direct consumption. He was producing the 1st eating chocolate.



1820

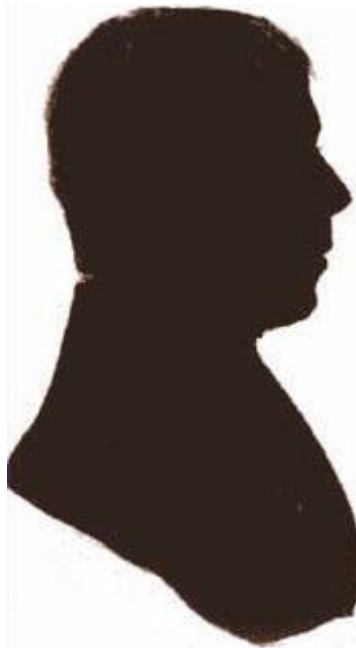
➡ A Dutchman, Van Houten, developed the modern techniques for extraction of [cocoa](#) powder. (Previously, solid chunks of chocolate had been crushed and dissolved in hot water to produce the chocolate beverage.)

1822

→ 1822: The Portuguese José Ferreira Gomes introduced the [cocoa](#) tree as an ornamental plant on the small island of Principe in the Gulf of Guinea off the west coast of Africa.

1824

→ Friend John [Cadbury](#) returned to Birmingham, England and started a business next to his father's drapers shop in Bull Street, selling [tea](#), [coffee](#), [hops](#), mustard, and drinking [chocolate](#). The emphasis, in this [Quaker](#) establishment, was going to be on the highest quality. The establishment began to produce, as a breakfast beverage, "Cocoa Nibs."



## CHOCOLATE

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1828



The 1<sup>st</sup> **chocolate** candy was being created by a press patented by Coenraad J. van Houten, that would extract about  $\frac{2}{3}$ <sup>ds</sup> of the “cocoa butter” from roasted *cacao* beans, leaving a dry powdery cake we now refer to as cocoa. Soon producers in Holland had learned that alkali could be added to neutralize various acids, making a mild, more soluble cocoa. This process is now called “dutching”:

1. Press out the cocoa butter.
2. Grind the residue into a cocoa powder.
3. Mix this ground cocoa residue with sugar.
4. Ad a sufficient quantity of the extracted cocoa butter back in, for flavor.
5. Heat
6. Pour into mould.
7. Cool.
8. Wrap in paper.





1831



[Johann Wolfgang von Goethe](#) noticed that:

[I]t is expected that a person who has distinguished himself in one field ... will not ... venture into one entirely unrelated. Should an individual attempt this, no gratitude is shown.




An individual who followed Goethe's advice: Friend John [Cadbury](#) of Birmingham's premier breakfast product "Cocoa Nibs," was so successful that he rented a small factory in Crooked Lane, Birmingham to produce his own [cocoa](#). His brother Friend Benjamin Cadbury would join him later; from this beginning the Cadbury chocolate empire would ensue.

RELIGIOUS SOCIETY OF FRIENDS

Phillipe Suchard, who opened a confectioner's shop in Neuchatel, [Switzerland](#) in this year, had been first introduced to chocolate when he went to collect a pound of the substance from an apothecary for his ailing mother.

1832

 On the Isle of [Jersey](#) in the English Channel, there was an outbreak of the Asian [cholera](#).



[James Fenimore Cooper](#), in Paris with his family when the scourge hit that metropolis, commented upon how the gardens of the Tuileries suddenly became deserted.

In America, white settlements were not enjoying good health but the Mandan and Hidatsa were being utterly destroyed. Take a look at the discussion by Richard Batman beginning on page 320 of James Pattie's WEST: THE DREAM AND THE REALITY (in hardcover, titled AMERICAN ECCLESIASTES: THE STORIES OF JAMES PATTIE. Norman: U of Oklahoma P, 1986) having to do with the new and terrifying plague of [cholera](#) sweeping the settled east about the same time. Physicians would reject the [contagion](#) theory (with the exception of smallpox), until in the latter part of the 19th Century work on cholera finally would show that it and other such diseases were indeed, like smallpox, contagious.



Dr. [James Ellsworth De Kay](#) returned from Turkey to New-York, where he began to prescribe port wine as a remedy for [cholera](#) and quickly earned for himself a nickname, "Dr. Port." Saloon customers would be able to ask the bartender to pour them "a Dr. DeKay." Soon he settled at Oyster Bay on Long Island, where he would study natural history, contribute to New-York newspapers, and cultivate literary friendships. Among the

## XOCOATL

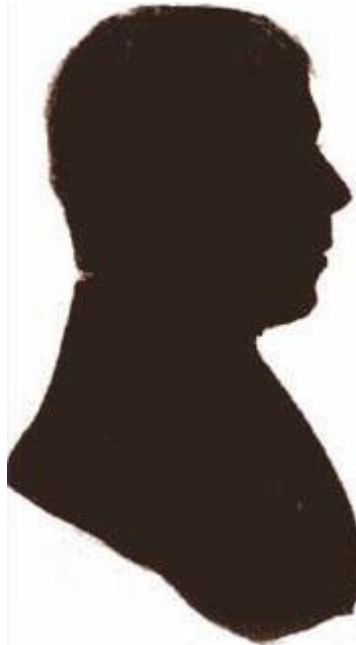
## CHOCOLATE

romantic literary types whom he would seek to cultivate would be [Washington Irving](#), Joseph Rodman Drake, [James Fenimore Cooper](#), and Fitz-Greene Halleck.



(You will notice instantly that the exigencies of class would make it quite impossible for him ever to cultivate the likes of Henry Thoreau as part of such a clique.)

When the 1st person died of the [cholera](#) in his town, [Friend](#) John [Cadbury](#) the [chocolate](#) maker insisted on following in his “broad-brimmed hat and flowing Quaker frock-coat” as the hired laborers carried the coffin to the graveyard. This was at a time when other people were shunning the victims of the [infection](#). Such burial workers smoked [tobacco](#) constantly while on such details, as their effort to ward off the disease or at least somewhat relieve their anxieties.

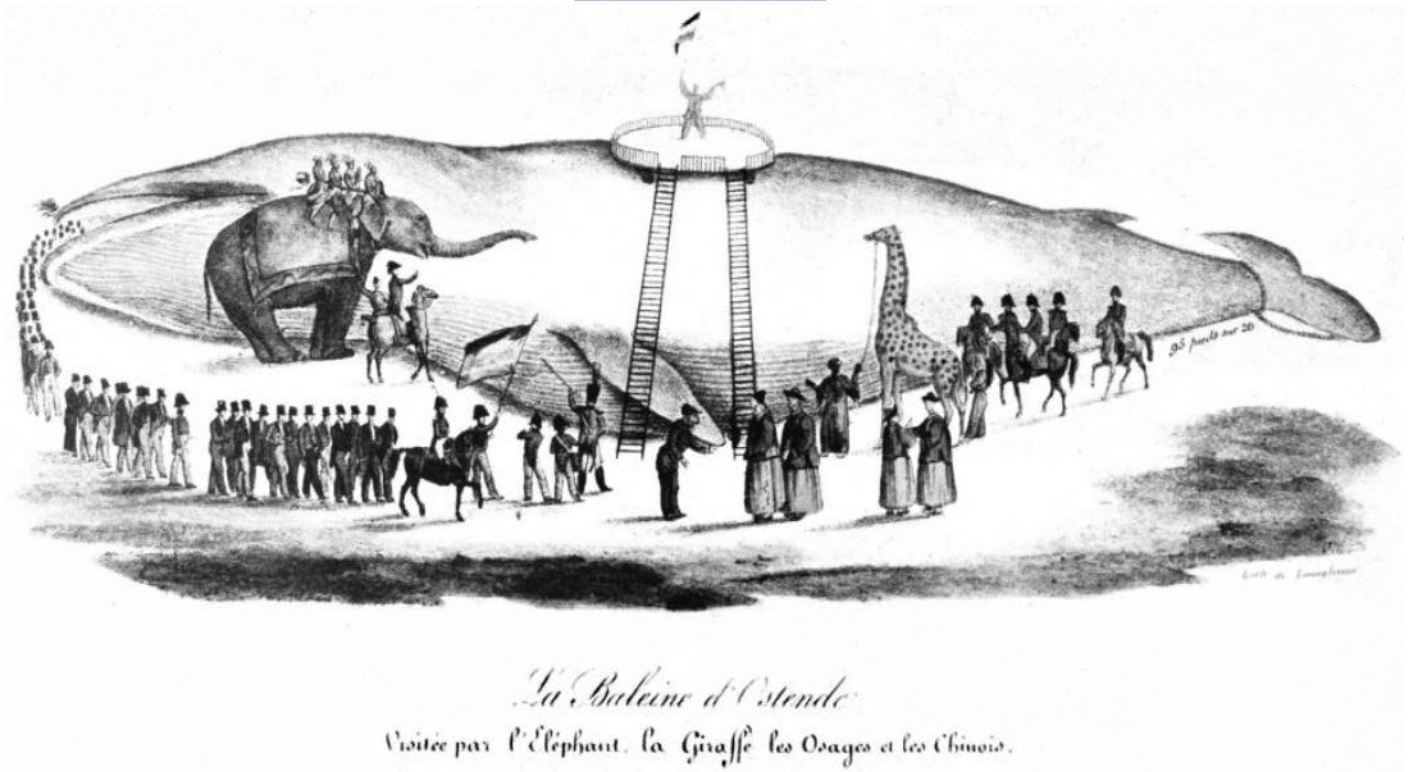


## CHOCOLATE

## XOCOATL

[Friend](#) John had installed a window made of panes of plate glass in his shop (rather than using the conventional panes of crown glass), one of the 1st local businesses to do so, and was employing an authentic Chinaman attired in an authentic [Chinese](#) national costume, to sit on display in the window and weigh and pack his [tea](#). Hoo-hah!

## GLASS WINDOWS



George W. Warren would write of the activities of his father Josiah Warren (1798-1874) the anarchist, during the public crisis of this year:

Then in 1832 the [cholera](#) first made its appearance, and I well remember how my father set up his type and printed hand-bills cautioning the people how to live during the prevalence of that disease. These bills described the symptoms and how to treat them. Then I was allowed to go with my father to scatter the bills of caution along the streets, and I remember how proud I was when those who saw what my father was doing, shook hands with him so warmly.

What with his work of printing precautionary notices and attending a large number of funerals with masonic lodges, firemen and other organizations requiring bands, my father was



## XOCOATL

## CHOCOLATE

kept busy for days and weeks and months; there was scarcely an hour that a funeral didn't take place. Time went on, so did deaths, but our family lived through it. Fortunately the writer, being only six years of age, could not realize the state of affairs, nor the horror of the situation – he trotting along, scattering [and] broadcasting the “caution” notices, proud of telling how many papers he had given to the people each day. If the city records of 1832-1834 were not destroyed during the destruction of the court house some years ago, the thanks of the city alderman to him will be found recorded to Josiah Warren if I mistake not.

A New York City peddler brought [cholera](#) up the canal to Rochester, New York, population 11,000, and 400 to 500 of them died, filling many of the city's small cemeteries such as the 3 1/2 acre graveyard on Buffalo Street. One local resident, Ashbel Riley, buried 80 of the victims unaided. The Rochester Board of Health was established. The Monroe County Jail, called the “Blue Eagle Jail,” was built off Court St. between the west bank of the river and the Carroll-Fitzhugh raceway. It had a walled courtyard not only for prisoner exercise but also for executions.

[Professor Richard Harlan](#) was a member of a commission of Philadelphia physicians to Montréal, to collect information on the effective treatment of [cholera](#). He became surgeon to the Philadelphia hospital.



## CHOCOLATE

## XOCOATL

In this year [Friend](#) Charles Farquhar, Sr. graduated from the Medical School of the University of Pennsylvania and opened a practice in Alexandria, Virginia, where the city council immediately put this new physician in charge of their town's struggle to deal with the ongoing epidemic.

