

Chocolate

drink of the Gods, but now a pleasure for you and me

This exhibit will reply the questions how chocolate was imported into Europe as a drink for Gods and Kings, and how it became a pleasure for me and you and our body and mind.



What did the Mesoamericans admire so much? Is it really a gift of God?



Or just something that grows on a high tree? Is it just a big pod that can be turned into chocolate by accident?



Die colour proof on thin paper (Togo)

Cocoa Tree

PUBLICITE POSTALE BREVETEE
Bureaux: Imprimerie « Helios » 2, rue de l'Eclipse, Bruxelles

CHOCOLAT MENIER
LA PLUS GRANDE
FABRIQUE DU MONDE
VENTE 50,000 K. PAR JOUR

Maison Firmin Mignot.
149, Rue Neuve BRUXELLES,
POÊLES AMÉRICAINS — MACHINES À ÉCRIRE
Vélocipèdes
COFFRES-FORTS — MACHINES À ÉCRIRE

MONITEUR INDUSTRIEL
JOURNAL SCIENTIFIQUE
COMMERCIAL FINANCIER
BUREAUX: PARIS
14, Rue St. Petersbourg
BRUXELLES
15, Rue d'Accolay, 15

Van Neck frères
Grand'Place 24 et 25
BRUXELLES
Graines et Cages
POUR OISEAUX
CORDAGES FICELLES
POULIES
ECUS DE GYMNASIQUE

Messieurs Hirsch & Co
rue Neuve
Bruxelles

Stamp: 20 FEB 1891
Stamp: 5 FEB 1891
Stamp: 5 FEB 1891

Why it became such a big success that at the start of the 20th century chocolate companies already sold thousands of kilos every day?

Advertisement stationery (Belgium - 1891) sold reduced fee 5c i.s.o. 10c.

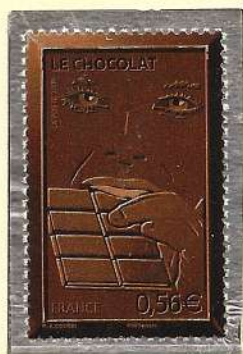
Only one in used condition recorded text: Chocolat Menier sold 50,000 kg every day

L'ELECTRIQUE
15, RUE ZERZO, 15
BRUXELLES
Application industrielle de l'Electricité

MUTUAL LIFE
15, RUE ZERZO, 15
BRUXELLES
DIRECTION
67, RUE DE LA REINE
BRUXELLES

A. LAUREYS FILS
SERRAVALLO 2
AVENUE LOUIS, 131
FABRIQUE: 104 RUE DE JONCKHE
BRUXELLES

DICK'S
CHAUSSURES ANGLAISES
SEMPER EN GUTTA SERENA
Imperméables
105, RUE DE FLANDRE
ET 76, MARCHE-AUX-HERBES
BRUXELLES



Title and Plan 2

1. Chocolate conquered the world 22

- 1.1. The discovery, a Mesoamerican Genesis
- 1.2. Royals and aristocracy addicted to their daily cup(s)
- 1.3. The chocolate route around the world

2. Cacao pods transformed into a tidbit 30

- 2.1. How to grow the 'Food of the Gods'
- 2.2. Cultivation, the art of harvesting and treatment
- 2.3. Meeting the industrial revolution
- 2.4. Preparation of the tidbit

3. Wonderful craftsmanship creates temptation 25

- 3.1. Fifty shades of chocolate
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- 3.3. The success behind fillings and flavors

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- 4.1. Attracted by beautiful wrappers and boxes
- 4.2. Displaying luxury with pots and cups
- 4.3. Effective branding for increasing success
- 4.4. Making it accessible to all

5. Effects on mind and body 20

- 5.1. Cure or confection? The beneficial effects
- 5.2. A booster for the mind and body
- 5.3. The enjoyment of chocolate

At the conclusion; let's enjoy it 1

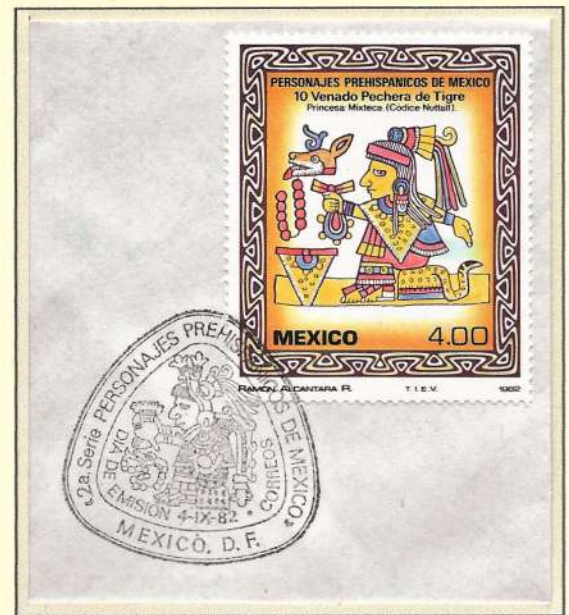
1. Chocolate conquered the world

1.1 The discovery, a Mesoamerican Genesis

Maya or Aztecs...



The earliest use of cacao by the Maya comes from an ancient site in northern Belize. They consumed cacao-based beverages at social or political events.



Cancel: fragment Codex Nuttall: cacao
exchange during wedding ceremony



On the right ▲
Emperor Montezuma

Bernardino de Sahagún, a missionary priest, wrote the *Florentine Codex*, (2400 pages) documenting the life and habits of the Aztec and how cacao was prepared and consumed as part of their daily life.

Emperor **Montezuma** himself was said to take no other beverage than his cacao and up to 50 servings daily... he drank his xoco-atl from golden goblets, which were given to the poor after a single use!



Florentine Codex



Cover sent from Havanna 8 Nov 1843 via New York on 20 Nov 1843. Crossing the Atlantic on the **Montezuma** (named after Aztec Emperor) of the Black Ball Line to Liverpool arrived on 6 Dec 1843, thence to London on 7 Dec 1843. Port black $\frac{1}{4}$ = 1s 4d; double ship letter rate of 8d = 16d or 1s 4d



Cacao pod as money box



On his 4th voyage to the 'New World' between 1502 and 1504, Christopher Columbus discovered cacao beans while 'robbing' the cargo of a Mayan trader, near modern Honduras. He assumed they were a kind of almond, but were very valuable as 'coins of the realm', and used for trading.



Perforation error



White flaw by paper crease



In the beginning, Columbus was totally obsessed by gold, and had little interest in the small beans, not realizing the future important economic worth in the New World.

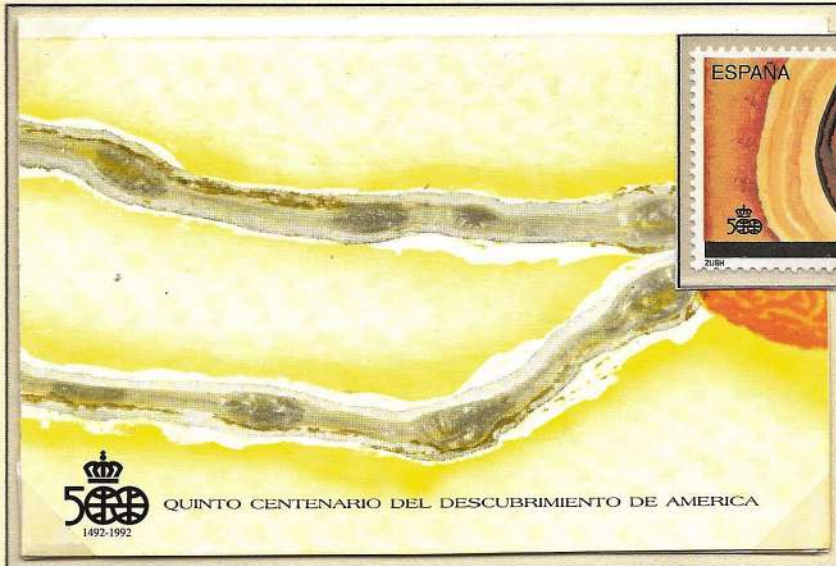


Proof on hard paper

He is believed to take the cacao beans as first to Europe, together with other fruit and vegetables.

1.1 The discovery, a Mesoamerican Genesis

among other treasures



Stamp of booklet also issued separately

◀ Celebrating 500 years of discovering America and its agriculture

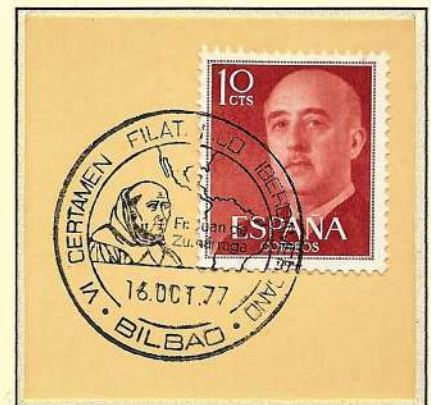


Columbus also took back many other treasures like; corn, tomato, tobacco, potato and cacao.



Then Spanish explorer **Hernando Cortez** landed at Tabasco another cacao-intensive producing region in the Mexican Gulf in 1519. His army marched on the Aztec capital of Tenochtitlan meeting Montezuma, who presented him with a large load of cacao beans, serving the cold frothy drink, to his new Spanish guests, again in golden goblets.

Juan de Zumárraga, (1468–1548), a Basque Spanish friar and first bishop of Mexico, is credited with making chocolate a popular drink among Europeans.



Juan de Zumárraga



Print error underinking; faint design lacking color

Tabasco

Cortez also realized the commercial possibilities of this 'food of the Gods'. **Fray Toribio de Motolinia** (priest) on joining Cortez, noticed how the Aztec's prepared the beans for the royal drink.





Cortez, on arriving back in Grenada (Spain) in 1528, presented King Charles V the beans from his own plantations and also explained how to make the drink.

Coat of Arms with motto 'Plus Ultra' added by Charles V referring to the 'New World' ►



Grenada: perforation error



Charles V was so moved by the sweetened, refined drink that he immediately decreed it to be reserved exclusively for the enjoyment of nobility.



For about 100 years, only Spanish monks were entrusted with the secret, until **Felipe IV**: his wife was near death but mysteriously recovered after drinking hot chocolate. Witnessing the miracle the monks declared it a gift from God, deserving to be enjoyed by all.

<p>ANIS Y COÑAC</p> <p>CERVANTES</p> <p>F. ARRIBAS</p> <p>VALLADOLID</p>	<p>CHOCOLATE</p> <p>PARISIEN</p> <p>FAUSTINO GARCIA</p> <p>ASTORGA</p>	<p>TALLER DE REPARACION DE AUTOMÓVILES Y MOTORES</p> <p>S. A. SERRALEON</p> <p>Depósito de Bandages</p> <p>Accesorios para Automóviles</p> <p>Industria, 4 y Avenida de América</p> <p>CORDOBA</p>	<p>FABRICA DE SOMMIERS</p> <p>de Francisco Peña</p> <p>Director de Fabricación</p> <p>FRANCISCO SOLANO</p> <p>FABRICA Y OFICINAS:</p> <p>AURORA, NUM. 4</p> <p>TELEFONO, N.º 500</p> <p>MURCIA</p>
<p>BALNEARIO DE SANTO TOMÁS</p> <p>Gran manantial de Aguas Sulfuradas - Recomendadas para el reumatismo, Herpetismo, Escrófular y Sífilis.</p> <p>SERRANO, NUM. 10</p> <p>TELEFONO NUM. 307</p> <p>GRAO (VALENCIA)</p>	<p>CAMPOS Y REINA</p> <p>COSECHEROS EXPORTADORES DE VINOS</p> <p>Dulce y jalea de membrillo</p> <p>PUENTE GENIL (Córdoba)</p>	<p>Alfo Máquin</p> <p>Accesorios miers y Ca</p> <p>Duque d</p>	<p>AUTO SALON GARAGE Y TALLERES DE LA</p> <p>Sociedad Anónima Comercial, Industrial y</p> <p>AGENCIA FORD</p> <p>y todo cuanto al automóvil se refiere, en los mejores precios para las mejores calidades</p> <p>Avenida Padre Isla, número 19 LEÓN</p>
<p>RAMON PEÑA TORRELAVEGA</p> <p>FABRICA DE CURTIDOS</p> <p>Especialidad en suela curtida por el procedimiento antiguo, con corteza solamente</p> <p>FABRICA DE CALZADOS</p> <p>Especialidad en calzado para niños y zapatillas de piel y paño</p>	<p>MAQUINARIA AGRICOLA</p> <p>ABONOS QUIMICOS</p> <p>Overland - Willis - Knight - Old</p> <p>ADRIAN VI</p>	<p>LA INDUSTRIA ASTURIANA</p> <p>CHOCOLATES - MATEOS</p> <p>LA INDUSTRIA ASTURIANA</p> <p>CHOCOLATES - MATEOS</p> <p>LA INDUSTRIA ASTURIANA</p> <p>CHOCOLATES - MATEOS</p>	<p>S. Dou</p> <p>Roberto Fernandez de Polan</p> <p>co. Calle de los Bañeros</p> <p>Santia</p> <p>LA ESPECIAL</p> <p>FABRICA DE CHOCOLATES Y BOLLAS</p> <p>F. ROMERO PERRIS</p> <p>VALENCIA</p> <p>DESTILERIA EL NORTE</p> <p>OVIEDO</p> <p>SALON LA UNION</p> <p>CAFE BILLARES VARIETES</p> <p>ORENSE</p>

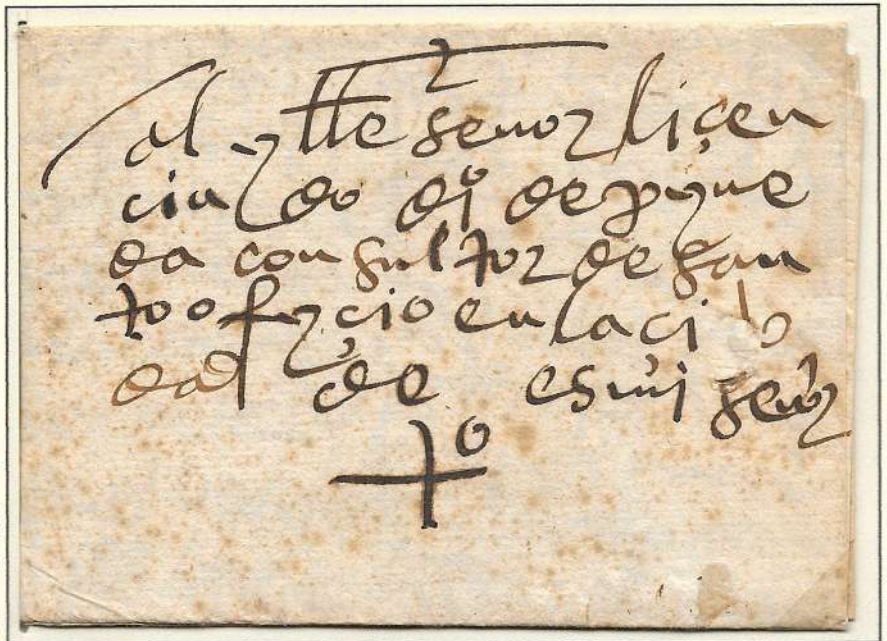
Stationery printed to order (Spain) advert Faustino Garcia

Priest with cup of cacao



Letter from Villa del Prado (Valladolid; Spain - 1579) addressed to Diego de Pineda, consultant to the Holy Office in Toledo. Port: 2 real. Mail from the Inquisition in the 16th century. (justified usage of borderline material)

Inquisition - Expulsion of Jews



After the 1492 edict of expulsion of Spanish Jews and the onslaught of the Portuguese Inquisition in 1536, many Jews sought asylum in Bayonne, France. They imported tools and knowledge of cocoa, ...



... and taught local workers the secrets of processing chocolate. In Bayonne we find the first artisans and chocolatiers guild and by 1854 it was home to at least 34 chocolate companies.

20 CENTIMES
Vendredi 5 Novembre 1869

DE BAYONNE,

EL, COMMERCIAL ET MARITIME,


Mercredi et Vendredi.

CHOCOLAT de BAYONNE

FAGALDE

FOURNISSEUR BREVETÉ
DE S. M.
l'Empereur Napoléon III.

MAGASIN A PARIS, RUE DE SEVRES, 33 | MAGASIN A BORDEAUX, COURS DE TOURNY, 57

Dépôt dans les principales villes de France.

USINE A VAPEUR A CAMBO.

Dépôt Central
A BAYONNE

Arceaux du Port-Neuf, 31

INSERTIONS.

10 C. LA LIGNE. — RÉCLAMES... 40 C. LA LIGNE.

Typographic cancelled stamp (France-1869) on newspaper. Tarif 2c for sending in region (color bleu includes postage tax of 2c)

chocolate advert at stamp side of newspaper of Bayonne

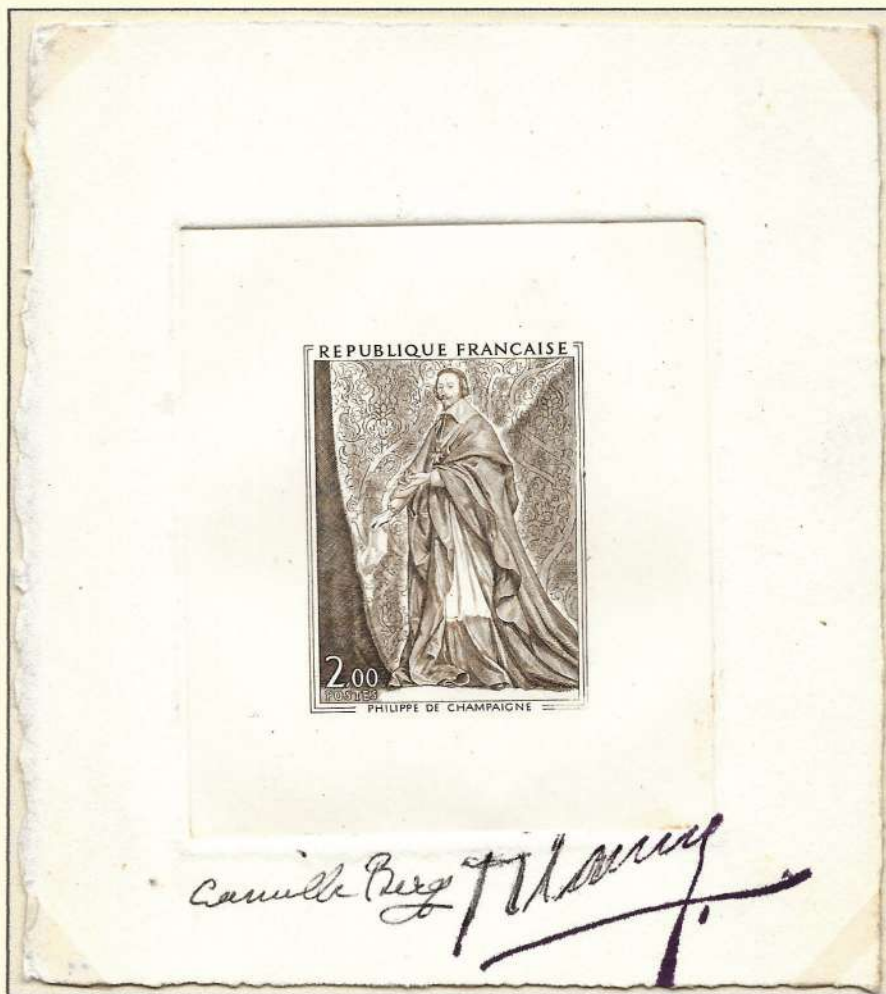


Louis XIII: wrong year of birth: should be 1601



In Paris, **Cardinal Richelieu** (1585-1642) seemed to be addicted to the new luxury from his very first taste. He was an early influencer with great prestige.

Anne of Austria, Infant of Spain, married **Louis XIII** in Bayonne in 1615 and shared her passion for hot chocolate with the high society of France.



Black artist proof engraved by R. Cami and C. Berg (France-1975)



Postcard carried by **STEAMER RICHELIEU** from St Louis (Senegal-1903) to France



Color die 5¢ essay on thick cloudy bond, large lettering, (USA-1869) **Washington**

The year 1757 marks the first record of George **Washington** ordering 20 pounds of chocolate. Throughout his life, he frequently enjoyed it. Most often it was served with breakfast. This chocolate was also often served at Mount Vernon when he had visitors. It was a popular product, but was not readily available as it is today.



Clemens VIII



model Sima (Italy-1938)

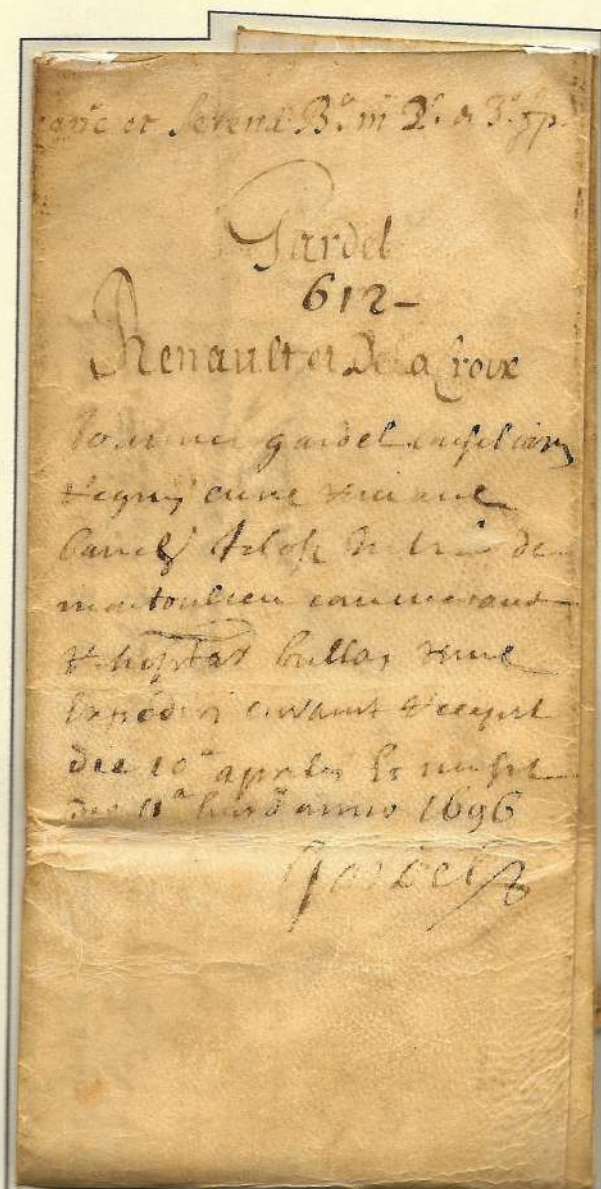
Alba D'Oro. Golden Dawn

Proof (Paraguay)
Jesuits works

A Florentine religious family (merchants of exotic products) visited cocoa plantations near Nicaragua end 1500s, and saw immediately the huge trade possibilities for Italy. When they returned home, they introduced it to Pope Clemens VIII. The black gold is discovered and announced as golden dawn.

Trade quickly expanded due to the **Jesuits'** commercial interest. Begin-1600 the pope's main dilemma was if cacao consumption would interrupt a required fast. The debate simmered in the Church for 100s of years and was clearly less the result of what theologians said than the decisions of ordinary clergy who drank it regardless.

In 1692 Pope Innocent XII received a request from Carmelites in Madrid for a dispensation to drink chocolate inside the walls of their convent. Pope Innocent XII refused the Carmelites' request and it was not, in fact, until almost a century later that Pope Pius VI issued a definitive ruling that clerics could drink chocolate (albeit only away from Church premises).



◀ Papal bull (Rome, 1696) with lead seal of pope Innocentius XII, vellum. Papal bull letters were traditionally sent postage-free. Given the importance of these letters and the fact that they were considered official communications from the Pope. Papal bull of pope Innocentius XII



Charles VI

Cacao was taken to Austria in 1711 when Emperor Charles VI transferred his court from Madrid to Vienna.

His daughter Empress Maria Theresa of Austria insisted on her daily cup of chocolate drink.



Stationery international usage (Hungary-1897) to Berlin



Inauguration of Empress Maria Theresa in 1740

Jean-Etienne Liotard painted *The Chocolate Girl* (a pastel on parchment) in 1745, during his stay at the court of the **Empress Maria Theresa** in Vienna. It depicts a maid serving a hot chocolate to the Empress.



Dull paper variety



Printed to order Stationery (German Empire-1908) Rüger's Kakao publicity



'Chocolate Girl'



Havas Model P (France-1960) Comtesse Du Barry company selling all kind of luxury products like chocolate, oysters, foie gras, etc...