The cholera outbreak of this year would give rise to at least one monument. It is atop a hill in Sheffield, England and commemorates 402 victims buried in grounds between Park Hill and Norfolk Park adjoining Clay Wood. The monument was designed by M.E. Hadfield and sculpted by Earp and Hobbs and would be complete in 1835. Its plaque names John Blake, Master Cutler, one of the victims, and notes that the foundation stone was laid by a poet, James Montgomery:



## XOCOATL

## CHOCOLATE

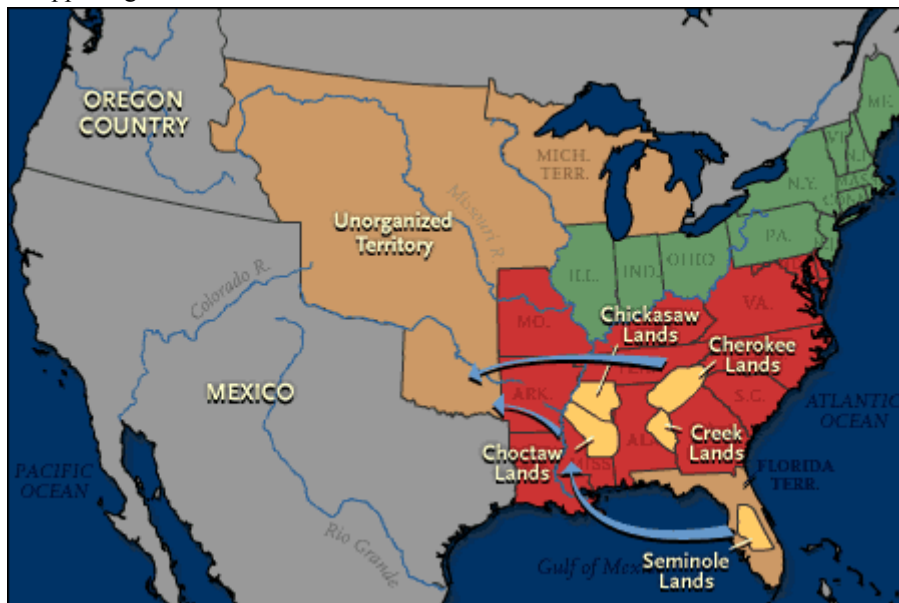
1839

August 31, Saturday: “Fall of 1839 up Merrimack to White Mountains.” As Lucy Maddox has unsympathetically pointed out in her *REMOVALS: NINETEENTH-CENTURY AMERICAN LITERATURE AND THE POLITICS OF INDIAN AFFAIRS*, “The journey that is recorded in *WEEK* took place in 1839, the year after the Trail of Tears (although Thoreau did not publish his book until ten years later).”



JOHN THOREAU, JR.

Thoreau knew where the real Indians were and what was happening to them, and he looked for ways to justify what was happening.



He also sought out some of the Indians remaining in the East; he just didn't like them much when he found them.”<sup>3</sup> Well, it does appear that this adventure of the brothers was in fact [Henry Thoreau](#)'s first overnight outing after a number of years of he and his brother playing Indian, and that despite many day excursions it was his first night in a tent: “I shall not soon forget my first night in a tent –how the distant barking of dogs

3. NY: Oxford UP, 1991, pages 176-7.

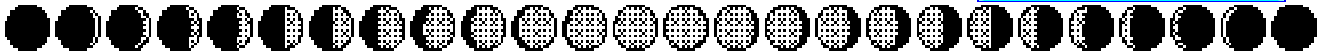


for so many still hours revealed to me the riches of the night.— Who would not be a dog and bay the moon? —”<sup>4</sup>

**Ross/Adams  
commentary**

**Cruickshank  
commentary**

**TIMELINE OF A WEEK**



We note that at this point in time there was no “[Old North Bridge](#)” whatever, only the abutments of that historic structure still being available for view on the banks of the river:

[A WEEK](#): We were soon floating past the first regular battle-ground of the Revolution, resting on our oars between the still visible abutments of that “North Bridge,” over which in April, 1775, rolled the first faint tide of that war, which ceased not, till, as we read on the stone on our right, it “gave peace to these United States.” As a Concord poet has sung:—

“By the rude bridge that arched the flood,  
Their flag to April’s breeze unfurled,  
Here once the embattled farmers stood,  
And fired the shot heard round the world.

“The foe long since in silence slept;  
Alike the conqueror silent sleeps;  
And Time the ruined bridge has swept  
Down the dark stream which seaward creeps.”

[A WEEK](#): (August 31, Saturday, 1839) At length, when we had made about seven miles, as far as Billerica, we moored our boat on the west side of a little rising ground which in the spring forms an island in the river. Here we found huckleberries still hanging upon the bushes, where they seemed to have slowly ripened for our especial use. Bread and sugar, and cocoa boiled in river water, made our repast, and as we had drank in the fluvial prospect all day, so now we took a draft of the water with our evening meal to propitiate the river gods, and whet our vision for the sights it was to behold.

**COCOA**

4. At about this same time, Waldo Emerson was setting off with George Bradford on a sightseeing tour of the White Mountains, and Emerson was shipping off a bushel of [potatoes](#) for his brother William on Staten Island.



XOCOATL

CHOCOLATE



A WEEK: Late in the afternoon we passed a man on the shore fishing with a long birch pole, its silvery bark left on, and a dog at his side, rowing so near as to agitate his cork with our oars, and drive away luck for a season; and when we had rowed a mile as straight as an arrow, with our faces turned towards him, and the bubbles in our wake still visible on the tranquil surface, there stood the fisher still with his dog, like statues under the other side of the heavens, the only objects to relieve the eye in the extended meadow; and there would he stand abiding his luck, till he took his way home through the fields at evening with his fish. Thus, by one bait or another, Nature allures inhabitants into all her recesses. This man was the last of our townsmen whom we saw, and we silently through him bade adieu to our friends.

DOG



**A WEEK:** For the most part, there was no recognition of human life in the night, no human breathing was heard, only the breathing of the wind. As we sat up, kept awake by the novelty of our situation, we heard at intervals foxes stepping about over the dead leaves, and brushing the dewy grass close to our tent, and once a musquash fumbling among the potatoes and melons in our boat, but when we hastened to the shore we could detect only a ripple in the water ruffling the disk of a star. At intervals we were serenaded by the song of a dreaming sparrow or the throttled cry of an owl, but after each sound which near at hand broke the stillness of the night, each crackling of the twigs, or rustling among the leaves, there was a sudden pause, and deeper and more conscious silence, as if the intruder were aware that no life was rightfully abroad at that hour. There was a fire in Lowell, as we judged, this night, and we saw the horizon blazing, and heard the distant alarm-bells, as it were a faint tinkling music borne to these woods. But the most constant and memorable sound of a summer's night, which we did not fail to hear every night afterward, though at no time so incessantly and so favorably as now, was the barking of the house-dogs, from the loudest and hoarsest bark to the faintest aerial palpitation under the eaves of heaven, from the patient but anxious mastiff to the timid and wakeful terrier, at first loud and rapid, then faint and slow, to be imitated only in a whisper; wow-wow-wow-wow – wo – wo – w – w. Even in a retired and uninhabited district like this, it was a sufficiency of sound for the ear of night, and more impressive than any music. I have heard the voice of a hound, just before daylight, while the stars were shining, from over the woods and river, far in the horizon, when it sounded as sweet and melodious as an instrument. The hounding of a dog pursuing a fox or other animal in the horizon, may have first suggested the notes of the hunting-horn to alternate with and relieve the lungs of the dog. This natural bugle long resounded in the woods of the ancient world before the horn was invented. The very dogs that sullenly bay the moon from farm-yards in these nights excite more heroism in our breasts than all the civil exhortations or war sermons of the age. "I would rather be a dog, and bay the moon," than many a Roman that I know. The night is equally indebted to the clarion of the cock, with wakeful hope, from the very setting of the sun, prematurely ushering in the dawn. All these sounds, the crowing of cocks, the baying of dogs, and the hum of insects at noon, are the evidence of nature's health or **sound** state. Such is the never-failing beauty and accuracy of language, the most perfect art in the world; the chisel of a thousand years retouches it.

DOG



Sat. Aug 31st 1839. A warm drizzling rain obscured the morning and threatened to delay our voyage, but at length the leaves and grass were dried, and it came out a mild afternoon, as serene and fresh as if nature were maturing some greater scheme of her own— After this long dripping and oozing from every pore, she began to respire again more healthily than ever. So with a vigorous shove we launched our boat from the bank, while the flags ad bullrushes curtsy'd a Good-speed, and dropped silently down the stream.



It had been loaded at the door the evening before, half a mile from the river — and provided with wheels against emergencies but with the bulky cargo which we stevedores had stowed in it — it proved but an indifferent land carriage— For water and water casks there was a plentiful supply of muskmelons from our patch which had just begun to be ripe — and chests and spare spars and sails and tents and guns and munitions for the galleon— And as we pushed it through the meadows to the river's bank we stepped as lightly about it as if a portion of our own bulk and burden was stowed in its hold — we were amazed to find ourselves outside still  
Some of our neighbors stood in a recess of the shore — the last inhabitants of Ithaca — to whom we fired a parting salute, and conferred the welfare of the state. *{One-fifth page blank}*

Gradually the village murmur subsided, and we seemed to be embarked upon the placid current of our dreams, and floating from past to future, over billows of fresh morning or evening thoughts. *{Four-fifths page blank}*

Our boat which had cost us a week's labor in the spring was what the Lynn fishermen call a dory — 15 feet long by 3 in breadth at the widest part — a little forward of the centre. It was green below with a border of blue, out of courtesy to the green sea and the blue heavens. Stout and servicable but consequently heavy and difficult to be dragged over shallow places or carried around falls.

A boat, when rightly made and once launched upon its element has a sort of life of its own— It is a kind of amphibious animal — a creature of two elements — a fish to swim and a bird to fly — related by one half of its structure to some swift and shapely fish, and by the other to a strong-winged and graceful bird. The fins of the fish direct where to set the oars, and the tail gives some hints for the form and position of the rudder. So also we learn where should be the greatest breadth of beam and depth in the hold. The bird shows how to rig and trim the sails, and what form to give to the prow that it may best balance the boat and divide the air and water. In the present case our boat took readily to the water, since from of old there had been a tacit league struck between them, and now it gladly availed itself of the old law that the heavier shall float the lighter.

One of our masts served for a tent pole at night, and we had other long and slender poles for shoving in shallow places. A buffalo-skin was our bed at night and a tent of twilled cotton our roof — a snow white house 8 feet in height and as many in diameter....

Faint purple clouds began to be reflected in the water, and the cow-bells tinkled louder along the banks. Like sly water rats we stole along nearer the shore — looking out for a place to pitch our camp.

It seemed insensibly to grow lighter as the night shut in, and the farthest hamlet began to be revealed which before lurked in the shadows of the noon. *{One-fourth page blank}* To-day the air was as elastic and crystalline as if it were a glass to the picture of this world— It explained the artifice of the picture-dealer who does not regard his picture as finished until it is glassed.

It was like the landscape seen through the bottom of a tumbler, clothed in a mild quiet light, in which the barns & fences chequer and partition it with new regularity, and rough and uneven fields stretch away with lawn-like smoothness to the horizon. The clouds (in such a case) are finely distinct and picturesque— The light blue of the sky contrasting with their feathery whiteness.— They are a light ethereal Persian drapery — fit to hang over the Persia of our imaginations— The Smith's shop resting in this Greek light seemed worthy to stand beside the Parthenon. The potato and grain fields are such as he imagines who has schemes of ornamental husbandry. So may you see the true dignity of the farmer's lie.

A little bread and sugar and Cocoa boiled in river water made our repast— As we had drank in the fluvial prospect all day so now we took a draught of the water with our evening meal, to propitiate the river gods, & whet our vision of the sights it was to behold.

The building a fire and spreading our buffalo skins was too frank an advance to be resisted. The fire and smoke seemed to tame the scene— The rocks consented to be our walls and the pines our roof. *{One-third page blank}* I have never insisted enough on the nakedness and simplicity of friendship — the result of all emotions — their subsidence a fruit of the temperate zone. The friend is an unrelated man, solitary and of distinct outline. On this same river a young maiden once sailed in my boat — thus solitary and unattended but by invisible spirits— As she sat in the prow there was nothing but herself between me and the sky — so that her form and lie itself was picturesque as rocks and trees— She was not child to any mortal, and has no protector she called no mortal father. No priest was keeper of her soul no guardian of her free thoughts. She dared ever to stand exposed on the side of heaven.

Our life must be seen upon a proper back ground— For the most part only the life of the anchorite will bear to be considered. Our motions should be as impressive as objects in the desert, a broken shaft or crumbling mound against a limitless horizon.

I shall not soon forget the sounds which I heard when falling asleep this night on the banks of the Merrimack. Far into night I hear some tyro beating a drum incessantly, preparing for a country muster — in Campton as we have heard — and think of the line

“When the drum beat at dead of night”

I am thrilled as by an infinite sweetness, and could have exclaimed —

Cease not thou drummer of the night — thou too shalt have thy reward— The stars hear thee, and the firmament shall echo thy beat, till it is answerd, and the forces are mustered. Fear not, I too will be there. While this darkness lasts heroism will not be deferred.





But still he drums on alone in the silence & the dark.<sup>5</sup> *{One-fifth page blank}*

We had made 7 miles, and moored our boat on the west side of a little rising ground which in the spring forms an island in the river. The sun was setting on the one hand while the shadow of our little eminence was rapidly stretching over the fields on the other. Here we found huckleberries still hanging on the bushes and palatable, which seemed to have slowly ripened for our especial use, and partook of this unlooked for repast with even a devout feeling.

When we had pitched our tent on the hill side a few rods from the shore, we sat looking though its triangular door in the twilight at our lonely mast on the shore, just seen above the alders, the first encroachments of commerce on this land— Here was the incipient city and there the port — it was Rome & Ostia— That straight geometrical line against the water — stood for the last refinements of civilized life. Whatever of sublimity there is in history was there symbolized. It was the founding of Tyre and Carthage.

For the most part there seemed to be no recognition of human life in the night— No human breathing was heard. Only the wind was alive and stirring. And as we sat up awakened by the novelty of the situation, we heard at intervals foxes stepping about over the dead leaves and brushing the dewy grass close to our tent; and once the the musquash fumbling among the potatoes and melons in our boat, but when we hastened to the shore to reconnoitre, we could see only the stars reflected in the water scarcely disturbed by a distant ripple on its surface. After each sound which near at hand broke the stillness of the night each crackling of the twigs or rustling of leaves there seemed to be a sudden pause and deeper silence, as if the intruder were aware that no life was rightfully abroad at that hour.

But as if to be reminded of the presence of man in nature as well as of the inferior orders — we heard the sound of distant alarm bells come to these woods not far from mid night probably from the town of Lowell But a most constant and characteristic sound of a summer night, which we did not fail to hear every night afterwards though at no time so incessantly and musically as now — was the barking of the house dog— I thought of Shakspeare's line "I had rather be a dog and bay the moon" Every variety of tone and time nearer and more remote from the patient but anxious mastiff to the timid and wakeful terrier — even in a country like this where the farm houses were few and far between —was a sufficiency of sound to lull the ears of night

WOW-WOW-WOW-WOW-WO-W

I have heard the voice of a hound just before dawn while the stars were still shining from over the woods & river far off in the horizon when it sounded sweet & melodious like an instrument

The night is almost equally indebted to a less constant and more musical interruption from the cock — who at intervals from the very shutting of night — prematurely ushers in the day.

The hounding of a dog pursuing a fox in the horizon seems naturally to have first suggested the harmonious notes of the hunting horn, to alternate with and relieve the lungs of the dog. How long this natural bugle must have rung in the woods of Attica and Latium before the horn was invented.

"Few people except those who arise with the sun have the good fortune to see such perfect reflections as Thoreau describes. For a short time after sunrise, broad expanses of water often reflect the surroundings perfectly, but as the earth warms unevenly a movement of the air shatters the image." -Cruikshank, Helen Gere. THOREAU ON BIRDS (New York: McGraw-Hill Book Company, 1964)

September 2, Monday: "Camped in Merrimack, on the west bank, by a deep ravine."

5. See June 19, 1840 entry:

A WEEK: (September 2, Monday, 1839) We had found a safe harbor for our boat, and as the sun was setting carried up our furniture, and soon arranged our house upon the bank, and while the kettle steamed at the tent door, we chatted of distant friends and of the sights which we were to behold, and wondered which way the towns lay from us. Our cocoa was soon boiled, and supper set upon our chest, and we lengthened out this meal, like old voyageurs, with our talk. Meanwhile we spread the map on the ground, and read in the Gazetteer when the first settlers came here and got a township granted.

COCOA



A WEEK: (September 2, Monday, 1839) The bass, *Tilia Americana*, also called the lime or linden, which was a new tree to us, overhung the water with its broad and rounded leaf, interspersed with clusters of small hard berries now nearly ripe, and made an agreeable shade for us sailors. The inner bark of this genus is the bast, the material of the fisherman's matting, and the ropes and peasant's shoes of which the Russians make so much use, and also of nets and a coarse cloth in some places. According to poets, this was once Philyra, one of the Oceanides. The ancients are said to have used its bark for the roofs of cottages, for baskets, and for a kind of paper called Philyra. They also made bucklers of its wood, "on account of its flexibility, lightness, and resiliency." It was once much used for carving, and is still in demand for sounding-boards of piano-fortes and panels of carriages, and for various uses for which toughness and flexibility are required. Baskets and cradles are made of the twigs. Its sap affords sugar, and the honey made from its flowers is said to be preferred to any other. Its leaves are in some countries given to cattle, a kind of chocolate has been made of its fruit, a medicine has been prepared from an infusion of its flowers, and finally, the charcoal made of its wood is greatly valued for gunpowder.

CHOCOLATE

LINDEN TREE



## CHOCOLATE

## XOCOATL

Although the following is an entry in [Henry Thoreau](#)'s JOURNAL of June 13, 1851, Thoreau ascribed this remark, while working on his [A WEEK ON THE CONCORD AND MERRIMACK RIVERS](#) manuscript, to the night of his mystic experience, September 2, 1839: "I heard partridges drumming to-night as late as 9 o'clock. What singularly space penetrating and filling sound! Why am I never nearer to its source? We do not commonly live our life out and full; we do not fill all our pores with our blood; we do not inspire and expire fully and entirely enough, so that the wave, the comber, of each inspiration shall break upon our extremest shores, rolling till it meets the sand which bounds us, and the sound of the surf come back to us. Might not a bellows assist us to breathe? That our breathing should create a wind on a calm day! We live but a fraction of our life. Why do we not let on the flood, raise the gates, and set all our wheels in motion? He that hath ears to hear, let him hear. Employ your senses."

ROSS/ADAMS  
COMMENTARY

CRUICKSHANK  
COMMENTARY

6. However, when he had copied the penciled events of Sept. 2nd 1839 into his journal on June 21, 1840, the only reference Thoreau had copied was "Sept. 2nd Camped in Merrimack, on the west bank, by a deep ravine...." Presumably, then, he first heard these famous partridges drumming and thought these famous thoughts when they were camped near Penichook Brook and Nashville, on the west bank of the Merrimack River in the vicinity of a deep ravine and a pine wood, on September 2, 1839 as described on pages 171-7 of [A WEEK](#). Possibly, when young [Thoreau](#) lay on his pine branches, and then wrote as above of "some tyro beating a drum incessantly, preparing for a country muster," he was mistaking the sound of a ruffed grouse for the sound of some boy in a nearby village, practicing incessantly on a drum.



**A WEEK:** Far in the night as we were falling asleep on the bank of the Merrimack, we heard some tyro beating a drum incessantly, in preparation for a country muster, as we learned, and we thought of the line,—

“When the drum beat at dead of night.”

We could have assured him that his beat would be answered, and the forces be mustered. Fear not, thou drummer of the night, we too will be there. And still he drummed on in the silence and the dark. This stray sound from a far-off sphere came to our ears from time to time, far, sweet, and significant, and we listened with such an unprejudiced sense as if for the first time we heard at all. No doubt he was an insignificant drummer enough, but his music afforded us a prime and leisure hour, and we felt that we were in season wholly. These simple sounds related us to the stars. Ay, there was a logic in them so convincing that the combined sense of mankind could never make me doubt their conclusions. I stop my habitual thinking, as if the plough had suddenly run deeper in its furrow through the crust of the world. How can I go on, who have just stepped over such a bottomless skylight in the bog of my life. Suddenly old Time winked at me, — Ah, you know me, you rogue, — and news had come that IT was well. That ancient universe is in such capital health, I think undoubtedly it will never die. Heal yourselves, doctors; by God, I live.

Then idle Time ran gadding by  
And left me with Eternity alone;  
I hear beyond the range of sound,  
I see beyond the verge of sight, —

I see, smell, taste, hear, feel, that everlasting Something to which we are allied, at once our maker, our abode, our destiny, our very Selves; the one historic truth, the most remarkable fact which can become the distinct and uninvited subject of our thought, the actual glory of the universe; the only fact which a human being cannot avoid recognizing, or in some way forget or dispense with.

It doth expand my privacies  
To all, and leave me single in the crowd.

I have seen how the foundations of the world are laid, and I have not the least doubt that it will stand a good while.

Now chiefly is my natal hour,  
And only now my prime of life.  
I will not doubt the love untold,  
Which not my worth nor want hath bought,  
Which wooed me young and woos me old,  
And to this evening hath me brought.

What are ears? what is time? that this particular series of sounds called a strain of music, an invisible and fairy troop which never brushed the dew from any mead, can be wafted down through the centuries from Homer to me, and he have been conversant with that same aerial and mysterious charm which now so tingles my ears? What a fine communication from age to age, of the fairest and noblest thoughts, the aspirations of ancient men, even such as were never communicated by speech, is music! It is the flower of language, thought colored and curved, fluent and flexible, its crystal fountain tinged with the sun's rays, and its purling ripples reflecting the grass and the clouds.



## CHOCOLATE

## XOCOATL

A strain of music reminds me of a passage of the Vedas, and I associate with it the idea of infinite remoteness, as well as of beauty and serenity, for to the senses that is farthest from us which addresses the greatest depth within us. It teaches us again and again to trust the remotest and finest as the divinest instinct, and makes a dream our only real experience. We feel a sad cheer when we hear it, perchance because we that hear are not one with that which is heard.

Therefore a torrent of sadness deep,  
Through the strains of thy triumph is heard to sweep.

The sadness is ours. The Indian poet Calidas says in the Sacontala: "Perhaps the sadness of men on seeing beautiful forms and hearing sweet music arises from some faint remembrance of past joys, and the traces of connections in a former state of existence." As polishing expresses the vein in marble, and grain in wood, so music brings out what of heroic lurks anywhere. The hero is the sole patron of music. That harmony which exists naturally between the hero's moods and the universe the soldier would fain imitate with drum and trumpet. When we are in health all sounds fife and drum for us; we hear the notes of music in the air, or catch its echoes dying away when we awake in the dawn. Marching is when the pulse of the hero beats in unison with the pulse of Nature, and he steps to the measure of the universe; then there is true courage and invincible strength.

Continuing with this material about the drumming of the ruffed grouse that night, Thoreau modernized the spelling of a snippet from Book II of the Reverend [John Milton](#)'s PARADISE LOST:

## XOCOATL

## CHOCOLATE

A WEEK: Still the drum rolled on, and stirred our blood to fresh extravagance that night. The clarion sound and clang of corselet and buckler were heard from many a hamlet of the soul, and many a knight was arming for the fight behind the encamped stars.

“Before each van  
Prick forth the aery knights, and couch their spears  
Till thickest legions close; with feats of arms  
From either end of Heaven the welkin burns.”

MILTON

Away! away! away! away!  
Ye have not kept your secret well,  
I will abide that other day,  
Those other lands ye tell.  
Has time no leisure left for these,  
The acts that ye rehearse?  
Is not eternity a lease  
For better deeds than verse?  
'T is sweet to hear of heroes dead,  
To know them still alive,  
But sweeter if we earn their bread,  
And in us they survive.  
Our life should feed the springs of fame  
With a perennial wave,  
As ocean feeds the babbling founts  
Which find in it their grave.  
Ye skies drop gently round my breast,  
And be my corselet blue,  
Ye earth receive my lance in rest,  
My faithful charger you;  
Ye stars my spear-heads in the sky,  
My arrow-tips ye are;  
I see the routed foemen fly,  
My bright spears fixed are.  
Give me an angel for a foe,  
Fix now the place and time,  
And straight to meet him I will go  
Above the starry chime.  
And with our clashing bucklers' clang  
The heavenly spheres shall ring,  
While bright the northern lights shall hang  
Beside our tourneying.  
And if she lose her champion true,  
Tell Heaven not despair,  
For I will be her champion new,  
Her fame I will repair.