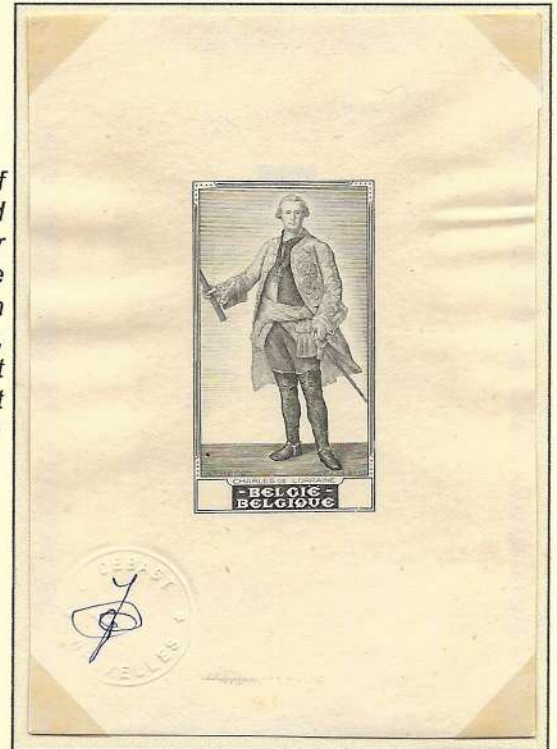
Many of the aristocracy exhibited their life of luxury: the **Comtesse du Barry**, mistress of Louis XV, drank a cup of chocolate daily, but the poor couldn't afford it.



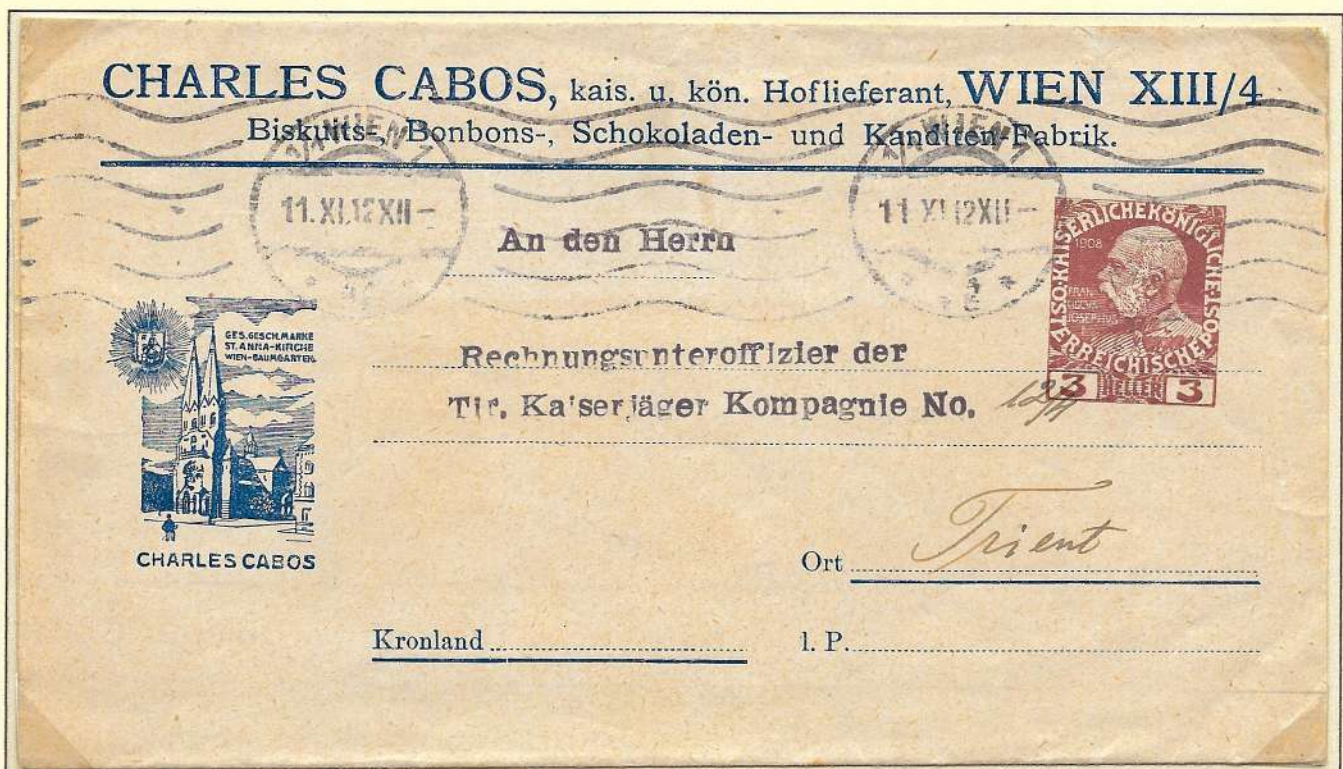
Court of Brussels



Die Proof of finished mold without value or surcharge numerals on cream paper, signed by artist Jean De Bast



At the court of **Charles of Lorraine in Brussels** (Maria Theresa's brother-in-law was the Netherlands governor) it was consumed in large quantities. Archives prove he loved the drink consuming it daily at breakfast. Making sure they never ran out of stock and to fulfill high standards, Imperial-Royal Court suppliers were chosen.



Printed to order magazine wrapper (Austria-1912)

Emperors and Kings court supplier



Francotyp model
"CM10000"
(Netherlands-1967)

Until 1850 mid-South American plantations grew the majority of beans due to their established background with Spain and Portugal.



In Brazil, the Portuguese colonists pioneered the commercial plantation based production.



Transit cancel on back of cover (Brazil-1944)

promoting first class product cacao

After independence of Brazil, planters and colonial officials expanded cocoa cultivation from South America over the Atlantic Ocean to West-African colonies, establishing in both areas a modern industry that resulted in the world's leading cacao regions.



Venezuela produced over half of the world's chocolate in 1810, and one-third of that was consumed by the people of Spain.



Today Venezuela is still known for their high quality chocolate, but they need financial investment by micro credits (Fondafa).



Postal advertising cancel (Venezuela-1933)

VENEZUELA produces the best cacao



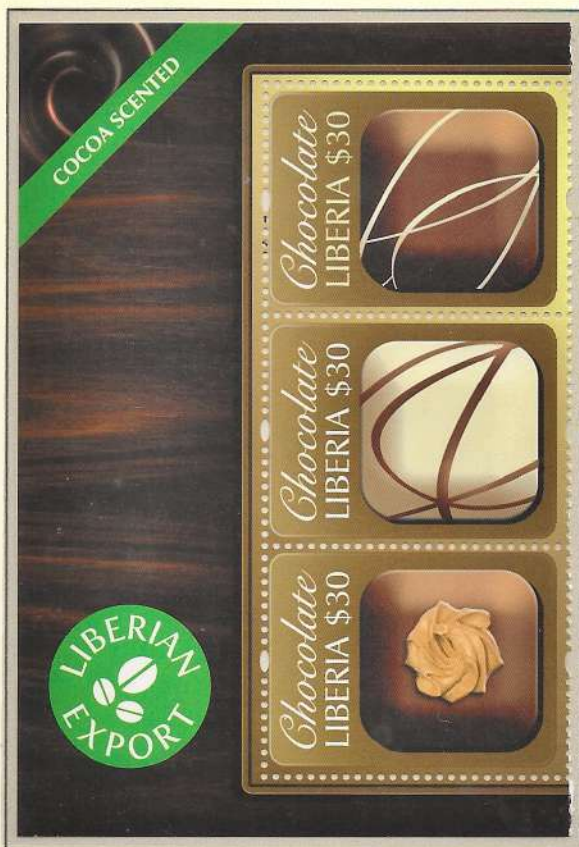
St Thomas and Prince



Arm with cacao pod of village Makokou (Gabon)



The Portuguese transferred production from Brazil to the West African colonies. With growing cacao consumption in Europe in the 1850's, *St Thomas and Prince* and *Ivory Coast* were one of the first cocoa-producing colonies in West Africa.



Flam Bitam (Cameroon-1954)

Center of cacao

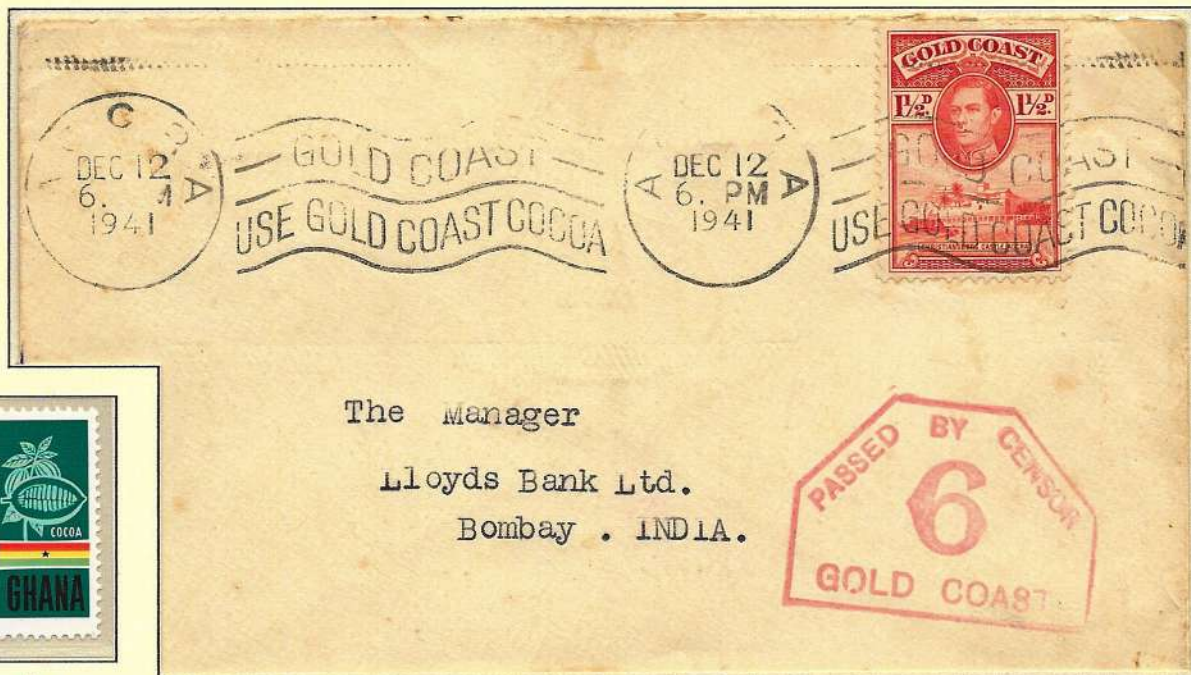
Later it expanded to Cameroon and Gabon. They became important too to fulfil the needs from Europe and is still today.



Unfortunately, the expansion was only possible by using slaves as laborers in almost all those plantations. The slaves were imported from the West-African islands or inland.



▲ cacao tree



African Unity Charter

Censor cancel (Great Britain-1941) in Gold Coast

use Gold Coast cocoa

Around 1900 more and more new cacao plantation areas were expanded in West and middle-Africa. To ensure that all Africans enjoyed human rights and raise the living standards the African Unity Charter was signed in 1963. Unfortunately still today the charter is poorly implemented in the cacao industry, specially at small-scale farms.

郵便はがき

切手をお貼り下さい

SAPPORO'72

1972年札幌オリンピック協賛HBCお年玉はがき

ますます
おいしさがさえる
ガーナミルク

30・50・100円

賞品
1等 ミュンヘンオリンピック招待2名 2等 日立カラーテレビ(ボンパ)5名 3等 グランドセイコー 10名
4等 セイコー目ざまし時計 100名 5等 日立ポケットライト 1,000名 6等 オリンピック初日カバー10,000名

001組 XI OLYMPIC WINTER GAMES 577202

抽せん発表 1月18日付の朝日、毎日、読売、北海道新聞の朝刊広告で発表。
賞品のお渡し 当選者は「当選はがき」を「060札幌中央局区内HBC北海道放送お年玉はがき係」宛 2月末日までにお送り下さい。折返し賞品をお送りいたします。
発行 北海道放送 協賛 ロッテ



Countries such as the Gold Coast (Ghana), Nigeria, and Congo became the principal sources for the European cacao manufacturing.



◀ Echocard (Japan) winter games Sapporo 72: Number one in Japan; Ghana Lotte Milk Chocolate factory: named after the country Ghana



The Van Houten Company was founded in Amsterdam in 1815. By the 1820s drinking chocolate was not widely developed, as the taste was of very poor quality with cacao beans ground into a fine mass.

In 1828 Van Houten invented a cocoa-pressing method, and was granted a patent from King William I. The solids were separated from the cocoa butter by means of pressing (crushing) and then treating the solids with alkali; the acids were neutralized, fibers softened, and disintegrated.



Issued for 100 year independence
(1813-1913) King William I



Letter Card 15c sold reduced for 5c (France - 1904 - 1st edition - region Reims)

Text: cacao Van Houten we prefer, without doubt the best and cheapest

Vermout

POLIER

Le plus ancien

Vermout Français

Malgré toutes les peines,
toutes concurrences et
toute la publicité, ce
sera toujours le

CACAO VAN HOUTEN

qu'on

PRÉFÉRERA

Il est incontestablement le
Meilleur et le Moins cher

ODOL

conserve

les **DENTS**

VAPORINE

la meilleure
des essences
pour **AUTOMOBILES**

Société Anonyme
de Lille et Bonnières
147, Boulevard de la Liberté
LILLE

MALADIES SECRÈTES

La Spécialité à employer **variant suivant le cas** du Malade

S'adresser **Pharmacie GERRETH**, 15, rue du Chemin de Fer, à **ROUBAIX**

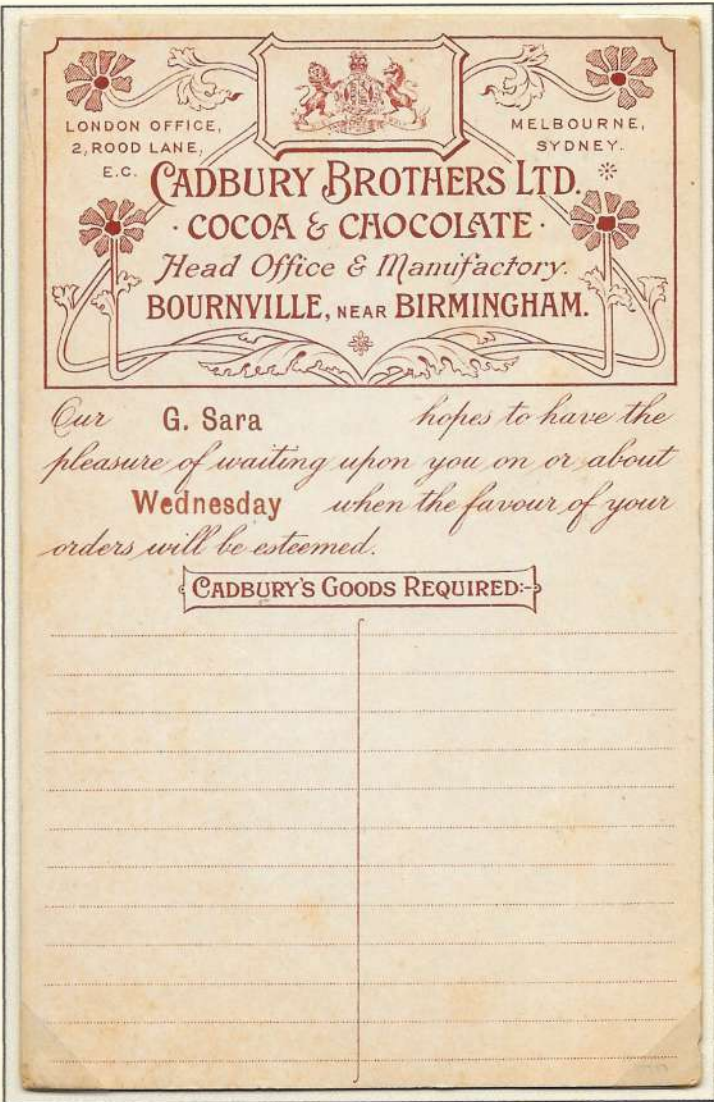
Guerison garantie en 5 jours.

The result - a light fluffy powder, full of flavor, very digestible, soluble in milk or water, and with extra cocoa butter obtained during the process of making the powder, could be molded into solid chocolate bars, and then be used to coat candies. The new easier process also resulted in cheaper cacao in the market.



Letter sent from Amsterdam (18 June 1737), arrived at Bridges coffee house, Cornwall, London on 4th October (Bishop Mark 14-20mm, used from 1713 till 1787, month appearing at the base). Coffee houses were recognized as pickup or leave points for the mail till c1800.

The English discovered chocolate after their conquest of Jamaica in 1659. It was served in coffee houses; public social places where politicians, traders and writers met for conversation, trade and receiving their post. Their role was nevertheless important because they made it more affordable to everyone.



Parcel Post label (Great Britain-1901) Sloane Street

Sir Hans Sloane favored, after visiting Jamaica in 1688, the use of liquid milk chocolate as a medicinal beverage. Cadbury, British chocolate manufacturer, marketed the beverage as 'Sloane's recipe milk chocolate'.



Stationery printed to order (Great Britain -1903) recognizable by Arms 'd' 14mm wide; No chain on Unicorn's collar



Cadbury Brothers, Bournville



Advertisement stationery
7½c sold for 5c
(Netherlands-1925)



Peter called his product "Gala", a Greek word which means: "from the milk"

Daniel **Peter** (from Vevey, Switzerland) invented milk chocolate in 1875, it took him 8 years. He married the daughter of **Cailler**, Switzerland's leading chocolate maker and still today.



Henry Nestlé



Hasler model F88/F99 without town mark (Belgium)

Nestlé=Peter+Cailler+Kohler

Peter used the invention of another Swiss, Henri **Nestlé**, who had perfected the process of milk condensation.



Perfin Nestlé

In 1904 Peter merged successfully with **Kohler** Chocolate Company and merged finally into Nestlé company.



Pitney Bowes model RT (USA)



Hershey, a chocolate town

In 1893 Milton Hershey, already making his fortune with caramels, attended the Columbian Exposition in Chicago and decided: "Caramels are a fad but chocolate is permanent. I am going to make chocolate." His decision came after ...



Die proof on gummed paper (USA) Hershey 32c



Germania



Niederwalddenkmal in Rudesheim

... when he was impressed by the 11m high Germania statue, using 13.000 kg of chocolate. It was a copy of the 'Niederwalddenkmal' statue in Rudesheim and was shown inside the agriculture building of the Columbian Exposition in Chicago in 1893.



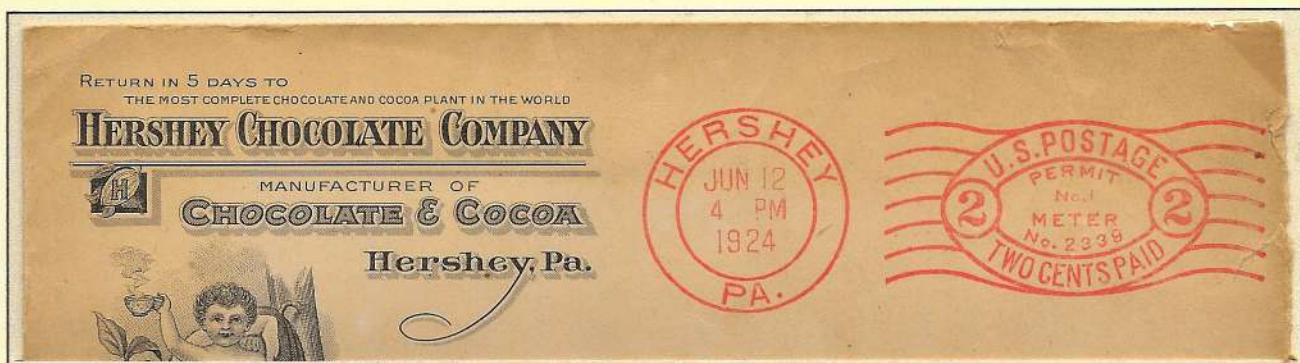
World Columbian Exposition Chicago Stationery (USA-1893)

Agriculture Building



Company J.M. Lehmann perfin JL; The letter passed the German Empire foreign exchange censorship in 1920 in Dresden producing chocolate machines

After examining the J.M. Lehmann exhibit of chocolate making machineries at the 1893 Columbian Exposition, Hershey decided to sell his caramel factory and commence with chocolate. After the exposition had closed, two pieces of the Lehmann machinery were sold to him. Hershey's is now the oldest chocolate factory on the American continent. The town is named after his chocolate company.



Pitney Bowes model M (USA-1924)

town was founded by Hershey in 1903 for the company's workers



Unable to have children of his own, Milton S. Hershey founded the Milton Hershey School in 1909 for orphaned boys.

Hersheypark is a leisure park for employees of the Hershey Chocolate Company,



Tab with 'Atelier Du Timbre' and 'DEPOT-1910' (Belgium)
Stamps issued specially for Brussels World Fair 1910



Flam cancel (Belgium) Ghent International Expo 1913

In 1910, **Leonidas** participated in the World Fair in Brussels, Belgium, where he won the bronze medal and where he also met his future wife J. Teerlinck. Together, they presented their creations on the International Exhibition held in Ghent in 1913, and they won the gold medal. He decided to settle permanently in Belgium and founded the internationally famous Leonidas Company.



Leonidas: logo based on Greek hero-king of Sparta

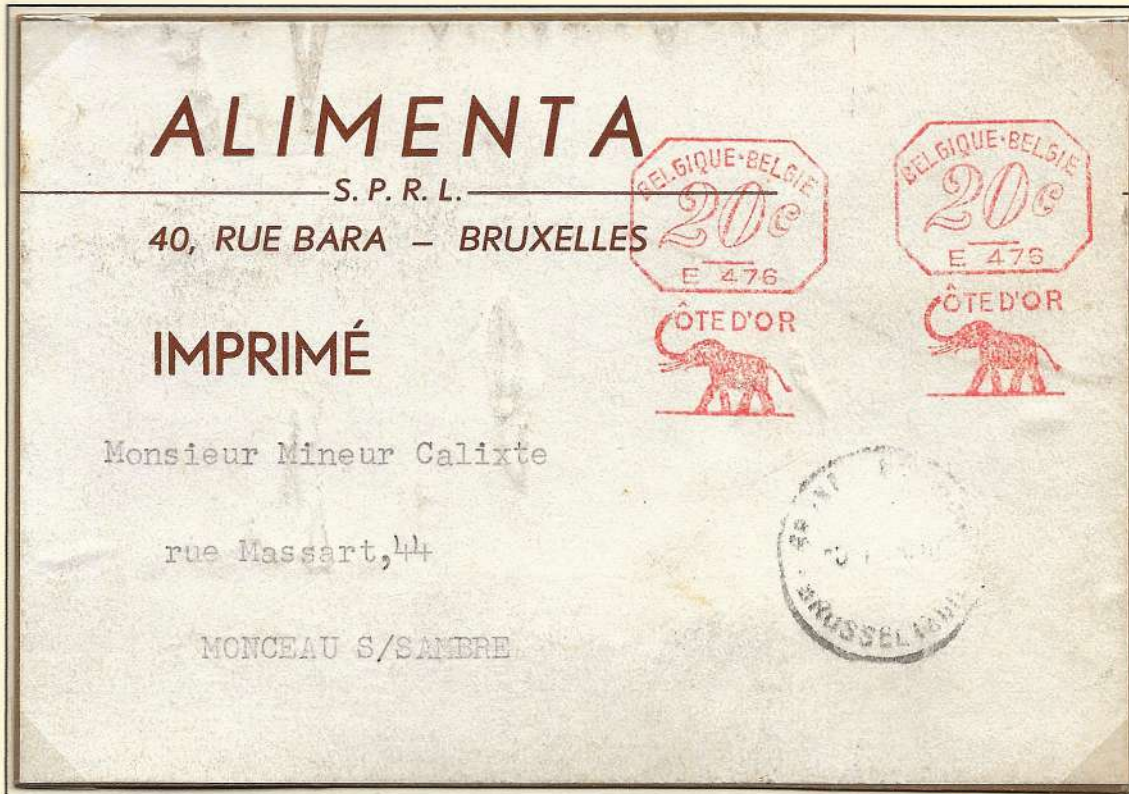


Leonidas has 350 shops in Belgium, 340 shops in France plus nearly 1,250 stores in 50 other countries and have become one of the highest producing, widespread companies in the world.



Cover from ANDRINOPE to MARSEILLE struck with exceptional **LEONIDAS** Paquebot date stamp in black (5 Sept 1853). Framed **PAQUEBOTS DE LA MEDITERRANEE** in red at right and charged with hand struck '20' decime charge on arrival. Reverse with Smyrne (Turkey) and Marseille (France) arrival cancels.