## CHOCOLATE

## XOCOATL

September 5, Thursday: Again the intrepid Thoreau brothers had fortified themselves against the damp with hot cocoa:

**A WEEK:** (September 5, Thursday, 1839) There we went to bed that summer evening, on a sloping shelf in the bank, a couple of rods from our boat, which was drawn up on the sand, and just behind a thin fringe of oaks which bordered the river; without having disturbed any inhabitants but the spiders in the grass, which came out by the light of our lamp, and crawled over our buffaloes. When we looked out from under the tent, the trees were seen dimly through the mist, and a cool dew hung upon the grass, which seemed to rejoice in the night, and with the damp air we inhaled a solid fragrance. Having eaten our supper of hot cocoa and bread and watermelon, we soon grew weary of conversing, and writing in our journals, and, putting out the lantern which hung from the tent-pole, fell asleep.

### COCOA

The brothers would leave their *Musketaquid* on the bank of the Merrimack River near the village of Hooksett NH and hoof it 10 miles to Concord, New Hampshire.



[Thursday of WEEK] When we awoke this morning, we heard the faint, deliberate, and ominous sound of raindrops on our cotton roof. The rain had pattered all night, and now the whole country wept, the drops falling in the river, and on the alders, and in the pastures, and instead of any bow in the heavens, there was the trill of the hair-bird all the morning. The cheery faith of this little bird atoned for the silence of the whole woodland choir beside....

The birds draw closer and are more familiar under the thick foliage, seemingly composing new strains upon their roots against the sunshine. What were the amusements of the drawing room and the library in comparison, if we had them here?



Sept 5th walked to Concord 10 miles

October 19, Saturday: According to the Herald of Freedom, the following article “On Cinques” appeared in The Colored American:

1. We are inclined to call the noble African by this name, although he is called by as many different titles as our republicanism offers reasons for enslaving his people. We have seen a wood-cut representation of the royal fellow. It looks as we think it would. It answers well to his lion-like character. –The head has the towering front of Webster, and though some shades darker than our great country-man, we are struck at first sight, with his resemblance to him. He has Webster’s lion aspect –his majestic, quiet, uninterested cast of expression, looking, when at rest, as if there was nobody and nothing about him to care about or look at. His eye is deep, heavy –the cloudy iris extending up behind the brow almost inexpressive, and yet as if volcanoes of action might be asleep behind it. It looks like the black sea or the ocean in a calm –an unenlightened eye, as Webster’s would have looked, had he been bred in the desert,



among the lions, as Cinguea [sic] was, and if instead of pouring upon Homer and Shakespeare, and Coke and the BIBLE (for Webster read the Bible when he was young, and got his regal style there) it had rested, from savage boyhood, on the sands and sky of Africa. It looks like a wilderness, a grand, but uninhabited land, or, if peopled, the abode of aboriginal man. Webster's eye like a civilized and cultivated country -country rather than city -more on the whole like woods and wilderness than fields or villages. For after all, nature predominates greatly in the eye of our majestic countryman.

2. The nose and mouth of Cingues are African. We discover the expanded and powerful nostrils mentioned in the description, and can fancy readily its contractions and dilations, as he made those addresses to his countrymen and called upon them to rush, with a greater than Spartan spirit, upon the countless white people, who he apprehended would doom them to a life of slavery. He has none of the look of an Indian -nothing of the savage. It is a gentle, magnanimous, generous look, not so much of the warrior as the sage -a sparing and not a destructive look, like the lion's when unaroused by hunger or the spear of the huntsman. It must have flashed terribly upon that midnight deck, when he was dealing with the wretched Ramonflues.

3. We bid pro-slavery look upon Cingues and behold in him the race we are enslaving. He is a sample. Every Congolese or Mandingan is not, be sure, a Cingues. Nor was every Corsican a Napolian [sic], or every Yankee a Webster. "Giants are rare," said Ames, "and it is forbidden that there should be races of them." But call not the race inferior, which in now and then an age produces such men.

4. Our shameless people have made merchandise of the likeness of Cingues -as they have of the originals of his (and their own) countrymen. They had the effrontery to look him in the face long enough to delineate it, and at his eye long enough to copy its wonderful expression.

5. By the way, Webster ought to come home to defend Cingues. He ought to have no counsel short of his twin spirit. His defence were a nobler subject for Webster's giant intellect, than the Foote resolutions or Calhoun's nullification. There is indeed no defence to make. It would give Webster occasion to strike at the slave trade and at our people for imprisoning and trying a man admitted to have risen only against the worst of pirates, and for more than life -for liberty, for country and for home.

6. Webster should vindicate him if he must be tried. Old Marshall would be the man to try him. And after his most honorable acquittal and triumph, a ship should be sent to convey him to his country -not an American ship. They are all too near a kin to the "low, long, black schooner." A British ship -old Nelson's line of battle, if it is yet afloat, the one he had at Trafalgar; and Hardy, Nelson's captain, were a worthy sailor to command it to Africa. He would steer more honestly than the treacherous old Spaniard. He would steer them toward the sunrise, by night as well as by day. An old British sea captain would have scorned to betray the noble Cingues. He would have been as faithful as



## CHOCOLATE

## XOCOATL

the compass.

7. We wait to see the fate of the African hero. We feel no anxiety for him. The country can't reach him. He is above their reach and above death. He has conquered death. But his wife and children —they who

Weep beside the cocoa tree —

8. And we wait to see the bearings of this providential event upon American Slavery.

*LA AMISTAD*

1842

By this point John Cadbury was selling 16 different types of chocolate intended for drinking, and 11 different cocoas. In this year he began offering to the English public, as well, French chocolate intended for eating.

George Bassett founded a confectionery company in Sheffield, England.

## XOCOATL

## CHOCOLATE

1847

At Joseph Fry & Sons, the great-grandson of the original Joseph Fry discovered a way to mix the greasy melted cocoa butter extracted during the process of making [cocoa](#) powder into defatted or “Dutched” [chocolate](#) paste, along with sugar, to create a substance that could be pressed into a mold. Although it was little like what we now have, the resulting chocolate bar would prove popular, and people would begin to eat chocolate as well as drink it.



Another way to say this is that in the Year of Our Lord 1847 chocolate candy was invented.

The [Cadbury](#) firm rented a larger factory in Bridge Street, Birmingham, and Friend John's brother, Friend Benjamin Cadbury, became a partner. (Milk chocolate came later, and Quakers did not invent it. However, the Quaker companies would become leaders in making and selling milk chocolate.)



1849

At this point the Birmingham shop of the [Cadbury](#) brothers was retailing not only [chocolate](#) for drinking but also chocolate for eating (but it wouldn't be until 1905 that they would begin producing their now-famous Dairy Milk chocolate bars). However, John Cadbury and Benjamin Cadbury discontinued their involvement in these retail activities, passing that side of their business to a nephew, Richard Cadbury Barrow.



1854

The [Cadbury](#) Brothers opened an office in London and received a Royal Appointment as “[Cocoa](#) Manufacturers to Queen Victoria.” The mid-1850s were such difficult times that the brothers would come close to closing the doors of their enterprise.

1857

Under the encouragement of the Portuguese Baron of Agua Iz, the cultivation of [cocoa](#) was extended from Principe on the neighboring island of Sao Thome — and from there to the African mainland. In Ghana, the members of the Basle Mission successfully promoted extensive cultivation.

May 26, Tuesday: Thomas Cholmondeley, in London, was writing to [Henry Thoreau](#) to let him know that he had received, and had read in their entirety, the copies that had been posted to him of [WALDEN; OR, LIFE IN THE WOODS](#), [Waldo Emerson](#)'s POEMS, Walt Whitman's LEAVES OF GRASS, and Frederick Law Olmsted's book on the Southern states.

*May 26. 1857*

*London.*

*My dear Thoreau*

*I have received your four books & what is more I have read them. Olmstead was the only entire stranger. His book I think might have been shortened—& if he had indeed written only one word instead of ten—I should have liked it better. It is a horrid vice this wordiness—*



*Emerson is beautiful & glorious.— Of all his poems the “Rhodora” is my favorite. I repeat it to myself over & over again. I am also delighted with “Guy” “Uriel” & “Beauty” Of your own book I will say nothing but I will ask you a question, which perhaps may be a very ignorant one. I have observed a few lines about*  
*Now there is something here unlike anything else in these pages. Are they absolutely your own; or whose? And afterward you shall hear what I think of them. Walt Whitmans poems have only been heard of in England to be laughed at & voted offensive— Here are “Leaves” indeed which I can no more understand than the book of Enoch or the inedited Poems of Daniel! I cannot believe that such a man lives unless I actually touch him. He is further ahead of me in yonder west than Buddha is behind me in the Orient. I find reality & beauty mixed with not a little violence & coarseness, both of which are to me effeminate. I am amused at his views of sexual energy—which however are absurdly false. I believe that rudeness & excitement in the act of generation are injurious to the issue. The man appears to me not to know how to behave himself. I find the gentleman altogether left out of the book! Altogether these leaves completely puzzle me. Is there actually such a man as Whitman? Has anyone seen or handled him? His is a tongue “not understood” of the English people. It is the first book I have ever seen which I should call “a new book” & thus I would sum up the impression it makes upon me.*  
*While I am writing, Prince Albert & Duke Constantine are reviewing the guards in a corner of St James Park. I hear the music. About two hours ago I took a turn round the Park before breakfast & saw the troops formed. The varieties of colour gleamed fully out from their uniforms— They looked like an Army of soldier butterflies just dropped from the lovely green trees under which they marched. Never saw the trees look so green before as they do this spring— Some of the oaks incredibly so— I stood before some the other day in Richmond & was obliged to pinch myself & ask “is this oak tree really growing on the earth they call so bad & wicked an earth; & itself so undeniably & astonishingly fresh & fair”?.? It did not look like magic. It was magic.*  
*I have had a thousand strange experiences lately—most of them delicious & some almost awful. I seem to do so much in my life when I am doing nothing at all. I seem to be hiving up strength all the while as a sleeping man does; who sleeps & dreams & strengthens himself unconsciously; only sometimes half-awakes with a sense of cool refreshment. Sometimes it is wonderful to me that I say so little & somehow cannot speak even to my friends! Why all the time I was at Concord I never could tell you much of all I have seen & d one!— I never could somehow tell you anything! How ungrateful to my guardian genius to think any of it trivial or superfluous! But it always seemed already-told & long ago said—what is past & what is to come seems as it were all shut up in some very simple but very*





*dear notes of music which I never can repeat.*

*Tonight I intend to hear M<sup>r</sup>. Dow the american lecture in Exeter hall— I believe it is tonight. But I go forearmed against him—being convinced in my mind that a good man is all the better for a bottle of Port under his belt every day of his life.*

...

*I heard Spurgeon the Preacher the other day. He said some very good things: among others “If I can make the bells ring in one heart I shall be content.” Two young men not behaving themselves, he called them as sternly to order as if they were serving under him—*

*Talking of Jerusalem he said that “every good man had a mansion of his own there & a crown that would fit no other head save his”. That I felt was true. It is the voice of Spurgeon that draws more than his matter. His organ is very fine—but I fear he is hurting it by preaching to too large & frequent congregations. I found this out—because he is falling into two voices the usual clerical infirmity.*

...

*The bells—church bells are ringing somewhere for the queens birthday they tell me— I have not a court-guide at hand to see if this is so.*

...

*London is cram-full. Not a bed! Not a corner! After all the finest sight is to see such numbers of beautiful girls riding about & riding well. There are certainly no women in the world like ours. The men are far, far inferior to them.*

*I am still searching after an abode & really my adventures have been most amusing. One Sussex farmer had a very good little cottage close to Battle—but he kept a “few horses & a score or two of Pigs” under the very windows. I remarked that his stables were very filthy. The man stared hard at me—as an english farmer only can stare: ie, as a man stares who is trying to catch a thought which is always running away from him. At last he said striking his stick on the ground—“But that is why I keep the Pigs— I want their dung for my hop-grounds” We could not arrange it after that! I received a very kind note today from Concord informing me that there was a farm to be sold on the Hill just over your river & nearly opposite your house. But it is out of the question buying land by deputy! I have however almost decided to settle finally in America— There are many reasons for it. I think of running over in the trial-trip of the Great Eastern which will be at the close of the year. She is either to be the greatest success—or else to sink altogether without more ado! She is to be something decided. I was all over her the other day. The immense creature musical with the incessant tinkling of hammers is as yet unconscious of life.— By measurement she is larger than the Ark. From the promenade of her decks you see the town & trade of London; the river—(the sacred river)—; Greenwich with its park & palace; the vast town of Southwark & the continuation of it at Dept-*



XOCOATL

CHOCOLATE

*ford; the Sydenham palace & the Surrey hills. Altogether a noble Poem.*

...

*Only think, I am losing all my teeth. All my magnificent teeth are going. I now begin to know I have had good teeth. This comes of too many cups of warm trash— If I had held to cold drinks—they would have lasted me out; but the effeminacy of tea coffee chocolate & sugar has been my bane. Miserable wretches were they who invented these comforters of exhaustion! They could not afford wine & beef. Hence God to punish them for their feeble hearts takes away the grinders from their representatives, one of whom I have been induced to become. But, Thoreau, if ever I live again I vow never so much as to touch anything warm. It is as dangerous as to take a Pill which I am convinced is a most immoral custom. Give me ale for breakfast & claret or Port or ale again for dinner— I should then have a better conscience & not fear to lose my teeth any more than my tongue.*

*Farewell Thoreau. Success & the bounty of the gods attend you yrs ever Thos Chol<sup>ley</sup>.*



## CHOCOLATE

## XOCOATL

Cholmondeley wrote Thoreau about losing his teeth, speculating that this was due to warm drinks: “Only think, I am losing all my teeth. All my magnificent teeth are going. I now begin to know I **have** had good teeth. This comes of too many cups of warm trash— If I had held to cold drinks — they would have lasted me out; but the effeminacy of [tea](#) [coffee](#) [chocolate](#) & [sugar](#) has been my bane. Miserable wretches were they who invented these comforters of exhaustion! They could not afford [wine](#) & beef. Hence God to punish them for their feeble hearts takes away the grinders from their representatives, one of whom I have been induced to become. But, Thoreau, if ever I live again I vow never so much as to touch anything warm. It is as dangerous as to take a Pill which I am convinced is a most immoral custom. Give me [ale](#) for breakfast & claret or Port or ale again for dinner— I should then have a better conscience & not fear to lose my teeth any more than my tongue.”

The Dred Scotts became free at last. See, life isn’t always totally vicious, especially when your case has gotten lots of media attention. What happened was that the surgeon/owner, John Emerson, had died while the Dred Scott lawsuit had been dragging through the courts, and Emerson’s widow had remarried, and her new husband was more easily embarrassed than her old. So Dred Scott was able to go to work as a hotel porter in St. Louis.

Friend Daniel Ricketson leaving Concord, to his journal:

ELLEN EMERSON

LOUIS AGASSIZ



DR. WALTER CHANNING

ELLERY CHANNING

MARGARET FULLER CHANNING

CAROLINE STURGIS CHANNING

MADAM OSSOLI

ELLEN FULLER CHANNING

Left Concord at 7 <sup>1</sup>/<sub>2</sub> A.M. Had a long conversation with Miss Ellen Emerson, eldest daughter of R.W. Emerson, who attends the school of Professor Agassiz at Cambridge. She is a very sensible, open-hearted, intelligent young lady, but quite peculiar and original in her ideas upon many subjects; modest of her own qualities, but evidently a strongly marked person, one that will grow in strength and finally make a noble woman. I was on the whole quite interested and pleased with her.

In Boston called about noon at Dr. Walter Channing's, in Bowdoin St.; there saw besides the doctor the two eldest children of my friend Wm. Ellery Channing, Margaret Fuller C. and Caroline Sturgis C., daughters worthy of a poet and of whom any father might be proud: sweet sensitive girls, Margaret not 13 and Caroline about 10. How tenderly I regarded them, deprived of their lovely mother and so neglected by their talented and wayward father! Dined with Arthur B. Fuller, the brother, and Mrs. Fuller, the mother of the revered and lamented Margaret and Ellen – Madam Ossoli and Mrs. William E. Channing. After a long and instructive as well as interesting conversation, the latter part with Mrs. Fuller, I left, deeply impressed with their genuine goodness and beauty of character, about 5 P.M. In the dining-room were three engravings (saved from the wreck) of Madam Ossoli's, to wit: "Tasso's Oak," "Pine in the Colonna Gardens, Rome," Michael Angelo's "Cypresses, Rome;" also a scene in Rome, with her residence there. In Mr. Fuller's own room upstairs were several line engravings from paintings by Zampieri. In the front parlor was a raised plaster head of Margaret, and the engraving underneath the same, placed in the memoirs of her by her brother, very much like the original daguerreotype of Miss Ellen Channing with a child in her arms – a sweet motherly face, truly lovely; also a fine portrait of the deceased wife of Mr. Fuller, a sweet open face. In the dining-room was a portrait of the Hon. Timothy Fuller, the father of Margaret – reddish hair, blue eyes, and rather mild countenance – the portrait resembling in style that of Fisher Ames. Mr. F. presented me with several manuscript pieces of Margaret's, and Mrs. Fuller with a volume of poems by J.W. Randall, a friend of hers.

At a later point he added the following observation to his journal, about this meal with the Fullers:



*The short stay at my friend Arthur B. Fuller's, where I only dined, was very agreeable from the cordiality of Mrs. Fuller, the mother of the celebrated M.F. Ossoli. I was introduced to Richard H. Fuller, Esq., of the legal profession, but also a farmer, or rather the owner of a farm at Wayland, some twenty miles north of Boston. He as well as the rest of the family are very devout and intelligent people.*



May 26. Pink azalea in garden. Mountain-ash a day; also horse-chestnut the same. Beach plum well out, several days at least. Wood pewee, and Minott heard a loon go laughing over this morning. The vireo days have fairly begun. They are now heard amid the elm-tops. Thin coats and straw hats are worn. I have noticed that notional nervous invalids, who report to the community the exact condition of their heads and stomachs every morning, as if they alone were blessed or cursed with these parts; who are old betties and quiddles, if men; who can't eat their breakfasts when they are ready, but play with their spoons, and hanker after an ice-cream at irregular hours; who go more than half-way to meet any invalidity, and go to bed to be sick on the slightest occasion, in the middle of the brightest forenoon,—improve the least opportunity to be sick;—I observe that such are self-indulgent persons, without any regular and absorbing employment. They are nice, discriminating, experienced in all that relates to bodily sensations. They come to you stroking their wens, manipulating their ulcers, and expect you to do the same for them. Their religion and humanity stick. They spend the day manipulating their bodies and doing no work; can never get their nails clean. Some of the earliest willows about warm edges of woods are gone to seed and downy.

P. M.—To Saw Mill Brook.

It is very hazy after a sultry morning, but the wind is getting east and cool. The oaks are in the gray, or a little more, and the silvery leafets of the deciduous trees invest the woods like a permanent mist. At the same season with this haze of buds comes also the kindred haziness of the air.

I see the common small reddish butterflies.

Very interesting now are the red tents of expanding oak leaves, as you go through sprout-lands,—the crimson velvet of the black oak and the more pinkish white oak. The salmon and pinkish-red canopies or umbrellas of the white oak are particularly interesting. The very sudden expansion of the great hickory buds, umbrella-wise. Now, at last, all leaves dare unfold, and twigs begin to shoot.

As I am going down the footpath from Britton's camp to the spring, I start a pair of nighthawks (they had the white on the wing) from amid the dry leaves at the base of a bush, a bunch of sprouts, and away they flitted in zigzag noiseless flight a few rods through the sprout-land, dexterously avoiding the twigs, uttering a faint hollow *what*, as if made by merely closing the bill, and one alighted flat on a stump.

On those carpinus trees which have fertile flowers, the sterile are effete and drop off.

The red choke-berry not in bloom, while the black is, for a day or more at least.

Roadside near Britton's camp, see a grosbeak, apparently female of the rose-breasted, quite tame, as usual, brown above, with black head and a white streak over the eye, a less distinct one beneath it, two faint bars on wings, dirty-white bill, white breast, dark spotted or streaked, and from time [to time] utters a very sharp *chirp* of alarm or interrogation as it peers through the twigs at me.

A lady's-slipper. At Cliffs, no doubt, before. At Abel Brooks's (or Black Snake, or Red Cherry, or Rye) Hollow, hear the wood thrush.



In Thrush Alley, see one of those large ant-hills, recently begun, the grass and moss partly covered with sand over a circle two feet in diameter, with holes two to five inches apart, and the dry sand is dark-spotted with the fresh damp sand about each hole.

My mother was telling to-night of the sounds which she used to hear summer nights when she was young and lived on the Virginia Road,—the lowing of cows, or cackling of geese, or the beating of a drum [this is a reference to the drumming of the male **Ruffed Grouse** *Bonasa umbellus* in the woods] as far off as Hildreth's, but above all Joe Merriam whistling to his team, for he was an admirable whistler. Says she used to get up at midnight and go and sit on the door-step when all in the house were asleep, and she could hear nothing in the world but the ticking of the clock in the house behind her.







CHOCOLATE

XOCOATL

1860

The [Cadbury](#) Brothers dissolved their partnership. After the death of his wife and a long illness, [Friend](#) John stepped down and [Friends](#) Richard and George would take over in 1861.

CHOCOLATE



## XOCOATL

## CHOCOLATE

1861

The [Cadbury](#) firm of Birmingham was about to be forced out of the [chocolate](#) business when it began to utilize the Dutch cocoa-extraction machinery, gaining it a two-year lead over Fry's of Bristol, England.



1864

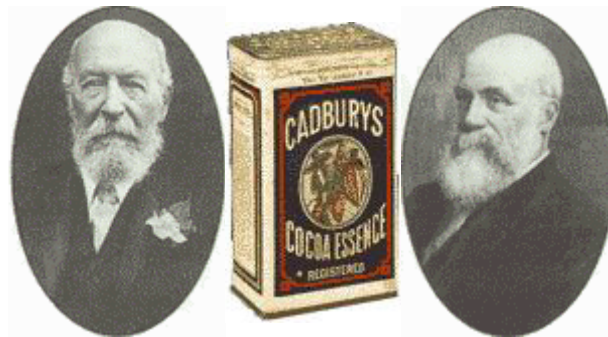
The [Cadbury](#) company began to be profitable and the brothers, Richard Cadbury and George Cadbury, looked for ways to set their business apart. They bought a Van Houten press — it would help them produce pure [cocoa](#) butter, because they would no longer need to add a starchy substance.

1865

During General William Tecumseh Sherman's march through Georgia, Union soldiers attracted to the mild, sweet "bright" [tobacco](#) of the South had raided warehouses—including Washington Duke's—for some chew. Some bright made it all the way back home, and bright would become a rage in the North.

For the following five years the demand for exotic Turkish [cigarettes](#) would be growing in New-York, and therefore skilled European rollers would be being imported by the big-city [tobacco](#) shops.

The [Cadbury](#) Brothers launched their [Cocoa](#) Essence, a new unadulterated product: "Absolutely pure and therefore Best."



Joseph Dalton Hooker became Director of Kew.

1868

The [Cadbury](#) firm marketed the 1st box of [chocolate](#) candies.

1869

[Cadbury](#) became the 1st business to put pictures instead of printed labels onto [chocolate](#) boxes.



**XOCOATL**

**CHOCOLATE**

**1873**

With the success of their chocolate business, the [Cadbury](#) brothers stopped selling tea and coffee and concentrated purely on [chocolate](#).

German tobacconists in Rochester, New York produced 7,000,000 [cigars](#). (By 1883 their production would total 17,000,000.)

## CHOCOLATE

## XOCOATL

1874

In England, C.R. Wright created [heroin](#) by boiling [morphine](#). What a boon it would be if this would turn out to be less dangerous and less addicting than morphine!

The 1st milk [chocolate](#) was produced by Daniel Peter in [Switzerland](#), using the condensed milk perfected by his compatriot Henri Nestle. (It still needed work. For instance, using milk would mean that the processors would need to be careful about the usual sorts of infections carried by this product, such as the microorganism which we would name the “*Salmonella*” after a Dr. Daniel Elmer Salmon who was the boss of its discoverer, Theobald Smith — and appropriated his underling’s discovery.)

Probably, by this point in time, this undated Currier & Ives print having to do with the William Tell story was in circulation:





**XOCOATL**

**CHOCOLATE**

**1875**

Milk [chocolate](#) was perfected by Daniel Peter in [Switzerland](#). (To get it exactly right in combination with the condensed milk produced by his compatriot Henri Nestle, Peter had been experimenting for eight years.)

[Cadbury](#) produced the 1st [chocolate](#) Easter Eggs.



1878

The [Cadbury](#) Brothers purchased 4.5 rural acres and set about developing a bucolic “Factory in a Garden.”



1879

Rodolphe Lindt of [Berne, Switzerland](#) produced for the first time a [chocolate](#) which would melt on the tongue. This was an idea whose time finally had come!

[Cadbury](#) in England began construction of its garden factory in January and completed it by the autumn. The name “Bournville” was assigned — from Bourn, the name of the stream on the estate, plus *ville*, all things Frenchy being considered *à la mode* at the time.