Boat named after Greek hero-king of Sparta; Leonidas



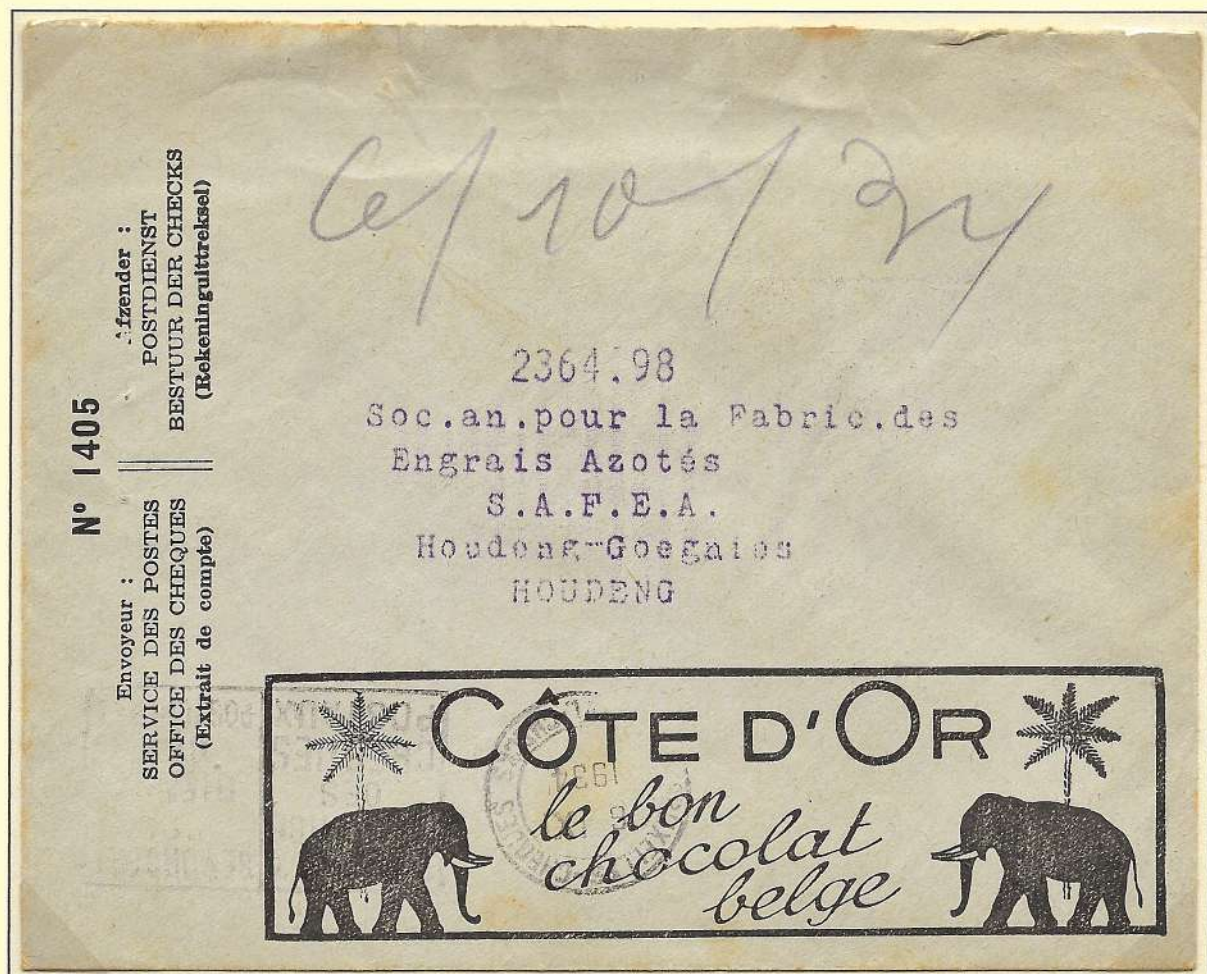
Timbrographe (Belgium - reg.nr E476)

Côte d'Or elephant logo



Logo is based on a Gambian postage stamp, shows an elephant and palm tree of exotic Africa

In 1906 the chocolate factory Alimenta was founded after some merges. The name Côte d'Or refers...



Postgiro enveloppe (Belgium - 1934)

Côte d'Or

... to the French name for the Gold Coast, the old name for Ghana, a source for most of the cacao beans used in their chocolate manufacturing since the start.



Packet stationery printed to order booklet of packet service (Berlin) for cacao factory Theodor Reichardt. This type of cards was used for sending an order of chocolate and cacao.

German company Theodor Reichardt was one of the first using beans from German Kamerun, West Africa.



Perfins G.St. on hyperinflation stamps (Germany-1923): Gebrüder (Brothers) Stollwerck - Inland letter rate 250.000Mk (startdate: 20.09.1923 - enddate: 30.09.1923 ; 10 days period) from Cologne to Mannheim

In 1930, Germany's Stollwerck Company based in Cologne (Köln), bought-out the chocolate manufacturer Reichardt and from 2002 they began producing several of the Barry Callebaut products.



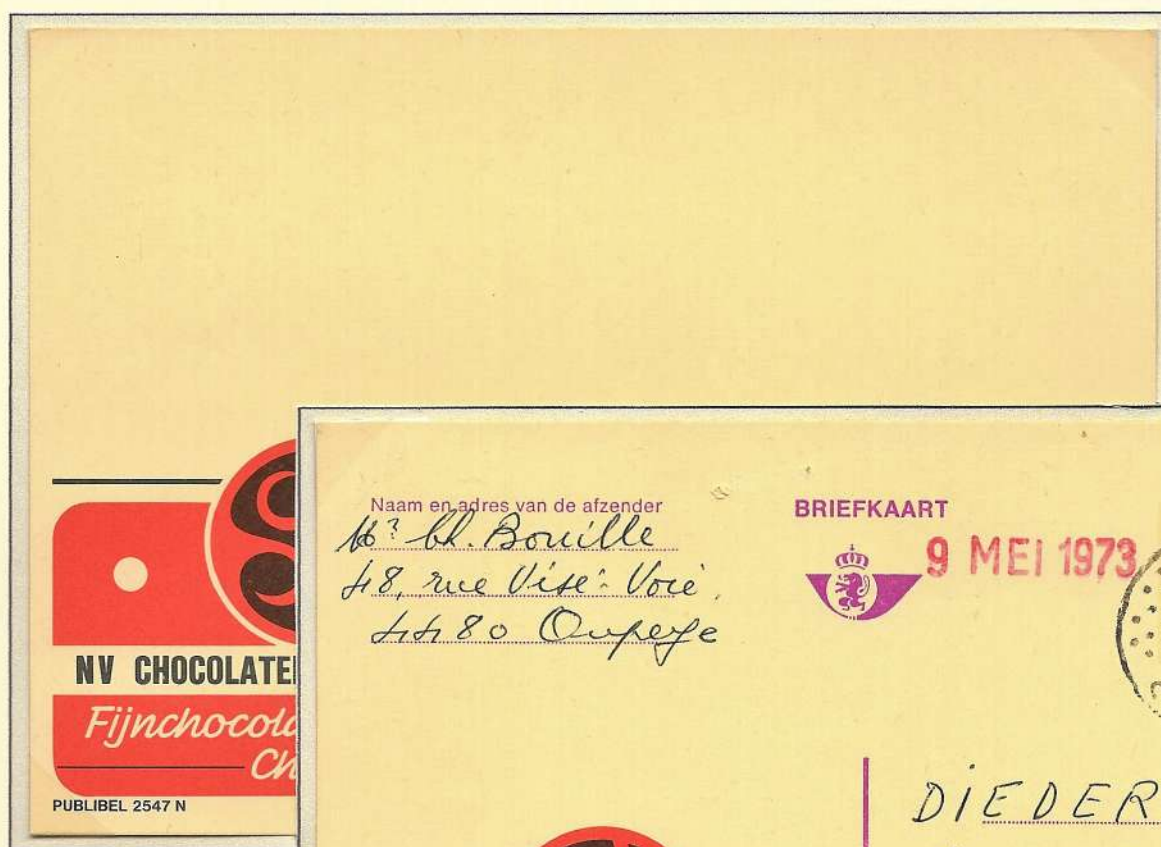
Hasler "F88/F99" broken inner circle (Belgium-1965)



Kwatta is a Belgian brand, based in Bois-d'Haine since 1913. Prior to 1889 it was Dutch company in Breda, with beans from a Surinam plantation of same name; Kwatta.



Typical short advertisement:
Kwatta, ideal breakfast.



Publibel proof
(Belgium)

Manufacturer
Callebaut



Publibel (Belgium) 3.5 Bfr Inland rating from 01.06.1972 till 01.10.1973

Callebaut founded in Belgium, began producing chocolate bars in 1911 and in 1925 chocolate couvertures. In 1930 they invented a unique way of transporting liquid chocolate to provide the food industry and large chocolatiers. They are one of the rare chocolate manufacturers that even today, still select, roast and grind's its own cocoa beans.

2. Cacao pods transformed into a tidbit

2.1 How to grow the 'Food of the Gods'

Linnaeus and little flowers



First machine-produced stamp booklet of Sweden, using sheets imperforated at right and left. 1 of 5 contains imperforated side



Small waxy flowers on branch



It was called "xocol-atl" (pronounced "shoco-latl") by the Aztecs. In 1753 the cacao tree was recognized by famous Swedish scientist and naturalist, **Carolus Linnaeus**. He named it "Theobroma cacao", [the food of the Gods] in the family Malvaceae.



◀ Carolus Linnaeus



A tree can grow as tall as 12-15 m in the wild but to facilitate harvesting most cocoa farmers do not let it grow higher than 4-8 m. It's not known for certain how long they live, but on average around 50 years.



Printed to order journal wrapper (Switzerland -1911)

Chocolate Factory

'De Villars', Fribourg, their logo is small cocoa tree (Theobroma cacao)

Thousands of small waxy white or pink flowers (on average 20.000 per tree) are produced in clusters directly on the trunk and older branches; this is known as cauliflory.

2.1 How to grow the 'Food of the Gods'

flower power



Little waxy flower

color
proof
(Guinea
-1962)



Same mosquito causing malaria



Flowers on old branches

So, this is the very first start of where chocolate comes from. This is the flower of a cacao tree and the **mosquitos** pollenate the flower and then in the center of this flower a little oblong pod shaped, a cacao fruit.



Progression proof



Unripe fruit varies from pale colors and tends to yellow or orange when maturing

It comes out of the center of those prongs on the flower. It's really a pretty special process!



Francotyp-Postalia T1000 digital (Germany-2001)



Only 10 to 50 flowers per tree will develop into pods over a 4 to 6 month period, ripening from shades of green and maroon to gold or scarlet.



Cacao pods
hanging in tree



Color proof (Gabon-1968) and new color notations VE=green + variant nr 8 and 9, BR=Brown + variant 8



Criollo: orange yellow pod



Trinitario: orange brown pod



Forastero: green pod



About 20 known varieties of the cacao plants exist, but only 3 are commonly used: **Criollo**, **Forastero** and **Trinitario**. Differences are by their color and size, as well the color of the beans and hardness of the pod.



▲ Specimen



Silver head shifted down

The fruit is a huge berry, usually egg or melon-shaped. Each pod weighs between 200 and 800 grams and contains 25 to 40 seeds; harvesting occurs twice yearly.



The 'cocoayer' stamp was issued (1924) together with other stamps picturing palm trees, coconut tree, sugar cane, ao. Cover sent from Agbelouve (Togo) to Schaffhausen (Switzerland); fee 1fr50 for oversees, rarely only 'cocoa tree' stamps are used.

The tree takes at least 4 years to mature before flowering and fruiting occur, but they won't just grow anywhere.



Black die proof

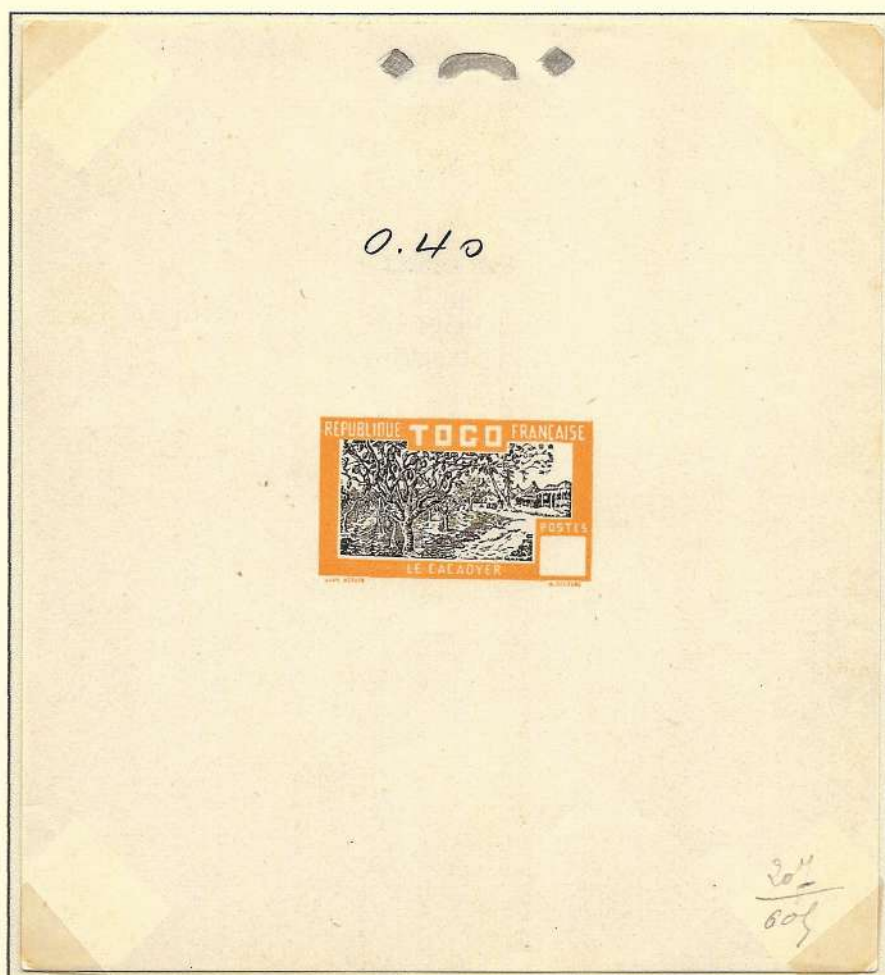


Black shifted

die proof on thin paper; color codes are penciled in the margin and the proposed issued value is written in ink



A cocoa plantation has around 50 trees per 1000 m², so they are rather close at 4 to 5 m from each other.



Variety upper stamp imperforated, less than 10 in existence. ▶

Most plantations plant trees neatly in lines.

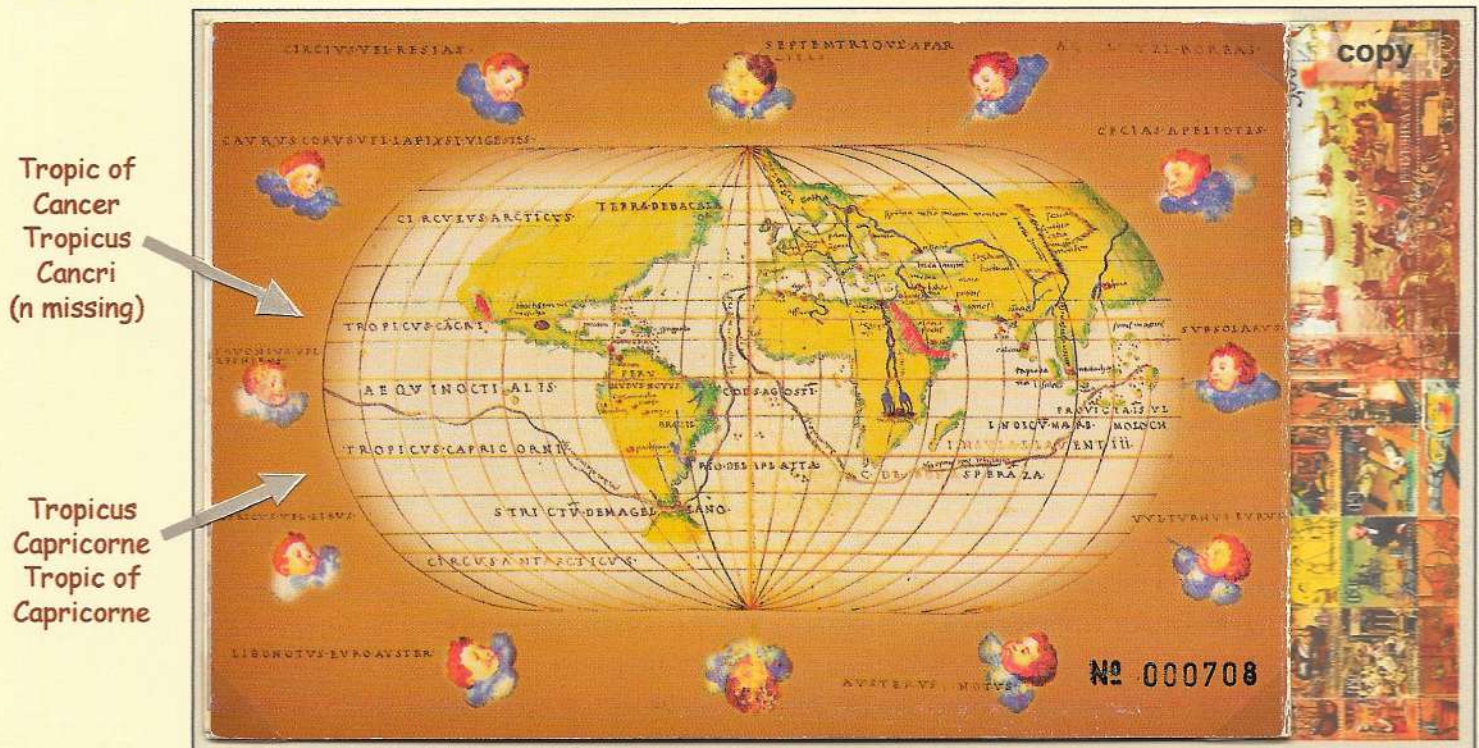


Inking faulty print blue color

2.1 How to grow the 'Food of the Gods'

tropical biotope and enemies

A fussy tree only grows in rainforests biotope or plantations that fall within 20 degrees of the equator; from Tropic of Cancer to Tropic of Capricorn. Outside this band no one succeeded so far.



The trees need heavy regular rainfall, with rich well-drained nutrient soil, steady warm temperatures by constant sunshine and high humidity.

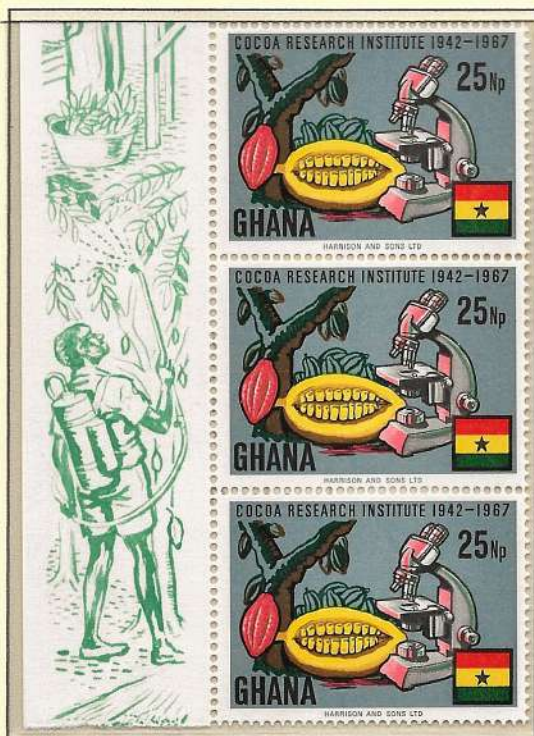


Tragocephala Nobilis and *Phantorhytes*



Cover local post service *Compania del Sol* (2.JAN.1845 Jerez to Cadiz - Spain)
constant sunshine

Constant controlling insect diversity in cacao plantation is mandatory as it can damage a whole plantation.



Insects such as *Tragocephala Nobilis*, *Distantiella*, *Theobroma* and *Phantorhytes* can be controlled by natural enemies but are commonly controlled using chemicals, but very carefully used to avoid damage to other important biological entities.



Distantiella Theobroma



Specimen printer
Waterlow & Sons

The first commercial cacao plantation was established by H. Cortez in, what's today called, Haiti during the early 1500s.

Post office PLANTATION (Cameroon-1907) Registered small letter 30pf located next to a German cocoa plantation



LE GRASSE

NDISSEMENT

des Annonces Judiciaires et Légales.

USTRIE ET AVIS DIVERS.

D'INGHUEM, pro-

RAIMBOIS, proprié-

propriétaire-forestier.

APPORT en faveur
eurs,

at droit :

ition des bénéfices ;
elle dans l'actif social.

AR TRIMESTRES

15 Juillet et 15

ouservant) 250 fr.
répartition (p^r action.

s besoins de la So-
du Conseil d'admi-

usqu'à ce jour par
estière, assurent,
tution.

euses et importantes
de tous côtés à la
nérale, étant souve-
nts, pour fixer défi-

« Il est bon de se mettre en garde contre
« cette manœuvre et d'y résister, car beau-
« coup vendent des imitations et des contre-
« façons à la place du vrai *Chocolat-Menier*,
« imitations ou contrefaçons qui portent pré-
« judice au consommateur et peuvent nuire à
« la réputation de la *maison Menier* en subs-
« tituant un produit de qualité inférieure ou
« défectueuse à un produit de qualité supé-
« rieure. C'est parceque j'ai été moi-même
« victime de ces substitutions reprochables que
« je m'assure toujours de la provenance en
« exigeant l'étiquette véritable. »

Dans la série de ses *Études* sur l'Exposi-
tion universelle de 1867, quand M. Cerfbeer
de Medelsheim est arrivé à l'industrie du Cho-
colat, il a choisie naturellement la *maison*
Menier pour guide, parceque cette maison
tient la tête de cette industrie et quelle en
représente l'ensemble le plus complet par ses
plantations de cacaoyers au *Valle-Menier*, Ni-
caragua, et par son usine de Noisiel, près
Paris le plus parfait modèle d'une fabrique
de Chocolat.

CAISSE DE CRÉDIT DE NICE

SOCIÉTÉ À RESPONSABILITÉ LIMITÉE

Capital : DEUX MILLIONS CINQ CENT MILLE FRANCS

SUCCURSALE DE GRASSE.

Attempts of exploitation of cocoa-trees in natural environments did not produce the right results.

It can be concluded that plantations are likely to prosper only in places where cocoa trees spread naturally.

◀ Canceled typographically when printing newspaper header 'Journal de Grasse' (France-1869).

purple 2c = postage fee in region + 2c printing tax

article mentioning
"Chocolat Menier
plantation in Valle-
Menier in Nicaragua"

Free translation

"...when M. Cerfbeer of Medelsheim arrived at the chocolate industry, of course he chose the Menier house as guidens, because they are leader in this industry and what represents as the most complete by its whole: their cocoa plantations in Valle-Menier, Nicaragua, and by its factory of Noisiel, near Paris, that is the most perfect model of a Chocolate factory."



In Jamaica, the English took over the plantations from the Spanish whom they conquered in 1659 and expanded it to a significant supplier of chocolate.



◀ Free Post for Member of Parliament Charles Ellis (Great Britain) owner of sugar and cacao plantations in Jamaica.

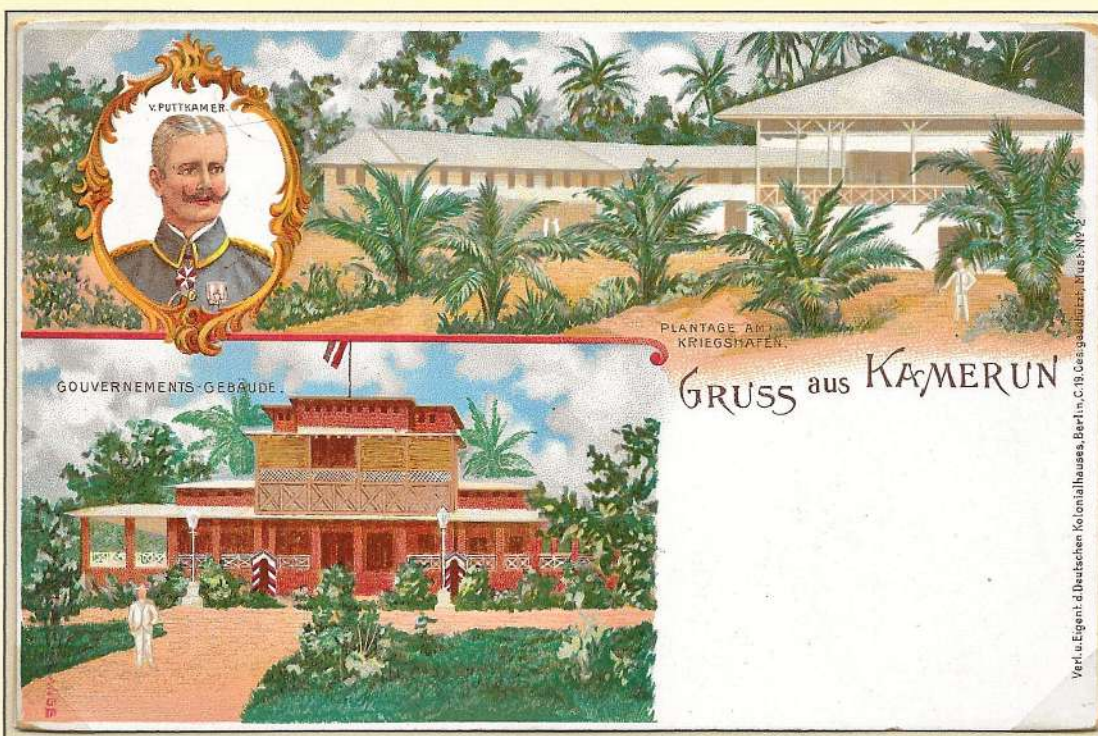
Early references mentioning plantations began 1700s in French Guyana (South-America).



Cacao (French Guyana):

The village name is a reference to a large plantation called "dwelling of Sainte-Marie of the cacao".

Around 1870s several varieties originating from South and Central America were introduced in West-Africa. At the beginning of the 1900s the cacao diversity in Cameroon had enlarged to one of the most diverse collections.



Printed to order postcard (1898-German Cameroon):

German plantations taken over from Portuguese producing better cacao for the German chocolate industry.



2.2 Cultivation, the art of harvesting and treatment

picking

In order to facilitate picking the pods, the trees are from 4 meter, but generally no taller than 8 meters.. Harvesting involves a careful, clean cut through the pod's stalk with a well sharpened blade.



São Tomé and Príncipe banknotes of 1000 dobras, pictures man picking pods.



Model Postalia "P" (Netherlands – 1955)



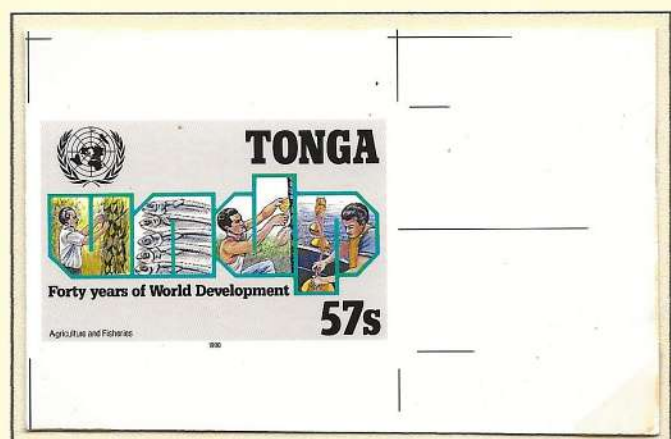
◀ pruning hook (in selvedge)



Specimen - 1956

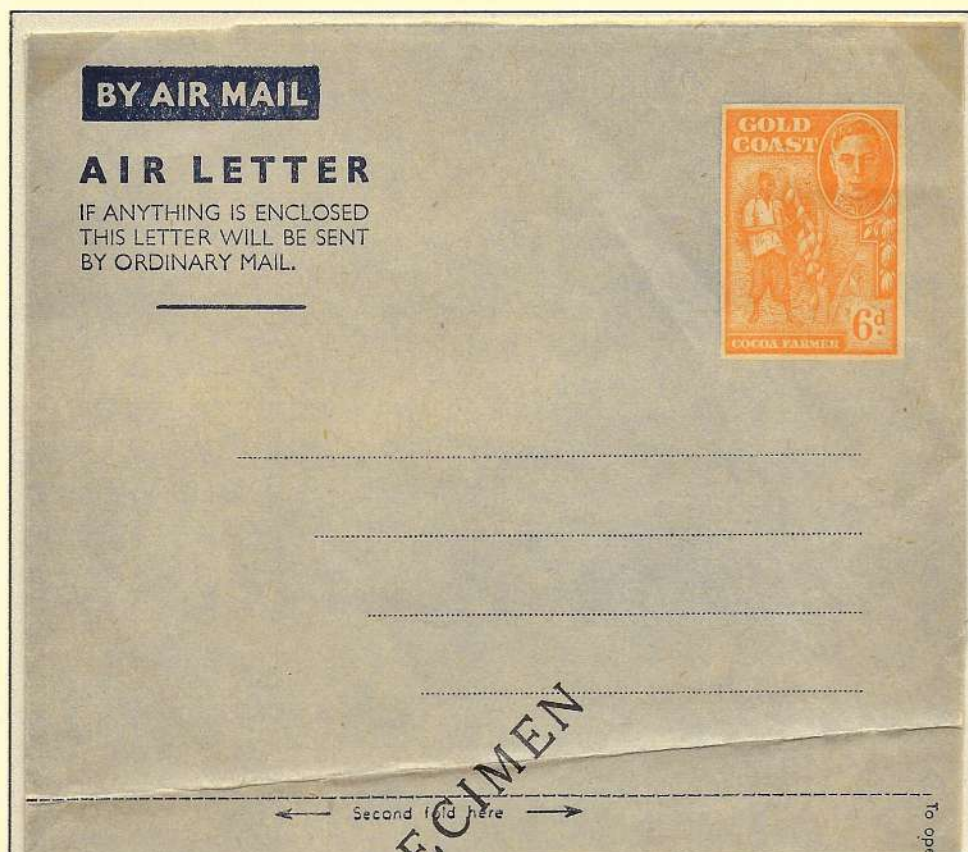


A pruning hook type of tool is used to pick the ones high up, with a handle on the end of a long pole.



Proof (Tonga – 1990)

cacao picking in letter d
UNdp (United Nations development program)



orange-black George VI issue
Cacao farmer picking

Picking and harvesting is labour intensive, often requiring a lot of skilled manpower and depending on the performance of the farm.

◀ Specimen aerogramme
(Gold Coast) issued 01.07.48;
6d orange in opening 24 mm;
AIR LETTER is 38mm long



▲ Aerogramme issued 24.05.50;
6d orange in opening 25.5 mm;
text **AIR LETTER** is 37mm long;
under it 3-line admonitory text.



◀ Aerogramme issued 08.11.52;
6d orange; **AIR LETTER** in italic
under it 4-line admonitory text and no
thick line.

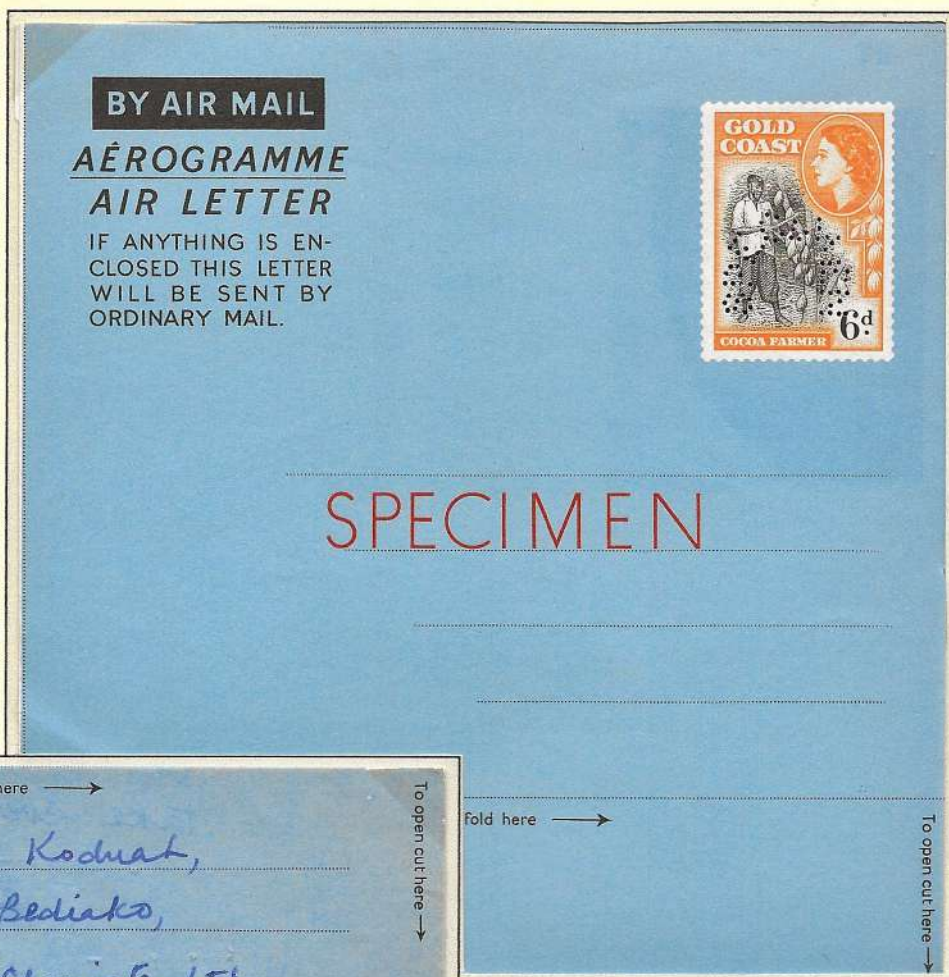


orange-black QE II issue

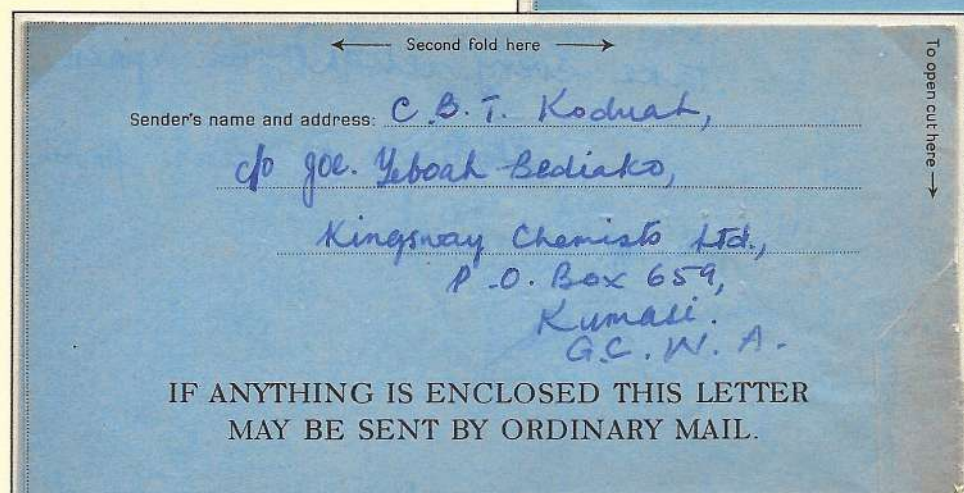


Aerogramme (Gold Coast) issued 09.11.53; red print and perfin SPECIMEN. 6d farmer, black and orange. Blue overlay on white paper watermarked "F". 4 lines text under BY AIR LETTER

This harvesting process has not changed over the years.



◀ Aerogramme (Gold Coast) issued 24.10.55; 6d black and orange with QEII in oval; blue overlay on white paper no watermark. Admonitory text now on reverse in 2 lines.



Labor is chiefly in the hands of the farmers children.

Aerogramme issued 03.07.56; 6d black and orange with QEII in oval; blue paper watermark "I" admonitory text on reverse in 3 lines. Double handstamp overprint **GHANA** (31 mm) after independence 06.03.1957 (unlisted).



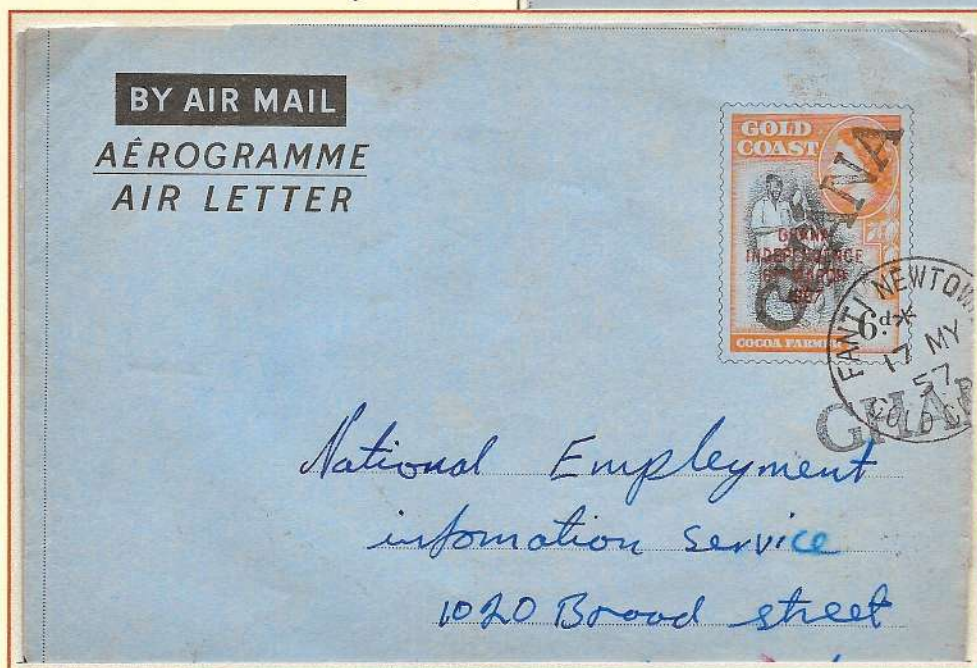


◀ 4-line red overprint ▶

GHANA
INDEPENDENCE
6TH MARCH
1957

Aerogramme ▶
(Ghana) issued
06.03.1957;
blue paper
watermark "I"
no gum on flaps.

BY AIR MAIL
AÉROGRAMME
AIR LETTER



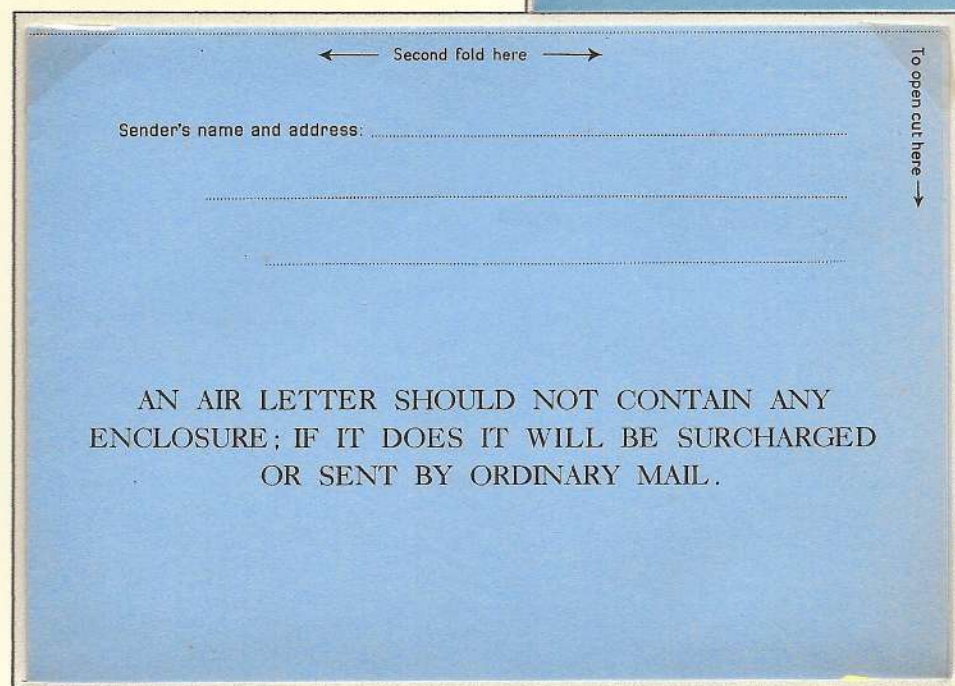
NCIPAL,
SCHOOL OF ACCOUNTANCY,
MILNMOU STREET,
LONDON, W.C.2,
ENGLAND.

Pods are harvested several times during the season because they do not all ripen at once.

▲ Aerogramme same as above; with Serif type double handstamp overprint GHANA diagonal handstamp 31mm

BY AIR MAIL
AÉROGRAMME
AIR LETTER

The ripe pods are judged by their color differences from the near-ripe.



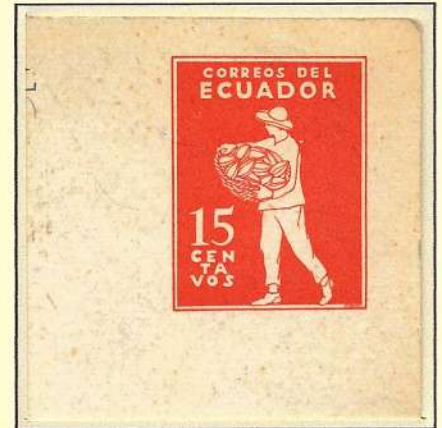
▲ Aerogramme issued 06.03.57; blue overlay on white paper except space with simulated perforations for stamp imprint. Admonitory text on reverse panel in 2 lines.

▲ Aerogramme issued 03.07.57; 6d black and orange with QEII in oval; admonitory text on reverse panel in 3 lines



Collecting harvest and splitting

The pods are gathered either in or at the edge of the plantation, but often they are transported to the fermentation rooms before splitting.



Stationery (Ecuador); partially shown



Collecting the pods is labor-intensive, and often friends and neighbours are needed for a large crop.



Perforation error (Venezuela); in corner electric eye marking line

SAFEGUARD FROM CHILL.
ALLOW THE SKIN TO BREATHE BY USING THE
JAEGER ALL-WOOL CLOTHING.
ADOPTED BY THOUSANDS OF THINKING PEOPLE,
HIGHLY PRAISED BY THE DOCTORS.
Descriptive Catalogue free from 59, EAST STREET, BRIGHTON.
"Dr. JAEGER'S HEALTH CULTURE," cloth, 309 pages, One Shilling.
Sold at Railway Bookstalls and through all Booksellers.

DANN'S CREAMERY,
Refreshments
Of Choicest Description at Moderate Rates
200, WESTERN RD., BRIGHTON.

RICKETT SMITH & CO.,
Coal & Coke Merchants,
CHIEF LOCAL OFFICE :
2, NEW ROAD, BRIGHTON.
Price Lists on application.

CHERRY BLOSSOM
PERFUME
A Charm to Existence
TO BE OBTAINED EVERYWHERE.
Manufactured by JOHN GOSNELL & CO., London.

TAYLOR BROS.
MARAVILLA COCOA
FOR BREAKFAST
THE MOST NUTRITIOUS
& INVIGORATING
BEVERAGE.
TRY A CUP
TO-MORROW MORNING

Stationery printed to order (Great-Britain - 1880)

collecting cocoa pods



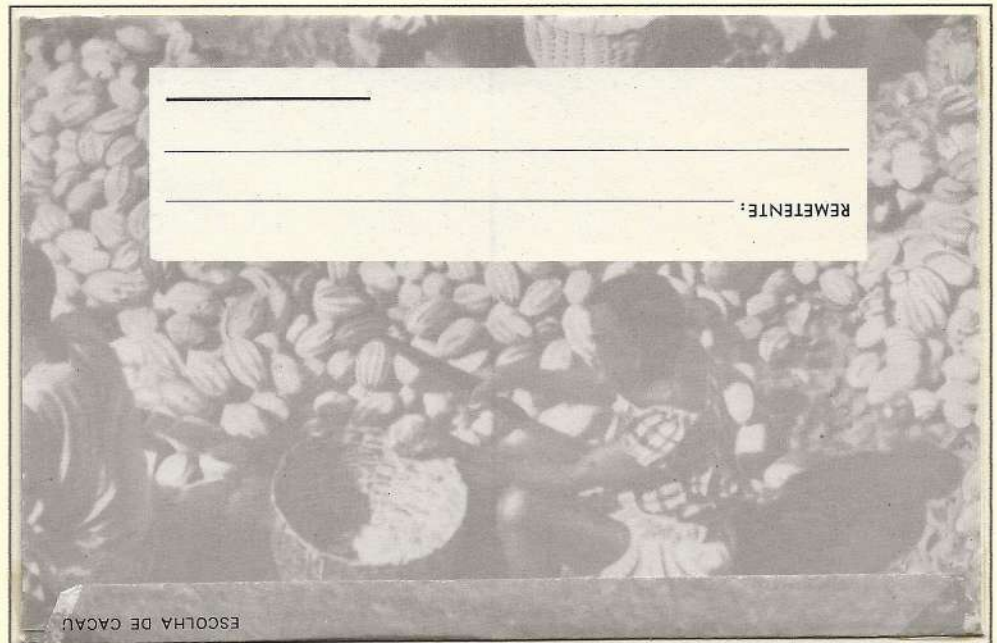
white-colored pith and beans



Pods are opened after a week after harvesting with a machete, the white-colored pith and beans are scooped out...



selecting, cleaning and opening



Aerogramme (Sã Tomé and Príncipe - 1958)

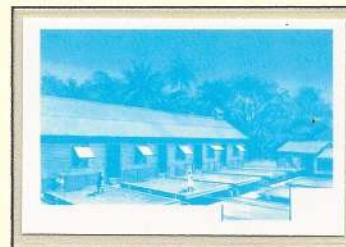
opening with machete



Fermenting the beans

...to be fermented allowing micro-organisms to develop during 4 to 7 days. They should be turned every 2 days.

Beans are dried up to no more than 7% for export by spreading over huge trays or surface.



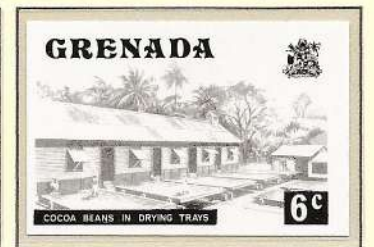
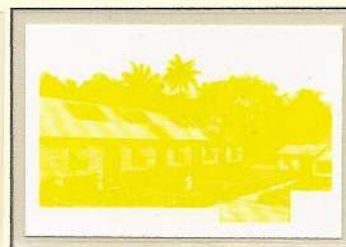
In large plantations, this is done under burning sun and constantly raked for 5 to 14 days.



drying beans on huge trays



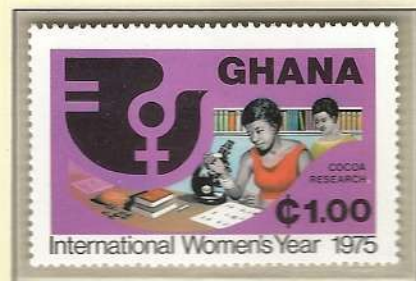
4 base color (CMYK) progression proofs



cocoa beans color changes when drying



CRIG (1942 - 1967)



The Cocoa Research Institute of Ghana was established at Tafo in June 1938 as the Central Cocoa Research Station. Their mission was to encourage and facilitate production, processing and marketing of good quality cocoa in all forms, in the most efficient and cost effective manner.



The Imperial College of Tropical Agriculture (Trinidad) published in 1924 its first scientific journal on research of products like cacao.



The Instituto do Cacau da Bahia was established in Brazil c1937 offering financial and infrastructural support to optimize harvest techniques. Brazil's CEPEC (cacao research center) began research activities c1963 specializing in all aspects of the processing technology.



In Colombia agriculture research began early 1929 and was organized by the 'Experimental station of Palmira'; carrying out research, experiments and training farmers.



ICCO 25 yrs celebration



To protect the world cocoa production and economy, the ICCO (International CoCao Organization) was established in 1973 and seven agreements have come into force since the first worldwide agreement was negotiated in 1993, regulating all basic aspects of the cocoa industry.



Original artwork for cacao research and industry (Ghana): extensive notes in margin.

Cocoa research Institute

Pitney Bowes "R" (United Nations)

Slavery was abolished in 1807, but it was Sir Buxton M.P. who founded the "Society for the Extinction of Slave Trade" in 1839, with objectives to civilize Africa through trading posts and agriculture development by distributing implements, seeds and plants, such as coffee, sugar, cocoa, etc... for beneficially exchanging with European manufactures as an alternative to slavery.

copy

SOCIETY

For the Extinction of the Slave Trade, and for the Civilization of Africa,

15, Parliament Street.

INSTITUTED JUNE, 1839.

PRESIDENT.—HIS ROYAL HIGHNESS PRINCE ALBERT, K. G.

PRESENT STATE OF AFRICA.

UPWARDS of 30 years, and more than 15 millions of money, have been consumed in fruitless attempts to put down the Slave Trade; yet it has doubled during this period. The annual loss of life, caused by the Trade, has risen from 17 to 25 per cent. :—170,000 Africans are computed to be annually reduced to slavery;—330,000 more, annually to perish;—and the total annual loss to Africa, to amount to 500,000 persons.*

Africa, immensely rich in natural resources,—teeming with Inhabitants,—anxious for European Manufactures and Instruction,—still remains, under the desolating influence of the Slave Trade, an uncultivated desert,—degraded by superstition, and deluged with blood.

SIR FOWELL BUXTON'S PLAN.

Sir Fowell Buxton emphatically declares, that, next to Christianity, (the great and only effectual cure,) the "deliverance of Africa" is to be sought in "calling out her own resources."