1880

Although at this point Charles Riley Maynard started making [sweets](#) in England, he did not form a company.

1886

[Cadbury](#) became one of the 1st firms to open dining rooms with kitchens, and with food on sale.

CHOCOLATE

1887

[Amphetamine](#) was synthesized. During the Great Depression and World War II, to increase efficiency in industries and in the military, this chemical would be widely used to raise blood pressure, enlarge nasal and bronchial passages, and stimulate the central nervous system. It would be generally regarded as safe and would be available without prescription.

It was a rule of the [Cadbury](#) company that women workers needed to stop getting a paycheck when they got married. Employment termination wedding presents of a Bible and a carnation were given to women workers as they left to get married. This was on the insistence of George Cadbury, who didn't want to take mothers away from their children, and who understood that there were plenty of lazy husbands in this world who would be content to send their wives out to labor instead of themselves needing to labor.<sup>7</sup>

CHOCOLATE

1889

Having devoted the remainder of his life to civic and social work, John [Cadbury](#) died.



An export department was set up in Bournville.

CHOCOLATE

1893

At the [Cadbury](#) factory in England working women voted to no longer begin the work day at 6AM, but instead to continue later in the evening.

CHOCOLATE

Halls Brothers, a British company, was formed.

7. I am struggling to make this sound plausible, for indeed at the time it must have sounded plausible!



## CHOCOLATE

## XOCOATL

**1895**

Purchase of Bournbrook Hall Estate enabled the [Cadbury](#) factory to be enlarged. Existing workers' gardens were extended and a proper men's sports ground was developed.

[CHOCOLATE](#)

**1896**

At this point Charles Riley Maynard, expanding the manufacturing, wholesale, and retail activities in which he had been engaged since 1880, launched "Maynards" as a company.

**1897**

At [Cadbury](#), a savings account was opened for each employee. Those employed for 3 years or more received 20 shillings, everyone else 10 shillings.

Although [Cadbury](#) produced its 1st milk [chocolate](#), it was coarse and dry — it was no competition for the Swiss chocolate being made by Daniel Peter, who was using condensed milk. George Cadbury went to Switzerland to learn about this and then installed a milk condensing plant at Bournville. The new chocolate bar was an improvement but still was no rival for the Swiss chocolate. (Fry's would also introduce a milk chocolate product, but not until 1902).

Felix Hoffman produced two new compounds for the [Bayer](#) pharmaceutical corporation, acetylsalicylic acid and diacetylmorphine (Bayer was unaware that this diacetylmorphine had in fact already been synthesized by another). Acetylsalicylic acid ("Aspirin") was noted to relieve minor aches and pains and diacetylmorphine ("[Heroin](#)"), an [opium](#) derivative, was noted to relieve moderate pain and alleviate the respiratory symptoms of asthma, bronchitis, and [TB](#).

**1898**

At [Cadbury](#), the hours of work were reduced from 53.5 to 48 per week.

[CHOCOLATE](#)



XOCOATL

CHOCOLATE

1899

[Henry Chandler Cowles](#)'s ECOLOGICAL RELATIONS OF THE VEGETATION ON THE SAND DUNES OF LAKE MICHIGAN reported evidence of [ecological succession](#) in the vegetation and the soil in Indiana sand dunes at the tip of Lake Michigan with relation to age and established him as one of the founders of the emerging study of "[dynamic ecology](#)."

Richard [Cadbury](#) died at the age of 63. By this point the Bournville factory had trebled in size and was employing more than 2,600 workers. The business became a private limited company, Cadbury Brothers Ltd.

CHOCOLATE



Minor Cooper Keith (the American builder of an 1871 Costa Rican railroad and subsequent planter of bananas) and the Boston Fruit Company merged to form the United Fruit Company. Today, half of all world banana exports come to the US.

PLANTS

Founding of the American Society of Landscape Architects.

William Orton was sent to the South Carolina coastal islands by the US Department of Agriculture to investigate cotton wilt, a fungal disease. Orton learned that local grower Elias Rivers had cotton plants resistant to the disease, and had been saving the seed. (By the following year Orton would have published the earliest report on the value of selective breeding for crop resistance.)

Navaschin described double fertilization, explaining the problem of xenia as well as establishing yet another distinction between flowering plants and gymnosperms.



CHOCOLATE

XOCOATL

1900

Localized use of [ether](#) in [Ireland](#) continued, since this liquid was still freely available from pharmacists. Some clandestine trade also developed.

The Spanish, who for centuries had been the prime consumers of [chocolate](#) per capita, had at this point fallen far behind. The Germans had come to hold the lead in consumption per capita, followed by the United States, France, and Great Britain. Within a decade or two the Swiss (I know this is hard to imagine) would be seizing the lead in chocolate consumption per capita.

George [Cadbury](#) founded the Bournville Village Trust. This included 330 acres of land, providing spacious and sanitary houses. By 1915 Bournville's infant mortality rate would be down to 47 per 1,000 live births, whereas in central Birmingham the rate would in contrast be 187 per 1,000.

August 10, Friday: A message reached the [Peking](#) legations that the relief force was on its way.

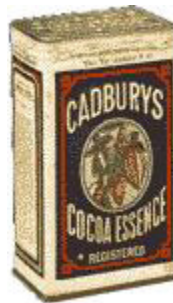
A team of [Harvard College](#) students defeated an invited team of British tennis players in a challenge match at Longwood Cricket Club in Brookline, Massachusetts. The victors' cup was donated by, and therefore named after, one of the Harvard students, Dwight Filley Davis.

In [Providence, Rhode Island](#) at 11AM Milton S. Hershey sold his Lancaster Caramel Company for the round sum of \$1,000,000.<sup>00</sup> (this bought-out entity would go on to become the Hershey Company of Derry Church, Pennsylvania, largest [chocolate](#) manufacturer in America).

1901

A [Japanese](#) chemist living in Chicago, Satori Kato, invented water soluble instant [coffee](#) (he would obtain a US patent for this on August 11, 1903).

When [Friend William Cadbury](#) of Cadbury Chocolates visited the island of Trinidad in the Caribbean he was alerted to the fact that the [cocoa](#) workers on Sao Thome and Principe Islands were still for all practical purposes [enslaved](#).

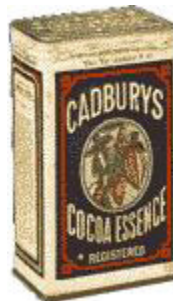


William G. Mortimer's PERU HISTORY OF COCA: THE DIVINE PLANT OF THE INCAS presented the favorable medical opinion of the day in regard to [cocaine](#).

PLANTS

1902

The [Quaker Yearly Meeting School](#) in [Providence, Rhode Island](#) went into debt in order to erect Hawes Gymnasium at a cost of more than \$30,000 (the debt would be eliminated later when a bequest would be received from Sarah J. Hall).



[Friend William Cadbury](#) of Cadbury Chocolates was offered a [cocoa](#) plantation on San Thome (a West African island) but saw an advertisement on which its workers had been listed as assets, at so much a head, so [Cadbury](#) instead looked to the Gold Coast (Ghana) where the quality of [cocoa](#) was at the time perceived as poor.

At the [Cadbury](#) facility in England, Men's and Women's Suggestions Committees were set up, formalizing a process that had already begun (in 1893 women had voted in favour of starting work later than 6AM and working later each day).





CHOCOLATE

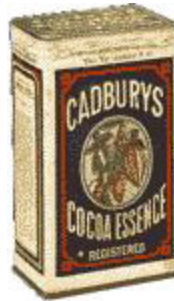
XOCOATL

1903

The Reverend Thomas Dixon, Jr.'s *THE ONE WOMAN*. Racial conflict is an epic struggle with the future of civilization at stake. Maybe we can't have human slavery anymore but American blacks cannot be allowed to be politically equal with American whites as that would lead to social equality, and social equality would lead to miscegenation, and miscegenation would lead to the destruction of the family, and the destruction of the family would lead to the destruction of civilized society. Everything we admire and respect would fall like a row of damn dominoes, you fool.

The US Supreme Court upheld a clause in the Alabama Constitution denying to black citizens the privilege of voting.

[Friend William Cadbury](#) of Cadbury Chocolates visited Lisbon to investigate alleged [slavery](#) on the Portuguese African [cocoa](#) islands of Sao Thome and Principe. The Portuguese authorities went oh-you-are-so-uninformed and invited him to go see for himself.



*Uncle Tom's Cabin* was presented in film.

Movies about the Civil War era, shown from the first year feature films were screened, make up the largest group of films (more than seven hundred – approximately five hundred silents and two hundred sound) concerning any war or historical event in [U.S.] history (nearly three times the number of films about World War Two).... There were thirteen Civil War movies made in 1908, twenty-three such features in 1909, and then nearly a hundred a year through 1916.

– Bruce Chadwick, *THE REEL CIVIL WAR: MYTHMAKING IN AMERICAN FILM*

Most of the 500 silent movies about the US Civil War, that Bruce Chadwick instances above in *THE REEL CIVIL WAR: MYTHMAKING IN AMERICAN FILM* (NY: Random House, 2001), were one-reelers or two-reelers, and with only a few exceptions they portrayed a “moonlight and magnolia” South in which white people were heroic underdogs being victimized by Northern perpetrators, and in which the darkies were content until agitated by vicious propaganda:

[T]he concept of a happy land full of gentlemen rudely attacked by Union troops could work only if slaves ... were content.... Most of the silents depicted slaves as not only satisfied in slavery, but willing to give their lives to preserve it.... It seemed that to realize reunification, the Civil War's political

and cultural history had almost to be rewritten so that Southerners would never again be seen as harsh slave owners or as people who started -and lost- the war.... Novelists, playwrights (Dixon was both) and magazine writers reinvented Southern slaveholders as noble cavaliers, fighting not for slavery but for states' rights and the honor of their Southern women and families.... [They] won on the screen what they lost on the battlefield.

**1905**

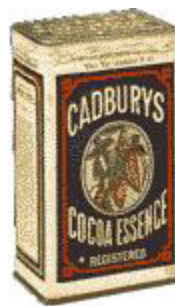
[Frederic Clemens](#) created the first [ecology](#) text of influence authored in the United States of America, RESEARCH METHODS IN ECOLOGY. His "climax theory of vegetation" would dominate plant ecology during the first decades of the century.

[Cadbury](#)'s Dairy Milk, an improved milk [chocolate](#) product, was introduced.



Employees elected members for a Men's Committee, and then for Women's Committee. The committees would meet weekly and their work would influence government actions.

Friend Joseph Burt spent 6 months on Sao Thome and Principe at the suggestion of [Friend William Cadbury](#) of Cadbury Chocolates and observed that at one of the [cocoa](#) plantations nearly half of the workers died within one year of their arrival.



The Gothenburg system was made obligatory in Swedish cities, but soon there would arise criticism of the system's loopholes and of its failure to create temperance. Many local authorities would become financially dependent on the system's profits and therefore begin to encourage sales of [alcohol](#).

**THE TEMPERANCE MOVEMENT**

1906

The British government decided to bring its [opium](#) trade to an end. (This would be, with the cooperation of the dowager empress of [China](#), accomplished by 1917.)

The US federal Pure Food and Drug Act requires accurate listing on labels of all drugs used in over-the-counter preparations, producing a sharp decline in their use.

In England, [Cadbury](#)'s Bournville Cocoa (produced by a treatment with alkalis) began to be produced in response to a demand for a [cocoa](#) with an intense taste, flavoured with spices. Bournville Works Educations Committees were formed. By 1910 all young workers would be being required to attend evening classes until the age of 18. (In 1913 this night education would become voluntary rather than mandatory.)

In the United States, the Pure Food and Drug Act, by requiring accurate labeling, effectively eliminated [cocaine](#) and [opium](#) from patent medicines and soft drinks. Use of these substances was increasingly being identified in the public mind with persons of color, the poor, and crime.

1908

In England, [Cadbury](#) launched Bournville [Chocolate](#), the original dark chocolate.

A Pharmacy Act placed [opium](#) on its Schedule of Poisons.



XOCOATL

CHOCOLATE





CHOCOLATE

XOCOATL

1909

When the English chocolate firm of [Cadbury](#) had been offered an estate on the West African island of San Thome, they had discovered to their horror that the local plantations were using [slave](#) labor. William Cadbury published *LABOR IN PORTUGUESE WEST AFRICA* and persuaded two other [Quaker](#) cocoa and chocolate firms, those of Fry and Rowntree, to boycott Portuguese cocoa. Cadbury began looking instead along the Gold Coast of Africa, in particular at Ghana. There, however, the quality of the [cocoa](#) had been considered to be poor. At this point he visited Odumassi and was encouraged to learn that the chief there was personally supervising the cocoa production.