Part of this duty devolves on Government, in enforcing the Treaties already made for the suppression of the Trade; obtaining other and more efficient Treaties with native Chiefs, as well as with European and other Powers: and promoting and protecting the legitimate efforts of individuals engaged in the same object.

Another part devolves on individuals, which he proposes to divide between two Associations, namely,—first, a Benevolent Society to watch over and befriend the interests of Africa; and, secondly, a Company which shall cultivate portions of her soil. The object of the one to be charity—of the other, legitimate gain; distinct, therefore, in their purposes, and separate in their management, yet both accordant in principle, and conducing to the same benevolent end.

OBJECTS OF THIS SOCIETY.

The present Society, adopting the benevolent and pacific portion of Sir Fowell Buxton's scheme, proposes to accomplish the following objects, by agents and other suitable means:—

1. To make the Africans acquainted with the use of the plough, and sedulously to direct their attention to its cultivation, and to convince them, moreover, of the immeasurable advantage of the Slave Trade to commerce, even in point of profit, over the Slave Trade.
2. To instruct the natives in Agriculture and the use of the plough.

* Vide 'The African Slave Trade, and its Remedy,' by Sir Fowell Buxton.

Recently Published, Sixpence
The African Slave Trade,
BY SIR FOWELL BUXTON,
John Murray, Albemarle Street.

Shortly will be Published
An Abridgment of the above, with an Explanation of the Plan,
John Murray, Albemarle Street.

portions of land as models for their imitation; distribute agricultural implements, seeds, plants, &c.; introduce local and other improvements; and suggest and facilitate the means of beneficially exchanging the produce of Africa for the manufactures of Europe.

3. To examine the principal languages of Africa, and reduce them, where advisable, to a written form.
4. To investigate the diseases, climate, and local peculiarities of Africa, for the benefit as well of natives as of foreign residents and travellers; to send out medicines and practitioners; and thus to separate the practice of Medicine from the horrid superstitions now connected with it.
5. To co-operate by every means in its power with the Government Expedition to the Niger; to report its progress—assist its operations—circulate the valuable information it may communicate; and, generally, to keep alive the interest of Great Britain in the suppression of the Slave Trade, and the welfare of Africa.


EXPENSE.

Means like these, on an adequate scale, will of course require numerous agencies both at home and abroad, and perhaps further Expeditions into the interior of Africa. These must occasion considerable expense; yet, if the result be in any good degree commensurate with the design, even a large outlay will be abundantly repaid.

Let it be remembered, then, that Africa has imperative claims on the sympathy of the whole civilized world; that it presents a field of labour to the Christian philanthropist, the man of science, and the lawful merchant,—that this Society, in fine, under God's blessing, and with the sanction of a benevolent Government, aims to prepare the path, and to facilitate the success of each of these classes of labourers; and thus may be said to consecrate its own efforts—to peace, to liberty, and to God.

J. M. TREW, Secretary.

A subscription of One Guinea and upwards per annum constitutes an Annual Member. A donation of Ten Guineas and upwards constitutes a Life Member. Subscriptions and donations of a smaller amount will be thankfully received.



Miss Lammerson
Percival
Canterbury.

POSTAGE ONE PENNY.

1d black stationery Mulready (Great-Britain) sheet No 8 printed in silk thread paper (withdrawn in January 1841) sent 11 Feb 1841 with advert printed inside

foundation of society 'for the Extinction of the Slave Trade' by Sir P. Buxton.



Slavery harvesting

Even today child labor, slavery and human trafficking on cocoa (family) farms can be found. Some countries publish this fact, as shown on their stamp issues.



International year of family farming picturing young boy pruning cacao pods.

2.2 Cultivation, the art of harvesting and treatment

child labor

In the past few decades, a handful of organizations (e.g. Oxfam) and journalists have exposed the widespread use of child labor, and in some cases slavery, on cocoa farms in Western Africa and Latin America.



Overseas Stamp booklet (Great-Brittain-sept 1965)

Oxfam collecting money to fight against poverty and hunger

Those children are surrounded by intense poverty, and many begin working at a young age to help support their families. Others are sold to traffickers or farm owners by their own relatives.



Uruguay-2008 12 June world day against child labor and promoting education



Picturing young boys using machetes opening cacao pods



Child labor on stamp border; opening pods

They are laboring on cocoa farms at the age between 12 and 16. They do dangerous and heavy work, such as using machetes and being exposed to agricultural chemicals. And of course there is lack of any provisions for an education.



Overseas stationery (Belgian Congo-1913)

Slavery in heavy transport picturing young boys wearing any body protection





Jute bags in transport



Typical ship merchantman

Packed into jute bags of 60 kg net and subject to sanitary certification prior to shipment.

Transportation from the American and African continents was carried out as it is still done today, in cargo ships and containers.



In Metropolitan France, a customs decision of 1942 specifies that **postal shipments of food** are "subject to payment of duties and taxes normally payable". Postal customs label serie E130 (Madagascar-1949): simply comprising tax figures materializing the customs clearance tax for 2kg cacao



Saint-Pierre-Martinique, — Imp. du Propagateur.

A & I
146 à 205

JE *Le Pelley* capitaine du navire "Coimes"
SAINT-PIERRE (Martinique), en charge pour *Bordeaux*
chargé dans mon dit navire, sous le franc-tillac d'icelui, de vous, *M^{rs} Angeron & Co*
Soixante Barils Cacao pesant brut Quatre
Kilogrammes, et Net Quatre mille Soixante Kilog.

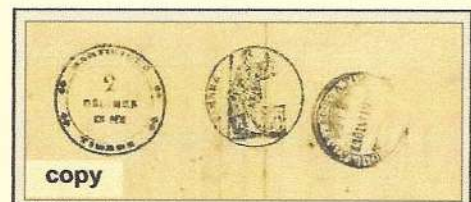
tout sec et bien conditionné, marqué et numéroté comme en marge; lesquelles marchandises je
navire (sauf les risques et périls de la mer), audit lieu d*e Bordeaux*
M^{rs} A. Cabrol S^{rs} & Co
pour mon fret la somme de *Cinquante cinq francs (Secs) sans*
de Mille kilogrammes (poids net de Douane)

Et, POUR CET EFFET, je m'engage corps et biens avec mondit navire, fret et appareils d'icelui; en
connaissances d'une même teneur, dont l'un accompli, les autres de nulle valeur.

SAINT-PIERRE (Martinique), le 14
que dit être



copy



copy

Bill of loading of ship *Times* loaded with 60 barrels of CACAO (brut 4.600 kg or Net 4.060 kg) sailing from Martinique to Bordeaux on 14.09.1879. Reverse: 2 post stamp cancels; 2 decimes & 50 cent (justified usage of borderline material)

2.3 Meeting the industrial revolution

Packed in jute bags and shipped



Letter Card (France - 1897 – 189° ed.)

chocolate Marnet export



shipping cacao

Only correctly dried beans are shipped from tropical areas, to their invariably much colder destinations to become delicious chocolate.



Export cacao

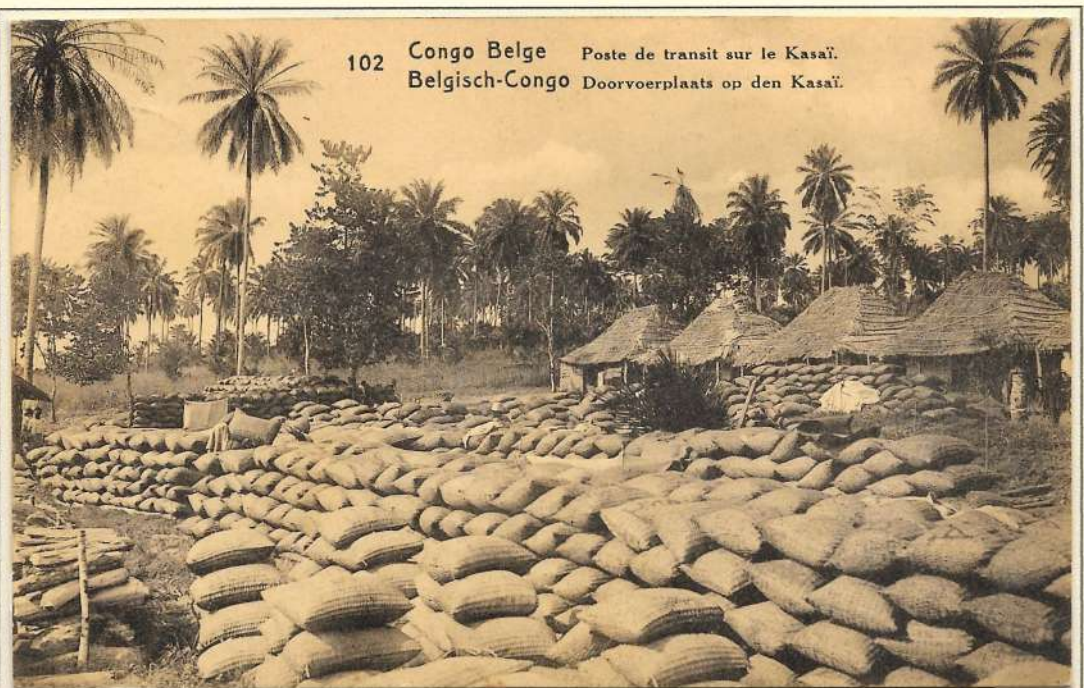


The dried beans have a propensity to develop condensation and will re-absorb moisture when exposed to weather variants, and easily infested in transit. Therefor...



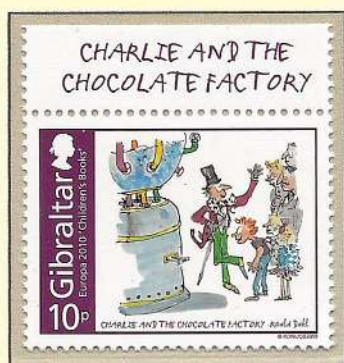
Abroad Stationery
(Belgian Congo-1923)

Jute bags in transport



... when shipped it must be packed carefully in jute bags to ensure freshness and avoid infiltration of insects or mold. The shipment must be *not* more than 7.5% 'wet', that is lower limit for them.

The first chocolate factories appeared in Europe in the early 19th century. With the industrial production of cocoa powder in its infancy, the cost of the product began to fall.



Charlie and the Chocolate Factory
by Roald Dahl was based on Cadbury's factory next to his school, giving away chocolate to the students to try it. Dahl imaged himself working there and inventing a new treat.



Francotyp "A" (German Empire)



Encased postage stamp (Germany): From 1920 till 1923 issued emergency money due to lack of metal after WW1. The value was guaranteed by the use of a postage stamp. Back carries advertisement. Portola chocolate factory

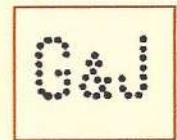
Early in the industrial revolution new processes and improvements in machines speed up the production of chocolate. It became an object of trade and commerce that grew in popularity and began to take numerous different forms.



Busta Lettera Postale (BLP - Italy); letter card with advertising in favor of for WW I-victims

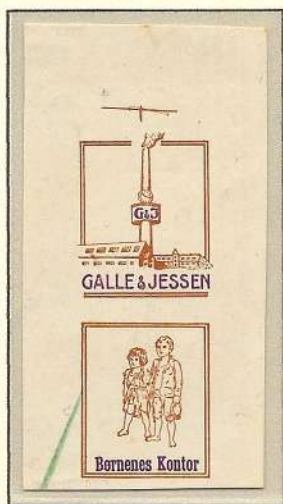


Perfin G&J (Galle & Jessen, Denmark – 1921)



reduced copy front

Almost every industrialized country has one (or more) chocolate factories. In Denmark, A/S GALLE & JESSEN, founded in 1872, produced both bitter and milk chocolate.

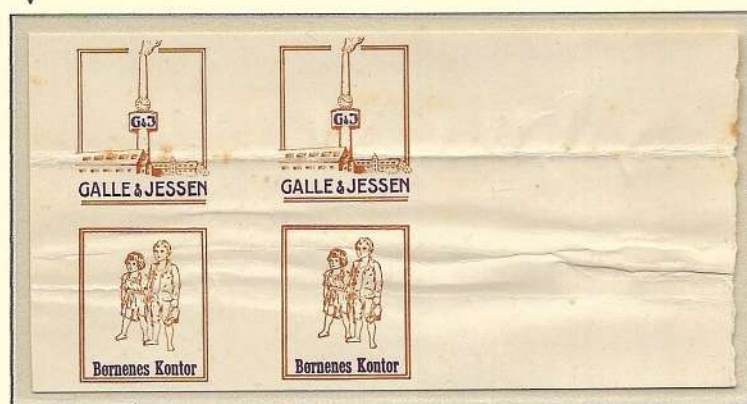


▲ Print proofs of advertising tabs of chocolate factory Galle & Jessen, which are only used in stamp booklets.



Galle & Jessen's factory advertising booklet (Denmark – 1931): 1 pane with variety of missing double line frame

Galle & Jessen was founded as an independent company by Edvard W. Galle (1844-1900) and Hans Jessen (1851-1907).



The factory expanded, relocating several times as the business grew.

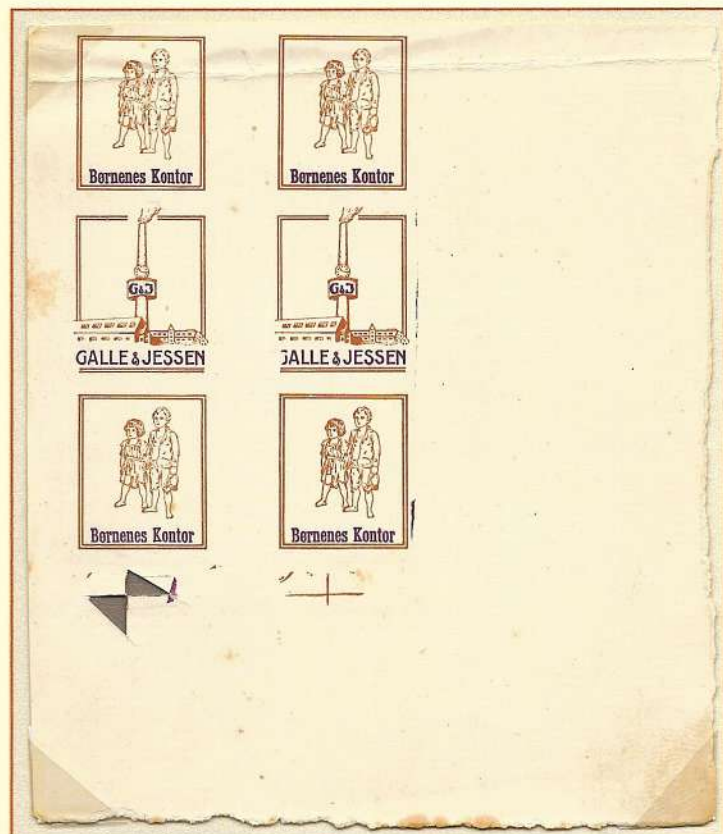
It was initially based in a cellar at Store Kongensgade 6 in Copenhagen, but relocated quickly to larger premises at Toldbodgade 15 in 1873.



Normal pane with double line frame for both



Advertising tabs with variety incomplete 'G'.



Print proofs of advertising tabs of chocolate factory Galle & Jessen, which are only used in stamp booklets.

The company was converted into a limited company (aktieselskab a/s) in 1883 and a large new factory at Vibenhush Runddel was inaugurated in 1884. The factory was later expanded several times.



Sunday delivery letter; 'Søndagsbrev' and marked with large X from Hillerød to Vordingborg (Denmark - 21.06.1933) 10 ore extra fee for delivery on Sunday on top of local rate 15 ore

2.3 Meeting the industrial revolution

more chocolate factories



Sarotti Company began in 1862 right in the center of Berlin. Due to expansion they moved to the Mohrenstrasse, which is the origin of the logo of the black Moor, designed by prof. Julius Gipkens.



Tempelhof airport

By 1911 they had to expand again, constructing the biggest new factory at that time, adjacent to the Tempelhof airport in Berlin, with 2000 employees.

► Parcelpost with 'Selbstbucher' label -self booker- (Hattersheim - Germany-1951) Sarotti AG

After 1929, when taken over by Nestlé, they continued producing this brand in Hattersheim am Main. Since 1998 Stollwerck took over this brand.

Francotyp 'C' (Germany-1951)►



Booklet (Germany - 1925)(exp)

Sarotti advert with Rheinland stamps; Cover Sarotti logo, back cover chocolate factory adjacent to airport Tempelhof, Berlin. Cover inside different flavors of Sarotti chocolate produced.



Model Audion Micropost (Italy – 1960)

To stay independent in today's market, such as Zaini or Cemoi to name only them, is remarkable and can only continue with passion for chocolate and heritage of taste with a new inspiration.



Model Satas (France – 2000)

Cémoi in Bourbourg



Cancel Daguin (France – 1931)

Nestlé owns 468 chocolate factories worldwide. Their headquarter **Cailler**, is still based in Vevey (Switzerland). Their first factory outside Europe was in 1921 in Brasil.



Printed to order envelope Allgemeiner Konsum-Verein, Luzern (Switzerland - 1912) with filigram advert
impressive chocolate factory, Cailler

2.3 Meeting the industrial revolution

Steam engine contributions

The steam engine was crucial in mechanizing the process of grinding cacao seeds. Before the steam engine, cacao seeds were ground in mills driven by animal, wind, or water power. The power supplied by the steam engine enabled chocolate makers to streamline chocolate production in larger quantities.

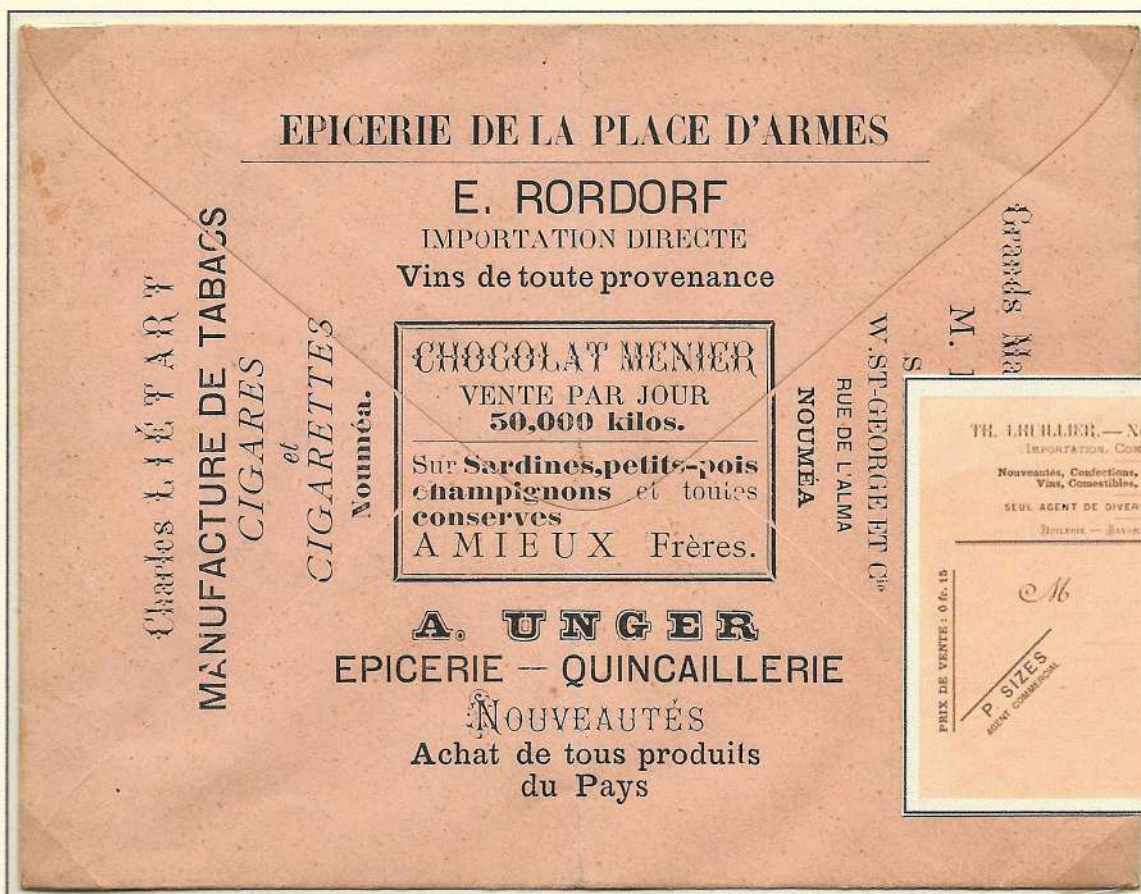


Steam Engine

Wells Fargo & Co stationery
US Postal Act 31 Aug 1852,
which required private
express companies to use
envelopes created by the
Post Office

Eureka Chocolate steam Mills of E. Guittard & CO at San Francisco

By 1880 the manual process was taken over by industrialization, enabled chocolate manufacturers to scale up production to meet growing demand. With the advent of machinery, such as steam-powered engines and later electric motors, many of these labor-intensive processes could be mechanized, leading to increased efficiency and higher production volumes.



Advertisement stationery
(New Caledonia - 1890)
sold reduced rate 15c
i.s.o. 25c.

Start of real mass production - text: Chocolat Menier sold 50,000 kg every day

2.3 Meeting the industrial revolution

conveyer belt and machines

Chocolate factories are usually large, due to all the machinery needed for...



... milling, pressing, for separating the cacao butter and of course, packaging.

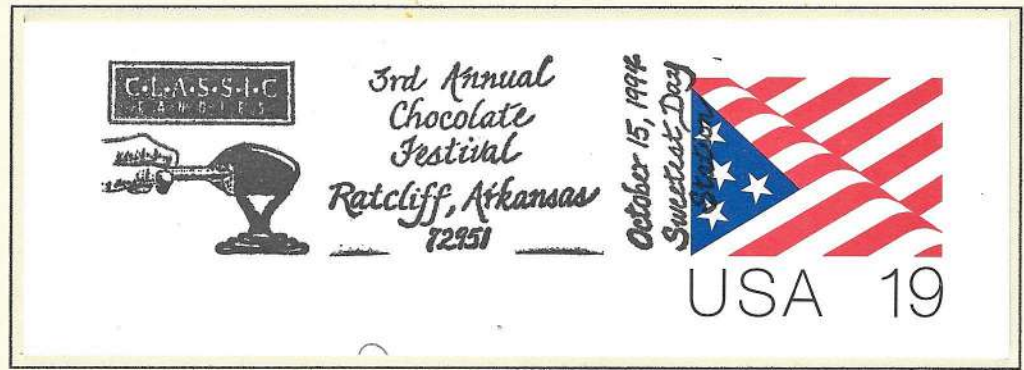


'I love Lucy' chocolate factory episode; where Lucy and Ethel try to keep up with the out-of-control conveyer belt and stuffing the chocolates into their mouths and shirts.

The machine factory J.M. Lehmann was founded in 1834 and contributed significantly with its developments for industrialization. They delivered machinery to many famous chocolate makers in the Germany and beyond.



Chocolate factory Jordan & Timaeus (Bodenbach – Děčín, Bohemia) bought chocolate machines from J.M. Lehmann (Dresden). Letter (stationery 2 h) contained money (67k28h) and was sent (19.3.1904) assured and secured – hence unbroken red wax seals. (justified usage of borderline material)



Conching [pronounced *conk-king*] is a most important step in the process to turn the beans into chocolate. Without this step, the resulting chocolate would be gritty, lacking the smooth, even texture that people associate with it.



Conching machine



Conching is the secret of a professional chocolate producer.



East German Central Courier (ZKD - 1962) cancel. These port free cancels were used on mail from the Interior Ministry to other government departments and companies.

Bensdorp's Dutch-process cocoa is often used by Chocolatiers and bakeries. This typical process invented by Bensdorp treats natural cocoa with an alkalizing agent to lower its acidity, and thus allowing more of its pure chocolate flavor to shine through.

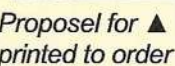


Charity letter series 96 issued May 1899 (Russia) 7k. sold for 5k. sent (17.06 on Russian calendar = 29.06.1900) from 11th city post Saint Petersburg to Milwaukee, Wisconsin (arrived on 14.07.1900) via New York (12.07.1900). Additional port 13k for registered mail to U.S.

Publicity of Dutch company Bensdorp showing baker with piece of cacao.



Chocolatier of Vichy with his specialties

[illegible]

Envelope for charity with advertising without stamps, L'ECLAIR OFFICE series 50A, no. J87 (France-1895) Trial preceding the Printed to order campaign for advertisers and distributors; to be sold at reduced price chocolatier de la Drôme



1½d perforation error
Bisecting George V's
head (Great Britain-
1934)

A perforation of is like
a chocolate break up
mold in order to break
it easily in pieces, so
does a perforation if
well done.

A good chocolate break up bar mold is designed in such a way
that it optimizes thickness and hardness in such a way that it
divides easily, if not then it breaks randomly.



Breaks randomly



Chocolate figures like a stamp



Postalia model P (Netherlands-1958)

chocolate mold plates

When it comes to 3D molds, if you can imagine it, almost any design
can be created or exist. All 3D molds consist of two separate
sculpted pieces that form the two halves of the design.



Block of 15 stamps: specially perfumed with chocolate

3. Wonderful craftsmanship creates temptation

3.1 Fifty shades of chocolate

sugar and palm oil plays a role

There are many different types or flavors of chocolate mainly depending on sugar.



Much depends on the quantity of sugar. Without sugar, cacao would be fairly bitter and too much sugar is not good for your health, or teeth.



◀ Black die proof

Sugar was added almost from the very beginning, even when Cortez brought his recipe to Spain.

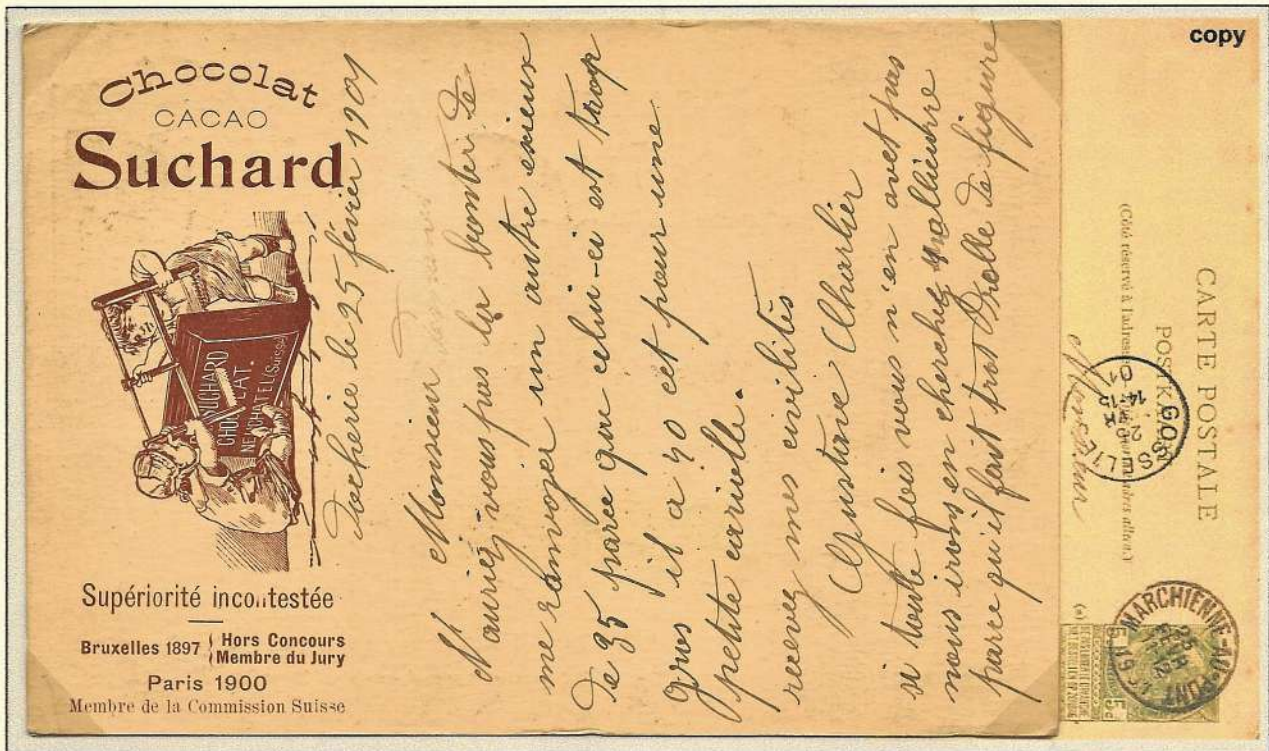


Another ingredient that is mostly used is palm oil. It gives chocolate its smooth, glossy appearance and creamy texture people love so much. It also prevents other ingredients such as fruit, nuts and milk from making chocolate squishy.



Inland stationery 5c + 5c fee for oversea (Belgian Congo-1914)

Palm Oil mill



Suchard advertisement stationery sold at reduced price (Belgium-1901)

fondant can be very hard

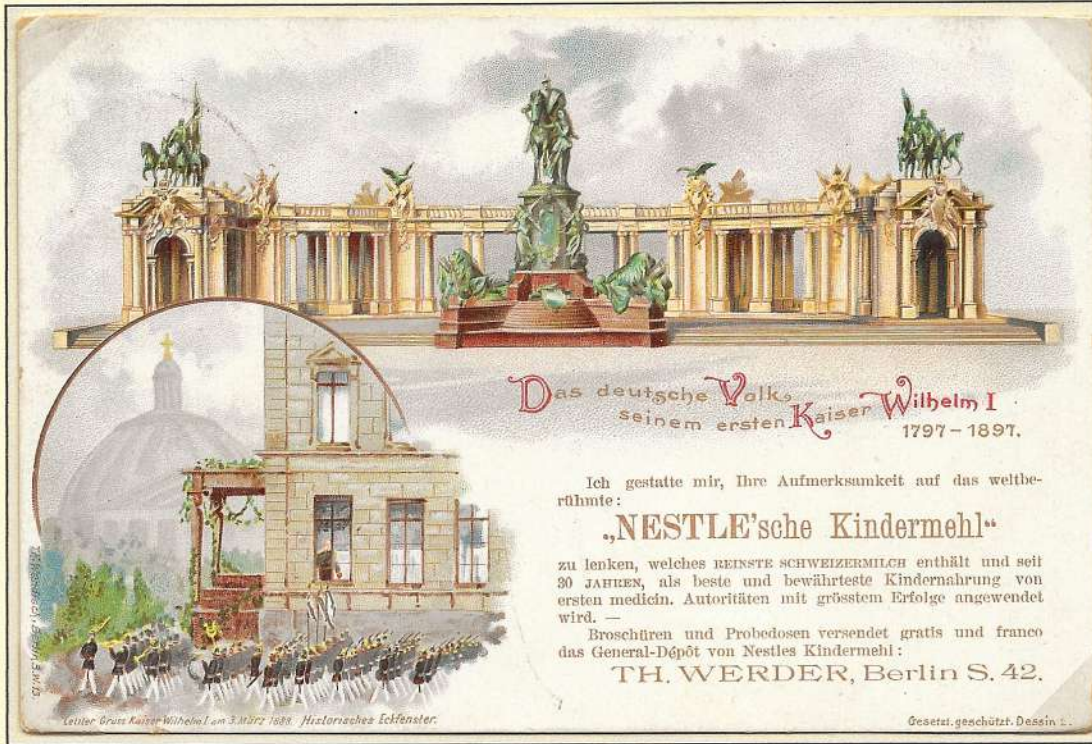


Dark chocolate (also called black chocolate or fondant) is produced by adding fat and a small amount of sugar to cocoa solids. It can be eaten but pieces may need to be sawn off. Frequently used in cooking, it has higher cocoa solid percentages, ranging from 50% to 99%.



Propaganda prepaid stationery (Belgium) sent not prior only on 21 July 2005

part with dark chocolate



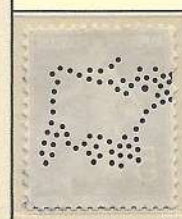
Printed to Order postcard
(Germany - 1897)
Nestlé produced
'Milk Food' = 'Kindermehl'

Thanks to Nestlé's milk condensation process, used in the infant formula 'Milk Food', in 1875, the chocolatier Daniel Peter of Vevey was able to perfect his milk chocolate process after seven years of effort.



In 1905 Cadbury made its first Dairy Milk bar, with a higher proportion of milk than previous chocolate bars.

Milk chocolate is much sweeter and produced whereby milk powder, liquid milk, or condensed milk is added.



Cow perfin (France)
Chocolate factory Vinay
mainly producing milk
chocolate



Printed to order letter card (Italy)
advertisement: Talmone;
cioccolato al latte = milk

A typical milk chocolate has 10% cacao liquor and an additional percentage of pure cacao solids: in Europe it must contain at least 25% cacao solids. Sugar and/or vanilla are added to make it creamy and to enhance the flavor.



It is by far the most popular chocolate, but less healthy than dark chocolate.



Printed to order envelope (Switzerland)

advertisement Lucerna; milk chocolate.

3.1 Fifty shades of chocolate

white chocolate

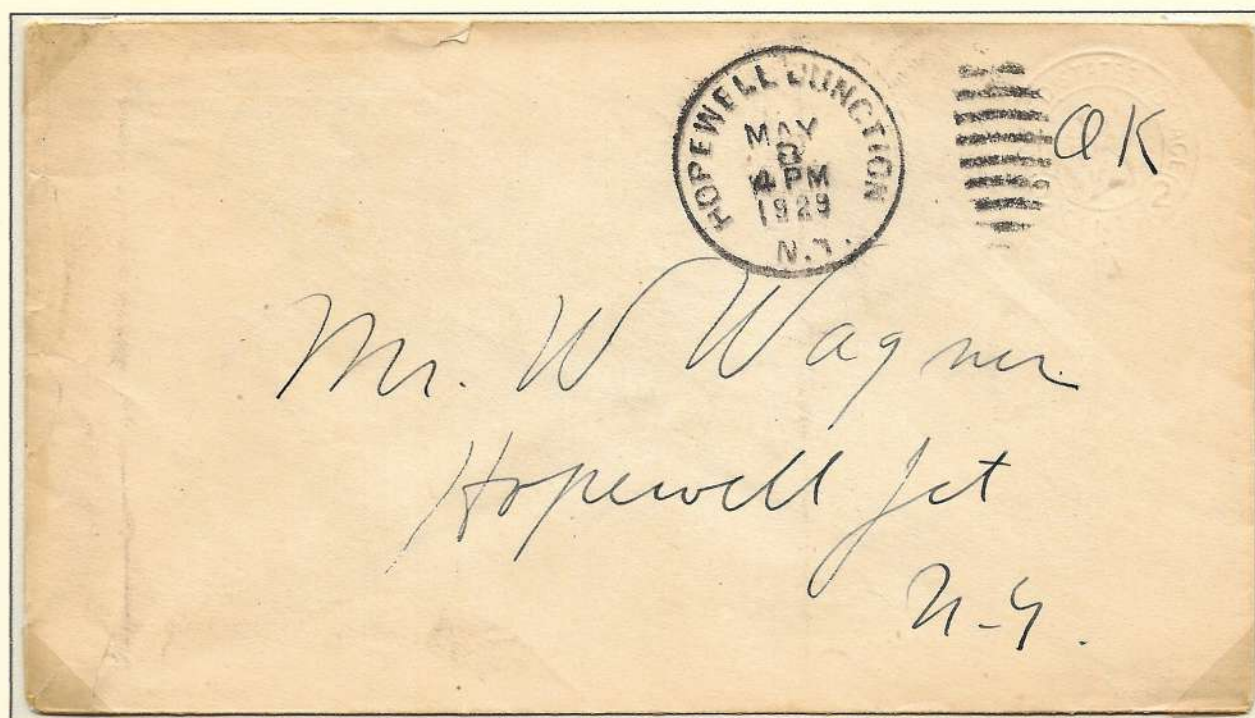
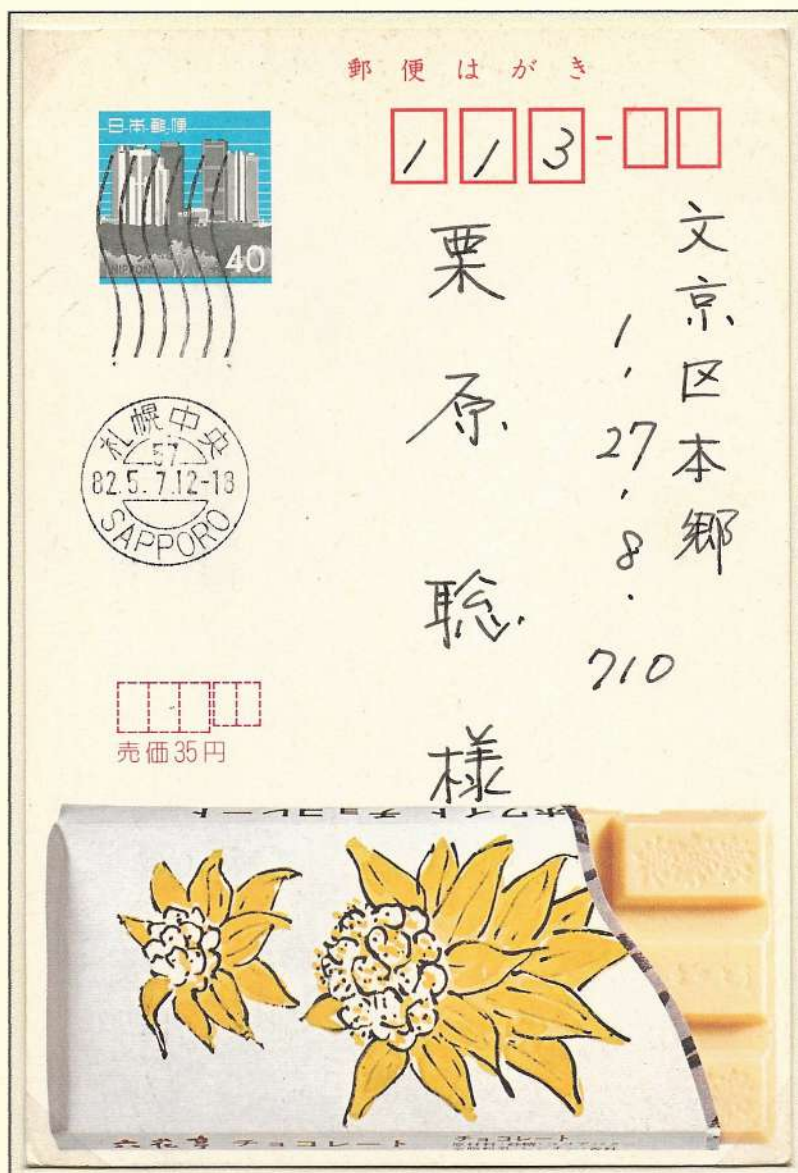
Begin 1930s, white chocolate was invented by Nestlé, mainly to get rid of the cocoa butter from their chocolate process.



Because a majority of the bioflavonoids come from cocoa solids, white chocolate has very low nutritional value. White Chocolate is mainly used to cover cakes and pralines



White chocolate is the least nutritious of all. Containing no cocoa at all; it is prepared from cocoa butter (with cocoa solids removed) then combined with milk and sugar.



When filtering out cacao or use only cacao butter you get white chocolate... comparable with this albino stationery



Albino Stationery 2c embossed crème colored envelope (USA-1929); Sent local in Hopewell Junction, NY and 'OK' handwritten postman mark (see copy for correctly printed imprint). Population in 1930 less than 100.



Neopost (Great-Britain; used since 1953)

In 1828 Coenraad **van Houten** patented an inexpensive method for pressing the fat from roasted cocoa beans. This created a 'cake' that could be pulverized into cocoa powder, which was to become the basis of all chocolate products.



grinding chocolate



Postalia Model P (Netherlands; used from Oct 55 till Jan 61)

Incomparable early Iberian method of grinding chocolate with the so called Dutched making process, which is easily soluble in milk or water. After the patent expired, production was taken over very quickly by other factories like *Cacao Blooker*.

ALCOOL DE MENTHE DE RICQLES

- « Le seul véritable - Eviter les contrefaçons » -

60 ANS
DE SUCCÈS



CHAMPAGNE MERCIER
E. MERCIER & C^{ie}
ÉPERNAY
- « (Marne) » -

Marque répandue
dans
le Monde entier

RHUM
DES
Plantations St-James

recommandé par l'unanimité du
CORPS MÉDICAL

Le vrai RHUM St-JAMES réchauffe,
tonifie et n'irrite pas

Il possède un arôme très délicat et
se fait remarquer par son moelleux et
la délicatesse de son parfum.
On le trouve partout



GOUT FRANÇAIS



CACAO BLOOKER
EN POUDRE

Goûtez et comparez

C. SIBILLE, agent
26, cours Morand. 26
LYON

GENTIANE NATURE
Produit alpin
apéritif, tonique et digestif

SARRE & C^{IE}
LYON — 145, rue Garibaldi, 145 — LYON

QUINA-SARRE
au Vin de Malaga

GUYOT

THIÉRY & SIGRAND
Tout ce qui concerne l'équipement des hommes et jeunes gens

4, place des Jacobins
LYON

Société anonyme de la "LETTRE-ANNONCES"
Siège social : 11, rue Lantier, LYON
(capital 200.000 fr.)
Cette enveloppe, contenant une feuille de papier à lettre, est vendue 1.50 centimes.



Hasler "F22" (Switzerland); 5 rp. rate for 'worthless sample'

Further improvements of treating the powder with alkaline salts (potassium or sodium carbonates) were made, so that the powder would mix even more easily with water or milk.



Perfin (Austria) used in chocolate factory 'Deli' in Lobositz – Lovosice (today Czech Republic)

Picturing > cup hot chocolate

Cocoa solids can range from a light brown to a deep reddish brown color. Mixing cacao powder with hot milk or water in a cup, gives you the most worldwide known beverage: hot chocolate.



In favor of Red Cross stationery (Italy -1923)

pub text: solubilized cacao Bonatti, is the favorite



Francotyp A9000 (used since 1961)

Cacao powder helps generations of kids to enjoy milk by making it taste delicious. It helped moms preparing a breakfast quickly and easily. This way Nesquik became a worldwide family favorite.



Instant cacao is packed in tin can boxes or glass goblets for dry preservation.



Perfin "Ph. Suchard" P.S. (Switzerland)

Tin can with Suchard cacao powder

cup of chocolate

МАГАЗИНЪ
ХИМИЧЕСКИХЪ, ФАРМАЦЕВТИЧЕСКИХЪ, ФИЗИЧЕСКИХЪ
И БАКТЕРИОЛОГИЧЕСКИХЪ АППАРАТОВЪ И СНАРЯДОВЪ.
СОБСТВЕННАЯ МАСТЕРСКАЯ

Всякъ этотъ продается повсюду за 5 коп.

ЗАКРЫТОЕ ПИСЬМО
СЪ ОБЫКНОВЕННЫМИ

ИМПЕРАТОРСКОГО ВЕЛИЧЕСТВА.

С.-ПЕТЕРБУРГЪ, Обводный кан., № 92.

Телефонъ № 446.

Адресъ для телеграммъ: Петербургъ—Келлеръ.

Внутри двора Графа Апраксина по Михайловскому проезду, на углу Большой линии.

Лавка № 353

Я. Ф. ТЕРЕНТЬЕВА.

ПРОДАЖА
СУРОВСКИХЪ ТОВАРОВЪ, СИТЦУ, ПЛАТКОВЪ,
ЖИЛЕТЪ,
ФУРАЖЕКЪ, ШЛЯПЪ, ШАПОКЪ и проч.

ДАВАЙТЕ ДѢТЯМЪ
КЪ ЗАВТРАКУ ТОЛЬКО
ОВСЯНЫЙ КАКАО
ВАНЪ-ЗАМЪ
ОЧЕНЬ ВКУСЕНЪ И
ПИТАТЕЛЕНЪ.
ФУНТ. БАНКА 1р съ перес. 1р 25к.
ПРОДАЕТСЯ ВЕЗДѢ.

НОВАЯ
БУМАГОПРЯДИЛЬНЯ.

Charity letter series 3 issued October 1898 (Russia) 7k sold for 5k Van Sahn cacao publicity showing tin can box; English translation: for children - cereal cacao; very tasty and milky



Hot chocolate can be prepared in several ways and mixed with other ingredients like cereal or crème. Some people make it from grated chocolate.

◀ Churros con chocolate (left, bottom); authentic Madrid rich breakfast dish: 3 to 5 Churros for dipping, and a cup of sweet and spicy melted chocolate mixed with cream

Messieurs Haering & Co

Veuillez ajouter, à ma
demande de hier:
1 kilogramme, poivre en grain
1^{re} qualité.
Avec mon bien sincère salut
M. Baillie-Jean
Chaux 17 février 78.

copy

Carte-correspondance

Adresse: — Indiscret

Man zerschneidet die grossen
Tabletten in kleine Stücke;
führt dieselben mit etwas
Wasser am Feuer an, bis sie
zerschmolzen, gibt dann nach
Belieben Wasser oder Milch
(circa 1/2 Liter à Portion) zu
und lässt zweimal aufkochen.
Eine 1/2 Pfd. Tablette besteht
aus sechs Stücken, deren eins
(à 42 grammes) für eine Por-
tion genügt.
Gute reine Chocolate wird
und bleibt leichtflüssig, auch
bei längerem, übrigens dem
Aroma schädlichen Kochen;
wird eine Chocolate beim
Kochen dick, so enthält sie
Kartoffelmehl und ist dann
schwer verdaulich.

Zubereitung der Chocolate

Gegen Einreichung eines Post-Mandats von Fr. 5 an Ph. Suchard Nachf. erhält man franco 135 Correspondenz-Karten zu 5 Cts., oder 65 zu 10 Cts.; für Fr. 50, 1300 Karten zu 5 Cts oder 700 zu 10 Cts.

Stationery sold at reduced price (Switzerland); see right hand vertical text (5 Sfr for 125 cards) ▲

receipt on how to prepare hot chocolate from a tablet

3.1 Fifty shades of chocolate

cócoa powder magic



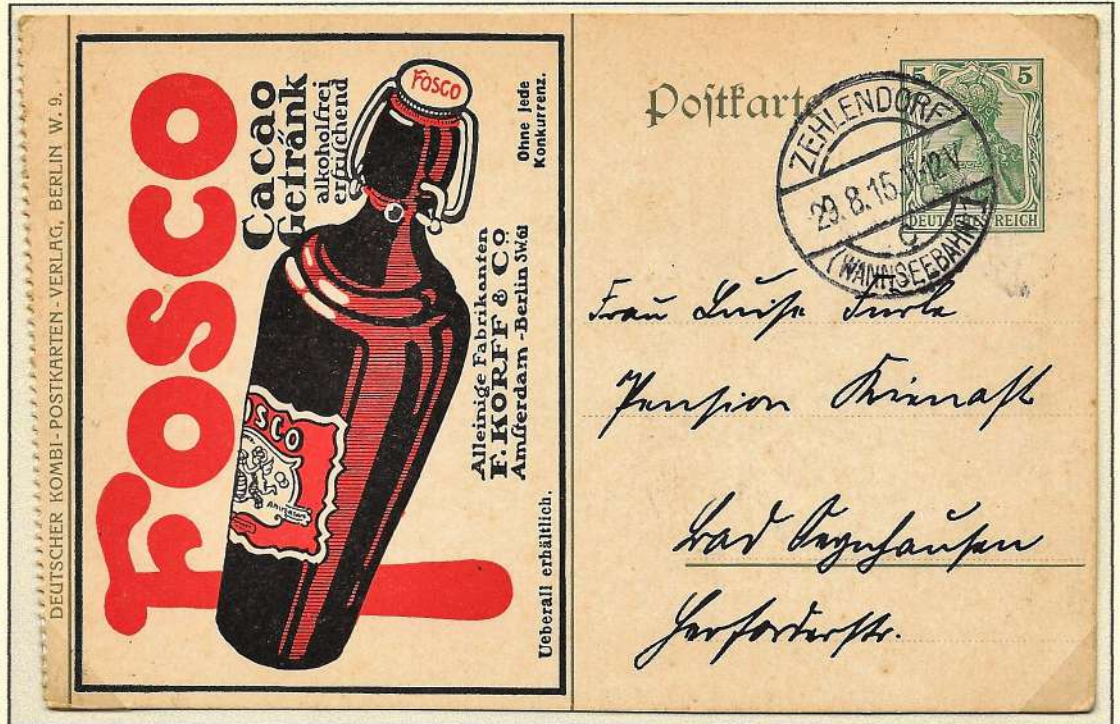
Nutella can be used in many recipes, but is preferred on toast or sandwiches.

Mixing cocoa or grated chocolate with butter makes cacao pasta; often part of a sweet breakfast.



Cacao pasta

The chocolate drink Ready-to-Drink comes



Stationery printed to order
(German Empire region
Berlin - 1915)

Fosco brand beverage

.... in a variety of delicious flavors in a bottle and is made from cocoa powder mixed with milk.



Publibel issued 1957-1959 (Belgium-1960) inland tariff 2fr from 01.11.1959 till 15.01.1967

3.2 Superb texture for good couverture

Couverture chocolate

Couverture (covering) chocolate contains a high percent (at least 30%) of cocoa butter, as well as a high percentage of chocolate liquor. This ratio makes it expensive but means the resulting chocolate is smooth, melting quickly, evenly.



copy

Wie wensen jullie een gelukkig en gezond 2013.
Tania & Guy

A
PRIORITY
MAIL



Stationery created on website www.swisspostcard.ch using one of the pre-loaded pictures

Couverture is the preferred chocolate for tempering and enrobing candies, biscuits and pralines.