**1910**

The number of [Cadbury](#) employees at the Bournville factory village had grown to 5,300. All young workers were required to attend evening classes until the age of 18. (In 1913 this night education would become voluntary rather than mandatory.)

[Cadbury](#) began buying [cocoa](#) from Ghana at market price. A visitor's department set up at Bournville, which by 1939 would be dealing with 150,000 visitors to Willy Wanka per year. As you can see, the dour visage of the determinedly benevolent [Quaker](#) had been substantially altered for public consumption:



Visitors would be taken on tours of the factory and village, would be told about its history, and would be provided with refreshments (increasingly stringent health and safety rules would mean that in about 1970 this relationship with Willy Wanka would need to be unplugged, sorry about that).

[CHOCOLATE](#)





CHOCOLATE

XOCOATL

1911

In this year and the following one an international commission would be meeting at the Hague in the Netherlands to consider the [opium](#) problem.

At this point all [Cadbury](#) workers, not only the men but also the women, came to be granted holidays, and not merely holidays but holidays with pay — and came to be included within the company's pension scheme. A milk condensing factory was opened outside Bournville: henceforth milk would be handled “on the spot.”

CHOCOLATE



1913

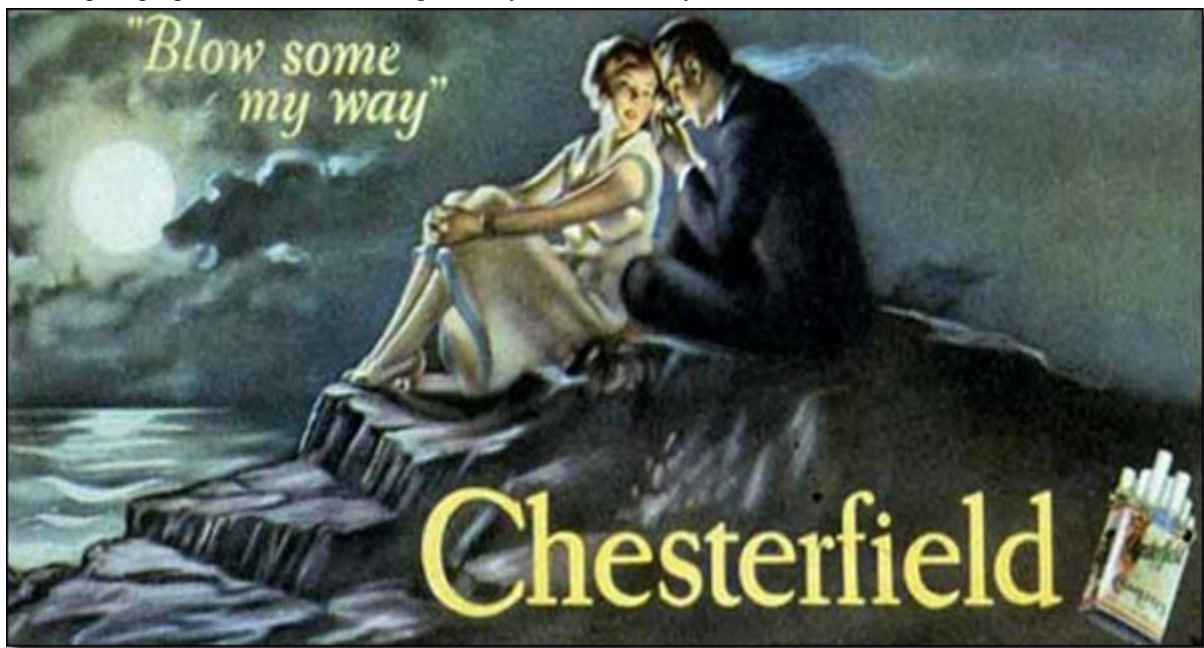
Dairy Milk had become the [Cadbury](#) company's bestselling product.



CHOCOLATE

A 2d [Cadbury](#) factory was set up in Gloucestershire. Both factories were situated next to canals, in order to ensure economical transportation. In 1910 a requirement had been made, that all young workers attend evening classes until the age of 18, but in this year such night education was allowed to become voluntary rather than remaining mandatory.

Chesterfield [cigarettes](#) were introduced by Liggett & Meyers despite the fact that it was not yet considered quite proper to market such drug delivery devices directly to women.



1914

By this point [Cadbury](#)'s Dairy Milk had become the firm's biggest line. During World War I this formerly [Quaker](#) firm would proclaim itself in support of its nation's war effort, entirely disregarding the Quaker Peace Testimony. More than 2,000 of its male employees would enlist in the British armed forces —or so it would brag— and the firm would send books, warm clothes, and of course [chocolates](#) to the front lines. The company would augment the Government's allowances to the dependants of its workers who had become warriors. At the end of the war the former employees who had become warriors would either be invited to return to their previous jobs, or be sent for education, or be looked after in convalescent homes at company expense.



(That the firm was on a morally slippery slope should have been apparent — for during World War II it would become a weapons contractor, and afterward it would brag about such warlike activity.)

THE QUAKER PEACE TESTIMONY

[Marijuana](#) smoking had been appearing in the United States, among laborers in towns along the [Mexican](#) border, and was spreading along the Gulf Coast. Between this year and 1931, 29 states, most of them west of the Mississippi, would be prohibiting its nonmedical use. However, this anti-drug legislation would initially receive only limited media attention.

US forces occupied Vera Cruz and a fleet arrived off Tampico in consequence of hostile acts by [Mexicans](#). After pressuring the [Mexican](#) President to resign, Venustiano Carranza attempted to supplant him but became engaged in a civil war with one of his former lieutenants, Pancho Villa.

In the US, 27 state and city laws prohibited the smoking of [opium](#).

The federal Harrison Act treated [cocaine](#) as more dangerous than [opium](#), classifying it (incorrectly) as a narcotic. Fears over [cocaine](#) use, particularly by blacks, had led by this point to regulatory laws in 46 states of the United States of America — whereas only 29 states had enacted such regulatory laws in regard to [opiates](#). In result of this legal situation, [cocaine](#) use would become surreptitious, and the substance would be used primarily by bohemians and musicians, and in the urban ghettos. Ostensibly a tax measure designed to control the marketing of [opium](#), this required all persons authorized to handle or manufacture narcotic drugs to register, pay a fee, and keep a record of the drugs in their possession. The act did not prohibit the supply of opiates to users by registered physicians “in the course of their professional practice.” Subsequent Supreme Court decisions and government enforcement policies would, however, restrict the right of doctors to prescribe opiates.

## XOCOATL

## CHOCOLATE

1915

[Cadbury chocolates](#) were put onto trays in special 5.5lb boxes and sold loose to customers, at 3.5d per lb. (A deep lined box would be introduced in 1916 and a one-pound box in 1924.)

The United States prohibited the import of [cannabis](#) for nonmedical purposes.





CHOCOLATE

XOCOATL

1916

In England, Fry's, a competitor to [Cadbury](#) dating back to 1756 when [Friend](#) Joseph Fry had set up business as an apothecary and maker and seller of [chocolate](#), had been the market leader for the whole of the 19th Century. At this point that firm, suffering from inefficient buildings and outdated machinery, was no match for Cadbury's well-planned and efficient factory in Bournville, and so the manufacturing activities of the Fry's firm was absorbed into the Cadbury operation. Two formerly [Quaker](#) firms would be becoming one formerly Quaker firm.

In America, at the New England [Yearly Meeting](#) of the [Religious Society of Friends](#), it became the recommendation of an ad hoc committee of the School Committee that [Moses Brown School](#) in [Providence, Rhode Island](#) create a separate building for the gender segregation of all girl scholars, whether they be day students or boarding students. (The girls were already de facto segregated, since in class they always needed to take the seats in the back. Although this proposal would not itself come to anything, in 1925 the existing Lincoln School would be purchased and converted to the use of these girl scholars — thus accomplishing the same objective.)

The exceedingly tall flagpole that had been erected at the [Moses Brown School](#) in 1898 was in this year destroyed by lightning (a matter of little consequence since Quakers don't have a flag).



1919

In England in 1916 Fry's and [Cadbury's](#) had merged their manufacturing operations, and at this point they merged also their financial interests. Two formerly [Quaker](#) firms had coalesced into one formerly Quaker firm.

At the combined factory Saturday ceased to be a full day of work and the hours of workers thereby fell, to 44/week.

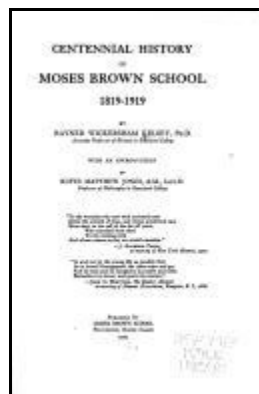


CHOCOLATE

The [Moses Brown School](#) of the [Religious Society of Friends](#) on the East Side of [Providence, Rhode Island](#) celebrated the centenary of its initiation in 1819.



Publication, by the school, of Professor Rayner Wickersham Kelsey's A CENTENNIAL HISTORY OF MOSES BROWN SCHOOL, 1819-1919.





(Associate Professor Kelsey was at the Department of History of Haverford College.)

VIEW THE PAGE IMAGES

Enrollment at the school, which had been 172 in 1904, had doubled to 345. It is clear that by this point in the curricular trajectory of the Friends' School the practice of informing the charges of the Peace Testimony of the Friends had been entirely discontinued, for the educational content being offered had come to differ not one whit from what would have been being offered in any lay academy intended for the socialization of the well-endowed. The influence of the Quaker founder [Moses Brown](#) had been entirely superseded by the influence of his Baptist brother of the *Gaspee* incident, [John Brown](#):

The social side of student life was natural and enjoyable, far removed from the stern repression of the ancient regime. The social occasions were manifold and multi-named: the introductory sociable in the fall and the farewell sociable in the spring were interspersed with the Hallowe'en, the Thanksgiving, and the Valentine sociables and other similar events. There were skating parties at Cat Swamp, and holiday excursions to Sakonnet Point and Newport. Above and before all there was the [Mount Hope](#) excursion. On this gala day the teachers and pupils not only



enjoyed the view of water and country green, but lived again the heroic scenes of earlier times. As they passed down the harbor the earthworks on opposite sides, at Fort Hill and Fields Point, were pointed out to them as the places where the bristling cannon of the Revolutionary patriots bade defiance to the ships of King George. A few miles farther down the bay appeared Gaspee Point, where Captain Ben Lindsay swung his packet around the point in 1772 and lured the Gaspee to her tightening berth on the sand-bar where the patriots of Providence seized and destroyed her. Then at Mount Hope, with the gracious view of wooded hills and far-flung bay, came those other visions of the good chief [Massasoit](#), friend and protector of the Pilgrim Fathers, and then the mighty struggle and tragic death of his son, King [Philip](#).

## XOCOATL

## CHOCOLATE

Amid such scenes, with Walter Meader to point out the historical landmarks, and Thomas Battey to reveal the hidden wonders of nature in brook and inlet, field and forest, the picnic parties from Friends' School spent some of the happiest and most profitable days of the epoch. The life of the period was new life. The tendency of the preceding epoch to break through the ancient [Quaker](#) exclusiveness was accentuated. Old forms were laid aside. Innovations were welcomed if they gave promise of usefulness. The happy social life, the rapid growth of student organizations and activities, and the more intimate association with other schools and with outside interests in general, these were the sure signs that the ancient and medieval days were done, the renaissance accomplished, and the modern age at hand.



However, in this year the school discontinued the “principal” system of incentive compensation which had been in effect for well over half a century, and which had led to the desires of their founder, Friend Moses Brown, being so utterly ignored! –Would that mean that the school was going to go back to being what it had been chartered to be, a guarded environment for the imparting of a Quaker education to Quaker youth? Stay tuned.

1922

In Sweden, [alcohol](#) use declined and [prohibition](#) was voted away.

In England, George [Cadbury](#) died.

CHOCOLATE

1928

[Cadbury](#) Dairy Milk with Fruit & Nut was launched. The first poster appeared announcing that there were “1¾ Glasses of English Full Cream Milk in Every ¾lb of [Cadbury](#)’s Dairy Milk [Chocolate](#).”