▲ Bosch ball;
whipped cream and
coated entirely with
dark chocolate icing



'éclair' (center ) an oblong pastry filled with cream and topped with chocolate



Francotyp model "B" (Germany-1932)

Pralines company Henze



It is agreed that pralines are named after 17th century French diplomat whose name and title was César, duc de Choiseul, comte du Plessis-Pralin. The original praline was a sweet confection of almonds and a type of creamy, sugary, caramelized coating. Pralines may refer to sweets made from fruits or nuts, mixed with sugar syrup or chocolate, whether in whole pieces or as a ground powder.



Stempelbild



0196



Francotyp:	<i>Cm 20125/217</i>	Post:	<i>Delitzsch</i>
Firma:	<i>Böhme A-G.</i>		
Motor	<i>A. E. G.</i>	Nr.	<i>3730210</i>
Übersetzung: Motor:	<i>✓</i>	Masch.:	<i>220 Volt ~ 1/2 PS</i>
Geliefert:	<i>21. 8. 1933</i>		
Stand des Summenzählers:	Sperrung auf <i>500,-</i>		
Stand des Kartenzählers:	angefangene Karte Nr.:		
Plombenschlüssel (Post) gez. Nr.:	Permutationsnummer <i>8086</i>		
Reserveklischees oder geänderte Klischees:	<i>2 feste Kl.</i>		
Spezialeinrichtungen:	<i>für auswechs. Klisch. einger.</i>		
Merkmale:	<i>Einstellfedern mit großen Ören.</i>		



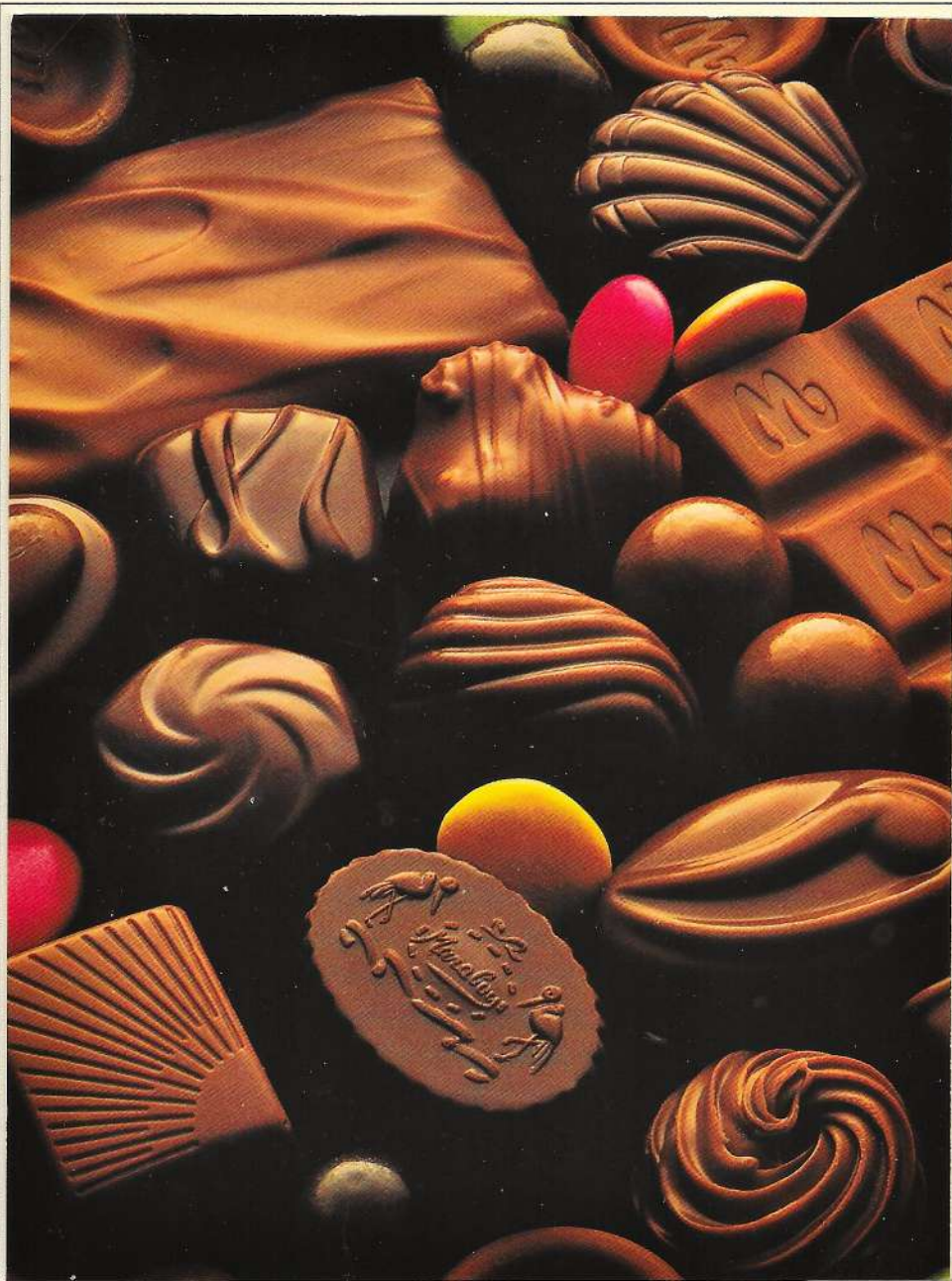
A Francotyp company specimen card (21.08.33): publicity of praline manufacturer Böhme based in Delitzsch (Germany). This type of card records registration date and number, change of publicity by requestor, sample strike of the meter mark, etc...



Booklet (Saarbrücken - 1924) (exp)

Sugar factory specializing in the manufacture of pralines and sweets

Many sugar factories were also producing pralines, as they needed the sugar to create their flavor and brand. Tastes, sizes or forms are defined by the professional bakers or confectioner's talent and imagination.



Pralines differ in every country.



Pralines: Belgian chocolates

The so called 'Belgian pralines' are considered the most famous, due to the smooth chocolate shell that was filled with cream or nut pastes.



Pre-stamped
postcard inland
rate: sold at
10sek (Sweden-
2000)

Norwegian brand
Marabou pralines



Havas model M (France-1967)

Biscuits and chocolate



Since its creation cake, waffles and biscuits have played two roles: nutritious food and a practical, easy way to preserve and carry them. The Confectionary foods advanced due to diverse cooking and baking techniques and creations..



Perfin (Belgium-1915) E.D.B.: De Beukelaer - German censor cancelation

De Beukelaer started in 1869 and became the first Belgian industrial biscuit manufacturer on the European mainland who acquired international fame with his biscuits. Since 1890s they added chocolate and cocoa to the cookie recipes. The chocolate was also produced in-house.



Neopost (Great Britain-1943) SPECIMEN

chocolate waffles of De Beukelaer



Biscuit is a small baked product and the taste varies markedly in different parts of the world.



Pitney Bowes model FV-6 (USA-1951)

Brownies

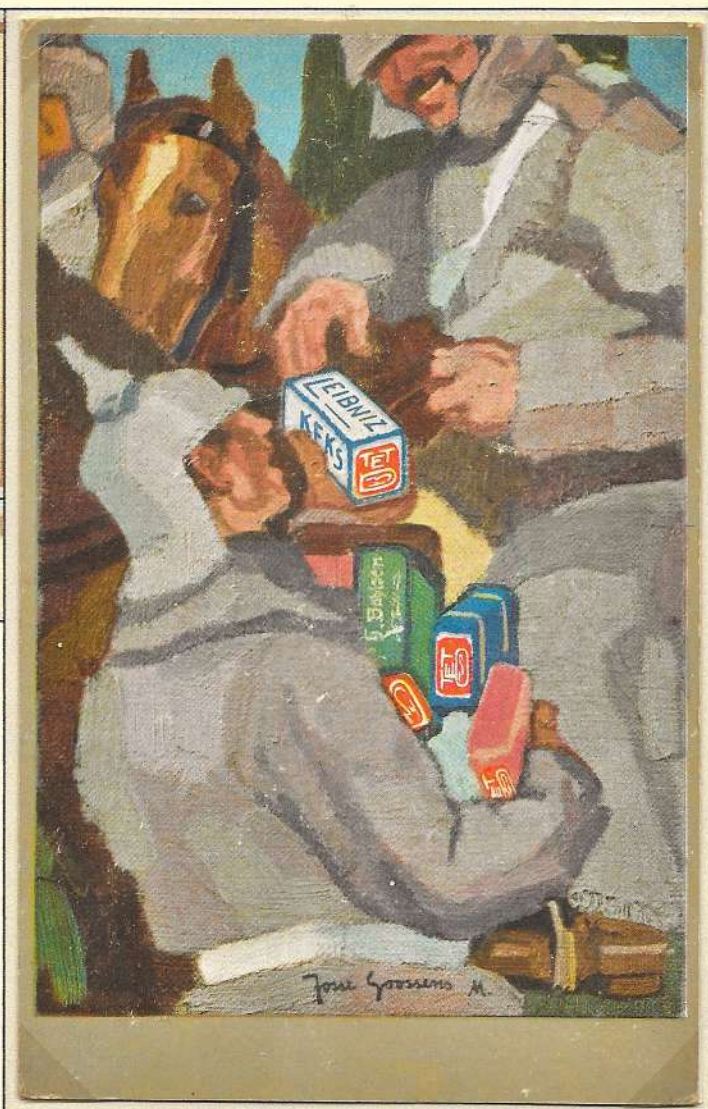


Field post card (Germany-1915) with advertisement of H. Bahlens Keksfabrik (see marker) distributed for free.

Depicting different flavors of Leibniz Keks; biscuits topped with chocolate produced by Bahlsen, since 1889

It was very common to name foods after famous personalities as Bahlens manufacturer did and named his butter cakes after Hanover's well known inhabitant; the philosopher Gottfried Wilhelm Leibniz (1646-1716).

Many manufacturers began to cover their products with this new tasty chocolate from the end-19th century, producing all kinds of traditions based on tastes, sizes and different forms.



Free illustrated stationery (distributed in Belgium to encourage writing post cards)



PS: ik heb lekkere koekjes in huis. Steeds welkom.
j'ai de délicieux biscuits. Tu es toujours bienvenu.

Zeg het met een kaartje - Dites-le avec une carte



VU/ER: A. Van de Velde - Koning Albert I aan 50 - 1780 Wommel



3 different cards were included in the packets of 'Bahlsen choco Leibniz'; biscuit with chocolate: text on wrapper (more chocolate than a biscuit).

liqueur pralines

131 WÜRZBURG 5
21 2 56

Frankonia
WEINBRAND-BOHLEN
J. & C. 1871

sind besonders gut

DEUTSCHE
BUNDESPOST
020
NOTOPFER
2 BERLIN
STEUERMARKE

Brandy bean
without crust
poured with a
thin chocolate
coating

*M. J. O. Gervais,
1459 - La Haye
So Haarlem*

Nom
et adresse de
l'expéditeur
aux adresses van
den afzender.

**Pralines Fines
à la Liqueur**

Etna

Vieille Liqueur
Etna
CHOCOLATES

Chocolaterie Etna Anderlecht

PUBLIBEL 1105

CARTE POSTALE
DELEZ VOTRE COURRIER
DES QU'IL EST PRÊT
ÉTENDEZ PAS LE SOIR
UW BRIEFWISSELING
ZODRA ZIJKLAAR IS
NUT DE AVONDPOST NIET AF

LES 3
XI
1893
SEPT 10

Oii L.
de Jodoigne et Extension
19 Rue de Pieterman
Jodoigne

<p>F. MENDONCA Y Cia. Representantes de Fábricas de Europa IMPORTACION - EXPORTACION Y CONSIGNACION 379 - San Martín - 379</p>	<p>FABIANI Y GAGGERO UNICA CASA DE VINOS PUROS DE MARENCO Y CERESETO Gran surtido especial en Vinos Extranjeros por Mayor y Menor - Cuyo 929.</p>	<p>MERCERIA PARISIENNE DE ALFONSO LOBJOIS 1452 - Belgrano - 1454</p>		<p>PEDRO RIGOR y Cia. CONSTRUCTORES DEL TEATRO CALET JUAN PABLO PROPIETARIOS DEL JONC DUMALAIEST Carpinteros mueleros y armadores al vapor Capitan, Duque, Vapores, Puentes, Molinos, Puentes, Externos, Molinos de Bienes, Externos, etc. de trabajo práctico y moderno. La Casa se encuentra en San Pablo y propaga sus productos. 540 - Larrea - 540 G. H. LOUBET Carpentero y Decorador - Inventa de BREVETES. CALLE 540 - 540</p>
	<p>AL NON ULTRA Fábrica de Camisas fundada en 1875 de F. THIEN 1050 - CANGALLO - 1050</p> <p>POTISSERIE FLORIDA A. C. de BILLOT 328 ESMERALDA 228</p> <p>GRAN CAFÉ FRANÇAIS Salles de Billards 316 - ESMERALDA - 318</p>	<p>BRIOCHES TODOS LOS DIAS</p> <p>BOMBONES DE PARIS LICORES Y CHOCOLATES</p>	<p>Lingerie Parisienne MON CADOLLE 889 - Piedad - 889 Corsés sobre medida Sucursales Suipacha 285 y Corrientes 974</p> <p>au Jockey-Club Chapellerie Française DE A. MORO 1 Esmeralda 321</p>	

ENTRÉE VELA - PARTIDERO DEL S. G. N. - N.º 1068 (altes)

Señal - Emisión 1.

CARTA POSTAL

copy

licores y chocolates
(liqueur and chocola

licores y chocolates
(liqueur and chocolates)

70



Choco bar peanut slab

Chocolate fillings or mixes with dry fruit; such as hazel, walnuts, peanuts, raisins etc., broken or whole need to be stirred until thoroughly combined.



Publibel (Belgium-1936) inland tariff 35c from 01.02.1935 till 01.11.1938

When the mix is ready, small lumps of the mix are placed on parchment paper on a tray, or dropped into small molds and cooled until it has hardened.

£1 OFF WHEN YOU SEND A BOX OF BELGIAN CHOCOLATES FROM CHOCEXPRESS.

Think of someone close to you, then send them a box of these gorgeous Belgian chocolates for just £3.95. That's £1 off the normal price of £4.95. Wrapped in a tasteful gift box, they're a lovely way to let someone know you're thinking of them. We'll even include your personal message on a greetings card.

To take advantage of this offer all you have to do is:

1. Decide who you wish to send the chocolates to and, on a separate sheet of paper, write their name and address (including postcode) plus a short personal message (max. 10 words).
2. If you have a preferred delivery date, please specify. Minimum processing time is 7 days. See Terms & Conditions.
3. Fill in your name, address and delivery date in the space provided on the inside cover of this stamp book.
4. Then send the front cover of this stamp book as proof of purchase, along with your sheet of paper, and a cheque/postal order for £3.95 made payable to ChocExpress Ltd, to: Royal Mail Promotion, ChocExpress, Mint House, Newark Close, Royston SG8 5HL.



SEND SOME
1ST CLASS
CHOCOLATES



10 First Class
Greetings
Stamps



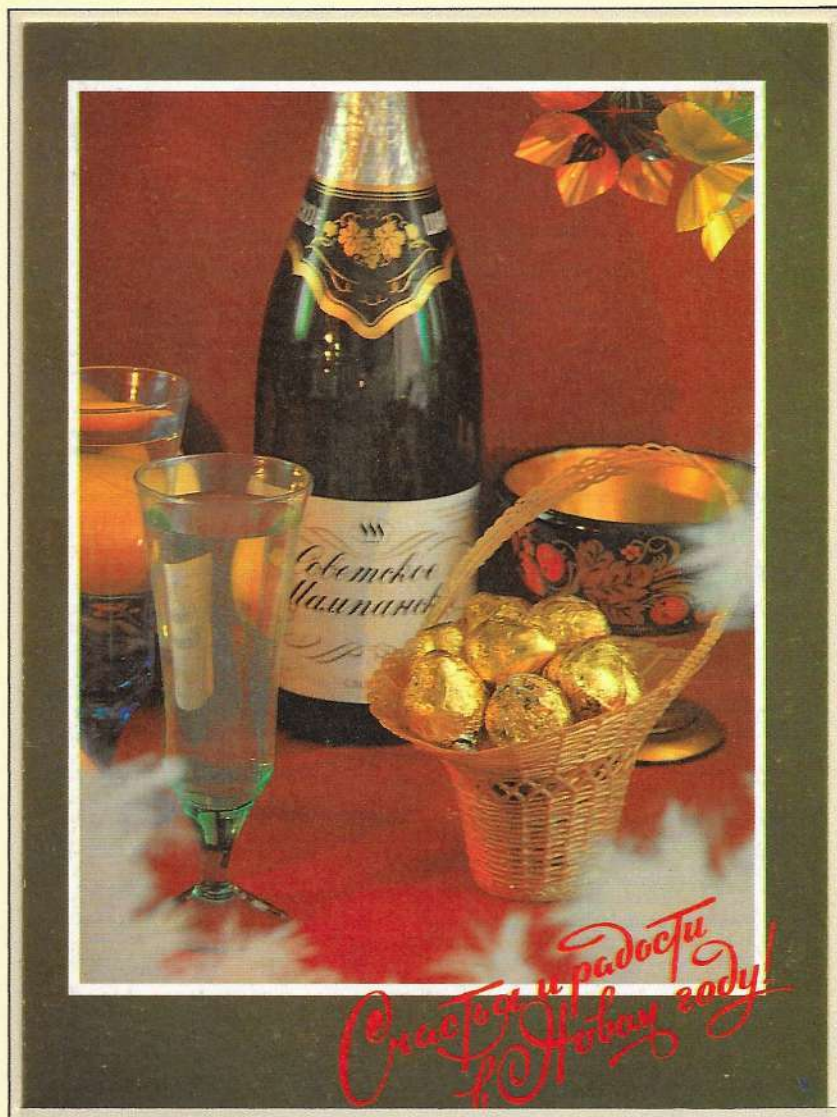
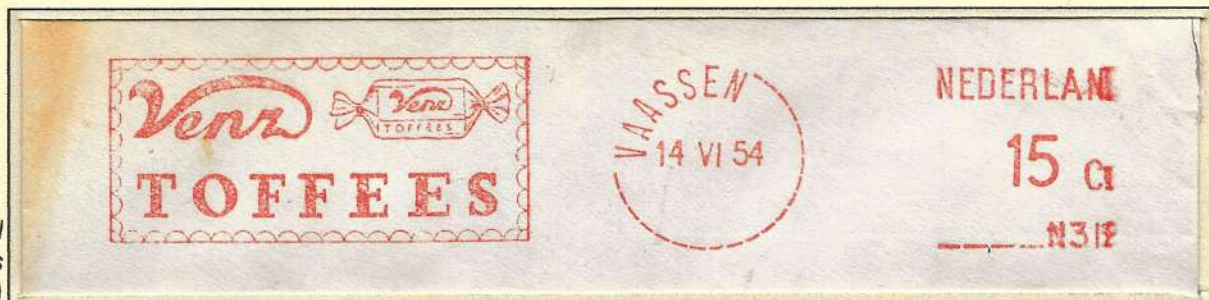
10 1st Class Greetings Stamps
and 20 Free Greetings Labels



Stamp booklet (Great-Britain-1988) with advertisement from chocexpress (£1 reduction coupon in booklet)

distribution Belgian chocolates; box contains chocolate coated with nuts

Neopost model
with limited values
(Netherlands-1954)



Candy filled with chocolate is even more common, just to name the once shown here; Dutch Venz toffees and Finish Kiss Kiss.



Englhofer Firm brand; Peppermint candies with chocolate in a small silver wrapper

Also Englhofer Firm candy and even better known is the baptism candy dragees.

Booklet slight
miscut
(France-1934)
baptism candy
dragees



3.3 The success behind fillings and flavors

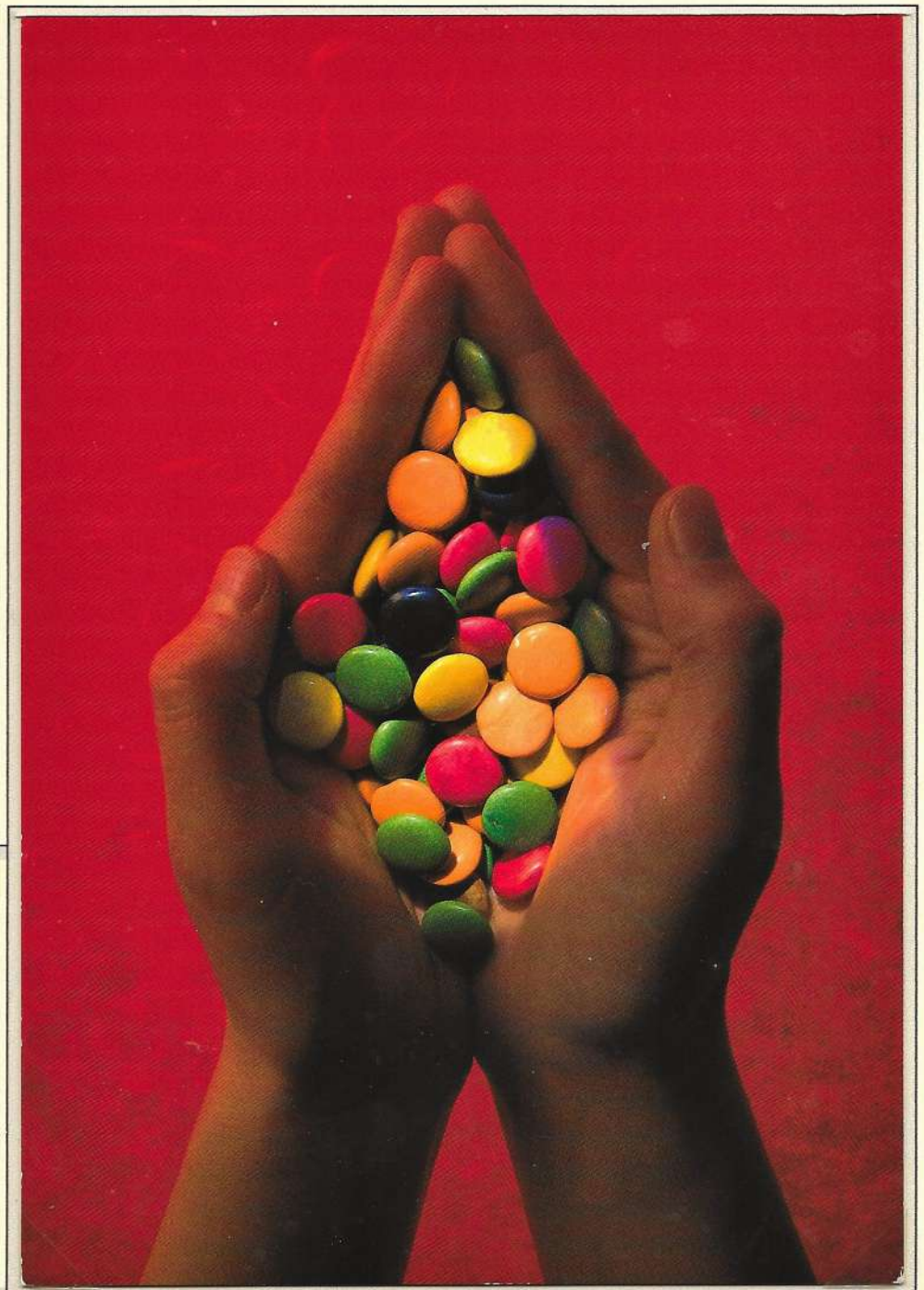
Smarties and M&M's

Smarties are a tasty sugar-coated confectionery of various colors, from Nestlé, introduced in 1937.



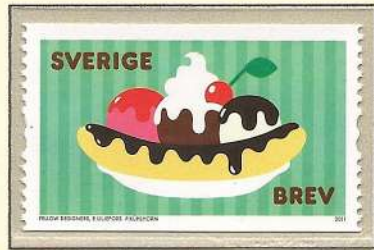
M&M's were introduced by Mars in 1941; resembling Smarties, but were used in competition to them. These candies entered Europe in 1960 as Treets (with pindas). Children love it!