1933

The Panama Canal Zone Report reaffirmed what it had concluded in 1929, that there was no credible evidence that [cannabis](#) was habit forming or that it was having any “appreciably deleterious influence” on American soldiers in the Zone, and again recommended that no action be taken. The Federal Bureau of Narcotics, however, sensing a great opportunity for empire building, began to emphasize the need for adoption of a Uniform State Narcotic Drug Act to control it and characterized it as “the worst evil of all.”

[Cadbury](#)’s Dairy Milk with WholeNut was launched.

CHOCOLATE



1934

[Cadbury](#) began to “give away” a miniature animal effigy with each purchase of a specially designed tin of [cocoa](#).



XOCOATL

CHOCOLATE

1938

In Sweden, people began to criticize the Bratt system for high operating costs and for permitting too much consumption of [alcohol](#).

[Amphetamine](#) began to be widely advertised in Sweden as a pep pill.

In England, at [Cadbury](#)'s Bournville facility alone, 10,000 men and women were employed.

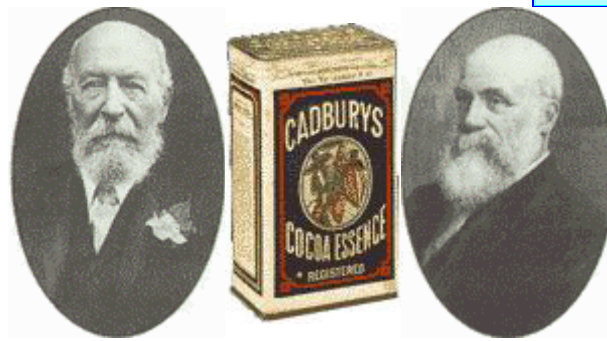
CHOCOLATE



## 1939

In England, the formerly [Quaker](#) chocolate company, [Cadbury](#), as it had during World War I, would during World War II entirely disregard the Quaker Peace Testimony by in every way possible contributing to its nation's war effort. The company had become just another war contractor and would manufacture all sorts of war equipment, such as milling machines for rifle factories and pilot seats for Defiant fighter planes. The workers ploughed up its football pitches for crops, and the company's St John's Ambulance unit would be a first responder during German air raids. After an air attacks, the employees would distribute cups of hot [cocoa](#) to rescue workers.

### THE QUAKER PEACE TESTIMONY



(The company would later boast about this curious mixture of legitimate relief activity with illegitimate belligerent activity. It had done nothing of which it felt it needed to be ashamed, either in relief of the slaughter or in furtherance of that slaughter.)

At the [Quaker Moses Brown School](#) for boy scholars on top of the hill in [Providence, Rhode Island](#), radical changes in governance were in the works. Here is how this new arrangement would be described in Friend Eric Kristensen's "An Outline of Moses Brown School's History," prepared for the Ad Hoc Subcommittee of the Permanent Board on Financing Moses Brown School Renovations:

Yearly Meeting records the following in Minute 52: "Rufus M. Jones presented the request of the Committee on Moses Brown School and Lincoln School to add four members from outside the Yearly Meeting membership, such appointment to be made by the School Committee itself and to consist of local interested people, representative of the alumni, the parents, and other Providence friends of the School." Minute 54 records that "The Committee on Moses Brown School and Lincoln School is given permission to add to its present number four additional members, who may or may not be Friends." (page 10)

1969

[Cadbury](#) Group, Ltd. merged with Schweppes, Ltd. to become Cadbury Schweppes, Limited.

CHOCOLATE



The righteous firm of Cadbury Schweppes would offer no [alcoholic](#) beverages (customers intent upon iniquity would therefore need to mix in their own [gin](#) or [vodka](#), purchased separately, to help its best-selling Indian Tonic water go down a little better).

Following the repeal of [prohibition](#) in Finland, [the temperance movement](#), still with government support, remained strong. The abolition of prohibition in rural areas and the lifting of [beer](#) restrictions resulted of course in an increase in consumption.

1970

There was an outbreak of *Salmonella* “durham” poisoning in Sweden, amounting to 110 cases, caused by bad [chocolate](#).<sup>8</sup>



8. *Salmonella* poisonings caused by a new serotype are named after the place in which this new serotype is first isolated.



1973

The National Association for the Study and Prevention of [Tuberculosis](#) changed its name, becoming the American Lung Association.

During this year and the following one there was an outbreak of *Salmonella* “eastbourne” poisoning in North America, amounting to 200 cases, caused by bad Canadian [chocolate](#) balls.<sup>9</sup>



1982

There was an outbreak of *Salmonella* “napoli” poisoning in England and Wales, amounting to 272 cases, caused by bad Italian [chocolate](#) bars.<sup>10</sup>



1985

During this year and the following one there would be an outbreak of *Salmonella* “nima” poisoning in Canada, caused by bad Belgian [chocolate](#) coins.<sup>11</sup>



9. Salmonella poisonings caused by a new serotype are named after the place in which this new serotype is first isolated.  
 10. Salmonella poisonings caused by a new serotype are named after the place in which this new serotype is first isolated.  
 11. Salmonella poisonings caused by a new serotype are named after the place in which this new serotype is first isolated.



XOCOATL

CHOCOLATE

1987

There was an outbreak of *Salmonella* poisoning in Norway and Finland, amounting to 349 cases, due to bad [chocolate](#).





## CHOCOLATE

## XOCOATL

**1988**

In York, England, the Rowntree family, a [Quaker](#) family, had been in the [chocolate](#) business. At this point their company was purchased by Nestlé (although the Rowntree name still survives as a brand).

[Cadbury](#) purchased Lion Confectionery.

In the [Durham monthly meeting](#) of the [Religious Society of Friends](#):

Clerks of Meeting	
1943-1947	Edward K. Kraybill
1947-1948	William Van Hoy, Jr.
1949-1949	John de J. Pemberton, Jr.
1950-1951	Harry R. Stevens
1951-1952	John A. Barlow
1952-1957	<a href="#">Susan Gower Smith</a>
1957-1960	Frances C. Jeffers
1960-1961	Cyrus M. Johnson
1961-1965	Peter H. Klopfer
1965-1967	Rebecca W. Fillmore
1967-1968	<a href="#">David Tillerson Smith</a>
1968-1970	Ernest Albert Hartley
1970-1971	John Hunter
1971-1972	John Gamble
1972-1974	Lyle B. Snider (2 terms)
1974-1975	Helen Gardella
1976-1978	Cheryl F. Junk
1978-1980	Alice S. Keighton
1980-1982	John B. Hunter
1982-1984	Edward M. Arnett



1984-1986	<a href="#">Calhoun D. Geiger</a>
1986-1988	John P. Stratton
1988-1990	J. Robert Passmore
1990-1992	Karen Cole Stewart
1992-1995	Kathleen Davidson March
1995-1998	Nikki Vangsnes
1998-2000	Co-clerks J. Robert Passmore & Karen Cole Stewart
2000-2002	Amy Brannock
2002-2002	Jamie Hysjulien (Acting)
2002-2005	William Thomas O'Connor
2005-2007	Terry Graedon
2007-2009	Anne Akwari
2009-2012	Joe Graedon
2012-2013	Marguerite Dingman
2013-	Co-clerks Cathy Bridge & David Bridge

1990

The [Cadbury](#) World Visitor Centre opened, and welcomed 400,000 visitors in this first year.

CHOCOLATE



1993

In Minworth, Birmingham, England, the formerly [Quaker](#) chocolate company, [Cadbury](#), opened the world's largest and most advanced chilled warehouse.



(That'll mean no more *Salmonella* infections in the milk [chocolate](#), right? That'll mean they can let down their guard, right?)



2001

There was an outbreak of *Salmonella* “*oranienburg*” poisoning in Germany, Denmark, and other European countries, amounting to 439 cases, caused by bad German [chocolate](#).<sup>12</sup>



12. *Salmonella* poisonings are named after the locale in which each new serotype is initially isolated.

2003

The formerly [Quaker](#) chocolate company, [Cadbury](#), decided to allow some *Salmonella* “montevideo”<sup>13</sup> organisms in their [chocolate](#) products, selling the items as is rather than reprocessing and sterilizing them, so long as it did not seem to their lab personnel as if the organisms had become numerous enough to actually make people ill. That is to say, they created an “allowable tolerance level” for such toxic organisms. Modern



industrial methods meant it was no longer going to be possible to sweat the small stuff. These tolerable levels had been established in the 1940s by feeding infusions of the live organism to Conscientious Objectors (primarily 7th-Day Adventists) held at Fort Dietrich by the US Army and in the 1950s by feeding infusions of the live organism to US prisoners (supposed “volunteers”), it having been found then that the lowest dose that would cause noticeable illness was about 100,000 of the organisms.<sup>14</sup> Cadbury also decided not to establish, in their manufacturing facility, a Hazard Analysis and Critical Control Point system, considering that in today’s competitive environment such an obsession with cleanliness would be prohibitively expensive. The company could rely on its long reputation for the highest quality to keep its customers loyal.



(Such action of course relied on a presumption that levels of contamination would be evenly distributed from bar to bar and from batch to batch, so that average levels would not be in particular instances greatly exceeded — but that’s a good presumption, isn’t it?)

13. *Salmonella* poisonings caused by a new seriotype are named after the place in which this new seriotype is first isolated.

14. Well, but that was when administered alone, not when mixed in with the lipids of milk chocolate. It would turn out that not only do these lipids tend to lengthen the life of the microorganism on the shelf, but also they are rather effective in protecting the organism against being destroyed by stomach acid, so when administered in, say, a commercial chocolate bar, a dose of considerably less than 100,000 organisms may be dangerous. Oh-oh, watch out!





CHOCOLATE

XOCOATL

2007

July 16, Monday: [Houghton Mifflin Company](#) took over Harcourt Publishing and became [Houghton Mifflin Harcourt](#) (mergers, restructurings, and recapitalizations would continue with, among others, the participation of Mitt Romney's venture capital group "Bain Capital" and eventually this business entity's "Curious George at the Zoo" would become one of the top ten apps on the iPad).

1832-1834	Allen & Ticknor
1834-1843	William D. Ticknor
1843-1849	William D. Ticknor & Co.
1849-1854	Ticknor, Reed & Fields
1854-1868	Ticknor and Fields
1868-1871	Fields, Osgood & Co.
1871-1878	James R. Osgood & Co.
1878-1880	Houghton, Osgood, & Co.
1880-1908	Houghton, Mifflin, & Co.
1908-2007	Houghton Mifflin Company
2007-?	Houghton Mifflin Harcourt



[Cadbury](#) was fined £1,000,000 after pleading guilty to selling unsafe [chocolate](#) to the unsuspecting public. After finding *Salmonella* in their product at the Marlbrook plant in Herefordshire, an outbreak apparently the result of a leaking pipe, an outbreak they had known about since 2002, they had breached hygiene controls and had failed to alert the proper authorities, in addition to six other food safety offenses. Overall the formerly [Quaker](#) company has recalled £30,000,000 of its Dairy Milk product from the distribution chain.



(Until this thing blows over, the company will be saving money by not putting out its TV commercials.)





XOCOATL

CHOCOLATE



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"It's all now you see. Yesterday won't be over until tomorrow and tomorrow began ten thousand years ago."

- Remark by character "Garin Stevens"  
in William Faulkner's INTRUDER IN THE DUST



Prepared: November 11, 2013

# ARRGH AUTOMATED RESearch REPORT

## GENERATION HOTLINE



This stuff presumably looks to you as if it were generated by a human. Such is not the case. Instead, upon someone's request we have pulled it out of the hat of a pirate that has grown out of the shoulder of our pet parrot "Laura" (depicted above). What these chronological lists are: they are research reports compiled by ARRGH algorithms out of a database of data modules which we term the Kouroo Contexture. This is data mining. To respond to such a request for information, we merely push a button.



**XOCOATL**

**CHOCOLATE**

Commonly, the first output of the program has obvious deficiencies and so we need to go back into the data modules stored in the contexture and do a minor amount of tweaking, and then we need to punch that button again and do a recompile of the chronology – but there is nothing here that remotely resembles the ordinary “writerly” process which you know and love. As the contents of this originating contexture improve, and as the programming improves, and as funding becomes available (to date no funding whatever has been needed in the creation of this facility, the entire operation being run out of pocket change) we expect a diminished need to do such tweaking and recompiling, and we fully expect to achieve a simulation of a generous and untiring robotic research librarian. Onward and upward in this brave new world.

First come first serve. There is no charge.  
Place your requests with <Kouroo@kouroo.info>.  
Arrgh.