Pre-stamped
postcard inland
rate: sold at 10sek
(Sweden-2000)
Smarties candy
dragees



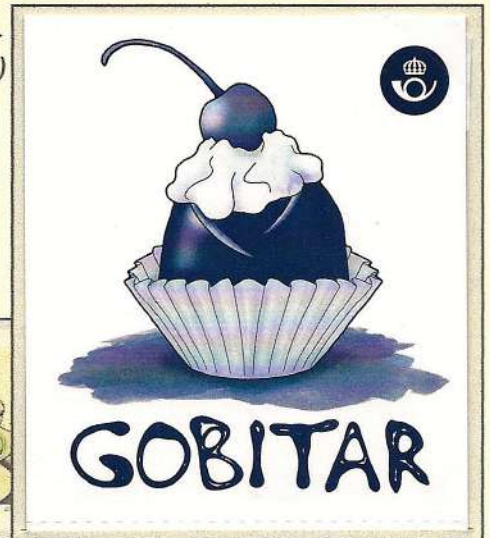
3.3 The success behind fillings and flavors

ice cold chocolate



Chocolate topping

booklet ▶
(Sweden)

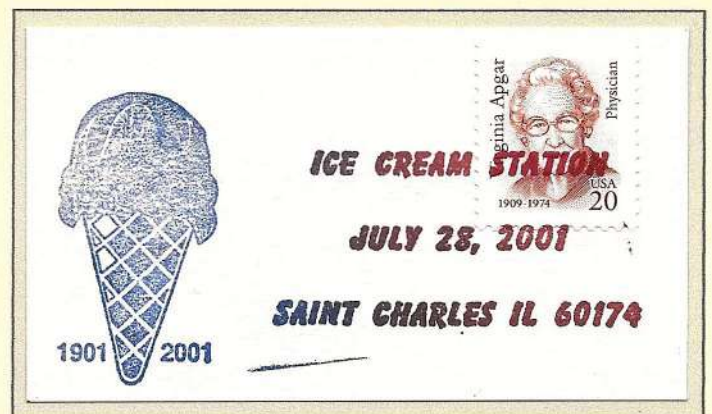
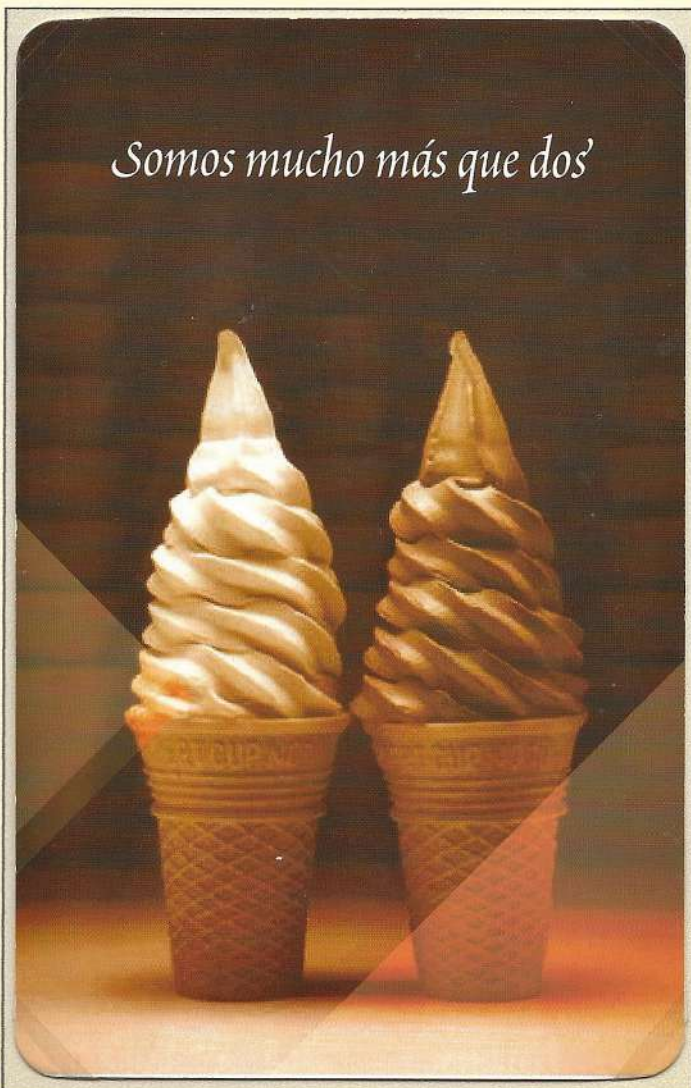


Ice cream topped or coated is an amazing 'after meal' treat and a common thread between all age groups.



Pitney ▶
Bowes model
"HT" with
"METER -
COMPTUR"
at bottom
(Canada-1959)

Ice cream is relative easy to prepare. Thoroughly blend milk, sugar and cream, add cacao powder and mix until smooth and creamy consistency. The mixture needs to be poured into pie shell or mold.



Vanilla-flavored gum

The Ice cream has to stay at least for a few hours in the freezer, before it can be served or unwrapped for eating.

◀ Stationery (Cuba)

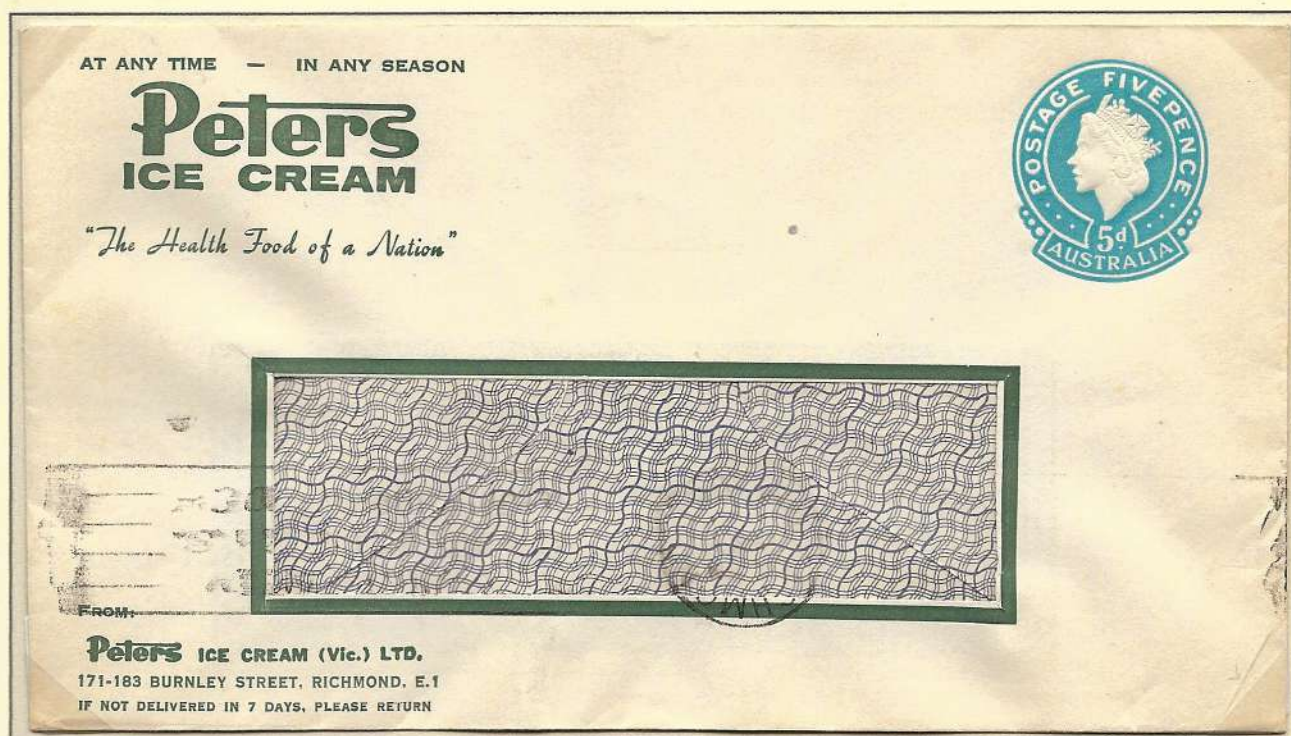


Pitney Bowes model "6900" (Germany-1995)

On vacation, loitering outside in hot summers enjoying the cold melting ice cream gets all of us nostalgic...



... about our happy childhood and delicious ice cream memories linked to it.



Envelope printed to order (Australia)

Peters ice cream Ltd.



Vanilla (right ▲)



Booklet (Denmark) - 1953 chocolate with vanilla creme



Vanilla

The Aztecs mixed their bitter cocoa with vanilla, honey (not sugar that was an agricultural product unavailable to the ancient Mesoamericans) and several other herbs or fruits, to counteract that bitterness.



Frame shift printing error (Albania)



Francotyp C (Austria)

Alp milk chocolate with honey and almonds



Watermark honey comb (Argentina)

Today people seek more delicious flavorings to add to their chocolate drinks or blocks.



Pub Gühler-Honig honey (German Empire)

Kriegsgefangenenpost

Postkarte

An

Kur Gasi
Grochowska Helena



Gebührenfrei!

Absender:

Vor- und Zuname:

Prof. Grochowski Stanislaw

Gefangenennummer: 861/IB

Lager-Bezeichnung: Oflag XI-A

Komp.-Nr.:
Deutschland (Allemagne)

Empfangsort:

Straße:

Land:

Landsteil (Provinz usw.)

in Charlewin
Spieryn
Lublin
Generalgouvernement

cancel
Prisoner Of War camp
for Polish officers
Oflag II-C near
Woldenburg
(German) - 1940
picturing honey bee



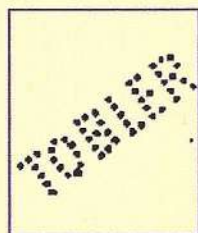
Front cover inside with Bensdorp pub (Netherlands - 1924)

fine milk chocolate with subtropical fruits

Milk chocolate mixes and matches perfectly with southern fruit. It adds sweetness to it.



Toblerone: Swiss milk chocolate with almonds & honey



Perfin **TOBLER**
by Tobler's Swiss
Milk Chocolate:
manufacturer of
Toblerone



Toblerone, founded in Bern in 1908, is known as the legendary triangular Swiss chocolate with a perfect mix of honey, almond and nougat. The shape is reminiscent of the Alps.



◀ In favor of
Red Cross
stationery
(Italy - 1921)

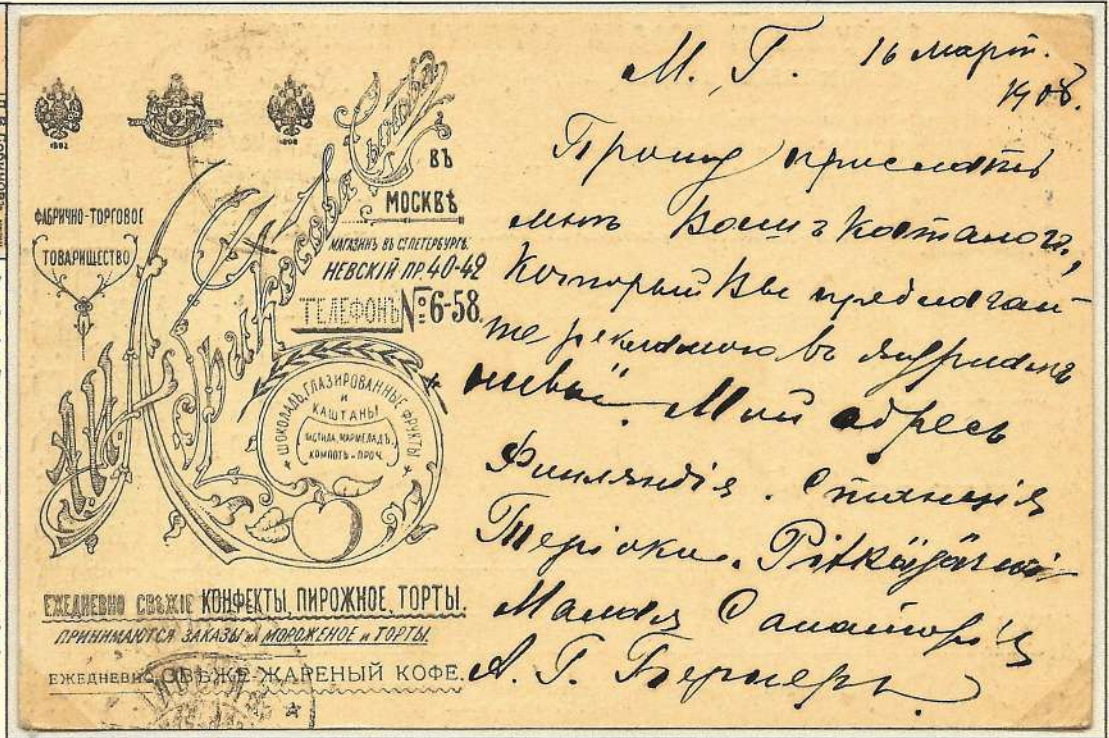
3.3 The success behind fillings and flavors

more tastes



multiple advertising stationery
3kp sold for 1 kp difference
from advertising revenues;
printed in St. Petersburg
(Russia - 1908)

Factory A.I. Abrikosov Sons
advert; above apricot in
spiral, lists all kind of sweets
they traded: Chocolate,
glazed (candied) fruits,
chestnuts. They became one
of the largest candy
producers in Russia.



▲ cherries

Chocolate pairs very well with the widest variety of fruits. It is great for adding sweetness to a tart fruit or complimenting sweet fruits.



Pitney Bowes "5300" (Canada)

hazelnut milk chocolate

The number of ingredients that can be mixed is endless and creates a pleasant taste. To name a few; cherries, hazelnuts, nuts, apricots, etc...



Fancy cancel set in Cherry Valley (IL; USA) on 21.09.1931; exclusive for registered mail period 1927-1934

cherries

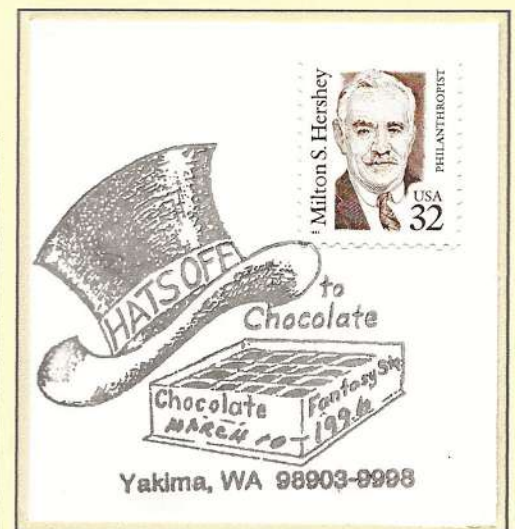
4. What shapes our taste?

4.1 Attracted by beautiful wrappers and boxes

fascinating presentations



Wrappers are designed to communicate with you - the consumers. The bright colors, shiny paper and animated logos draw you in to purchase them.



What do you think about, when given a bright, shiny box full of beautifully presented chocolates? Yummy?



Telegram (Portugal-1958)

Eastern feast - box with chocolate eggs

JUST OUT!

LE DERNIER CRI !

LOWNEY'S
"LONGFELLO"

is
Canada's
Latest
and
Finest
5¢
Chocolate
Bar.

Visit
Your Dealer.

Sold Everywhere

Made By
Walter M. Lowney Company Limited.

MONTREAL, CANADA

La Nouvelle Barre de Chocolat, la Meilleure et la Plus Populaire du Canada a 5¢ est

LOWNEY'S
"LONGFELLO"




The box for pralines protects the chocolates better than silver paper, and is even more attractive as a gift. It also prevents them being affected by stronger odors.

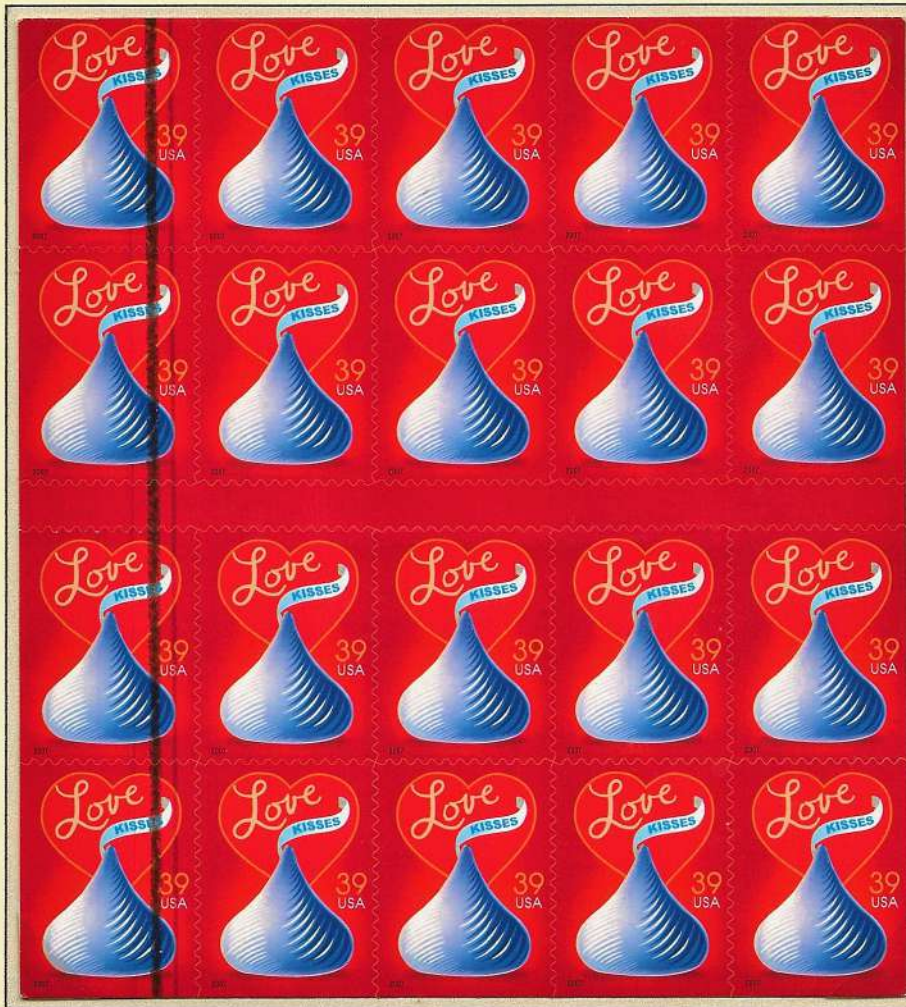


In 1920 Jean Neuhaus designed the rectangular box, the ballotin, that is still in use today worldwide, to display and protect the chocolates.

Stationery (Canada) Business Reply Card for commercial usage



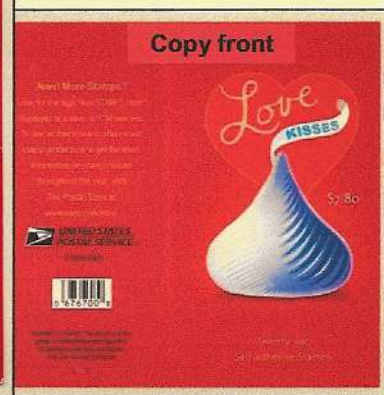
Stationery in favor of Red Cross (Finland-2007)



Booklet (USA): doctor blade flaw printing error



Silver paper is also used to preserve the couverture from heat and to show them at their best advantage as something special.



as Hershey kisses presented in box

Hershey kisses are foiled in their aluminum wrappers with a narrow strip of paper protruding from the top. The ribbon helps open the Kiss. It received a registered trademark for the foil wrapper in 1976.



Non urgent (non-prior) port free card when sent on 21 July 2005 (Belgium)

chocolate wrapped with red silver paper

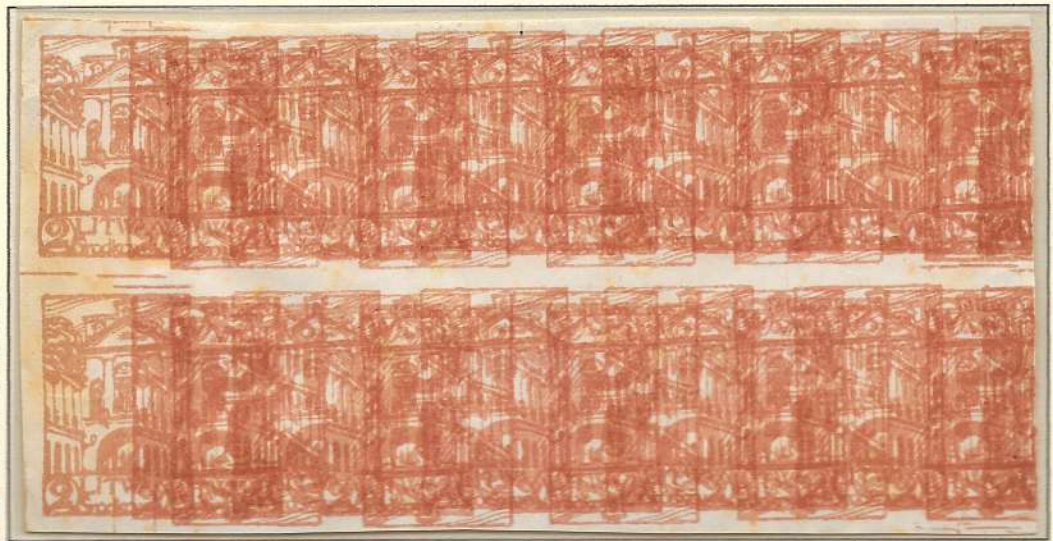


chocolate wrapper and shiny paper

Variety
(France-1924)
inking error
white waxy
coating and
spots



Shiny paper is useful for storing a long period and prevents "fat bloom" or "sugar bloom". Those white flecks and spots are totally natural and harmless. Fat bloom is that waxy white coating that forms due to liquid fat like milk fats or cocoa butter moving through the chocolates and crystalizing on the surface.



Block of 10 stamps
(Lithuania-1921)
imperforated triple
printed

When chocolate
suffers from warmth it
melts and give a fuzzy
impression

The melting point falls around 30°- 32°C (86°- 90°F). So the average temperature of the human body or hand, as well a bit of sun causes it to melt.



Schweiz. Postverwaltung
Postes suisses
Poste svizzera

10 Postkarten

Cartes postales
Cartoline postali

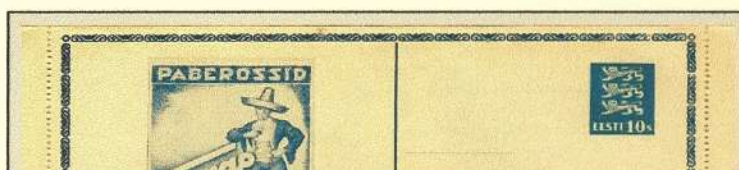
Fr. 1.-

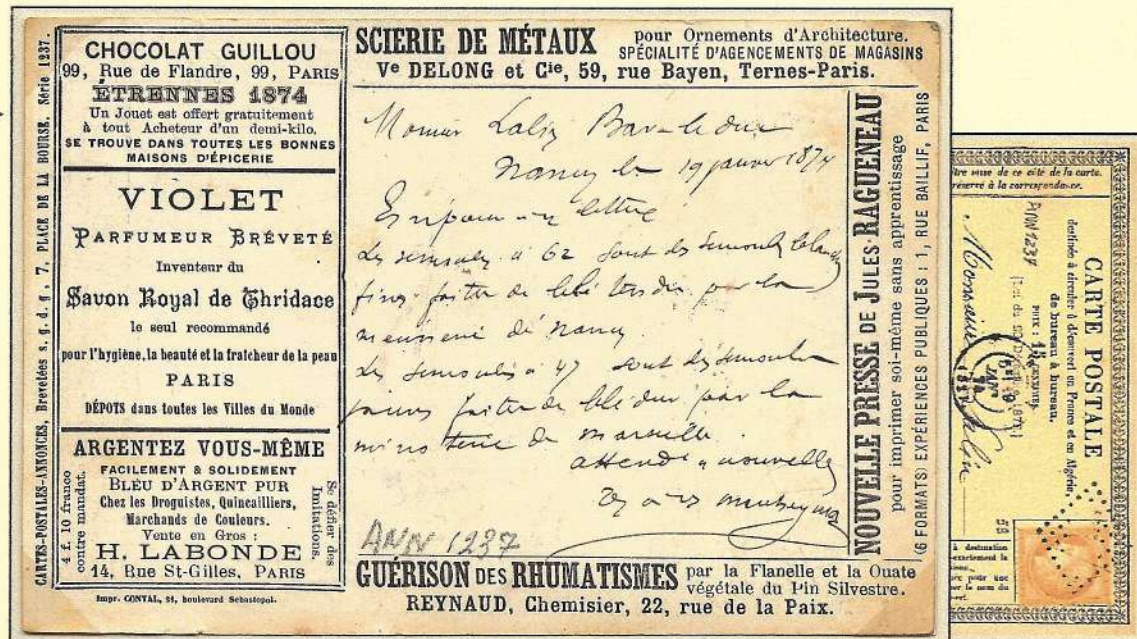


Stationery
Booklet
(Switzerland-
1946)
Milka suchard
chocolate
wrapper around
shiny paper



Wrapping or decorating them in a shiny paper is useful for keeping out sun and warmth. Often a top paper wrapper with colorful details finishes it.





Advertisement postcard precursor (France-1874) with monogram „CA“ so that in the take off the stamp was unusable

Chocolat Guillou advert. text: offering a toy for free for buyers of $\frac{1}{2}$ kg chocolate



Novel Charlie and the chocolate factory by Roald Dahl
Charlie finds Golden Ticket, hidden in a Wonka chocolate Bar, for a free tour in reopened Wonka factory

Many brands linked a gift or inserted colorful pictures about film stars, sports, history, art etc, inside the wrappings of its chocolate bars, which could be collected and glued into albums printed for that purpose.



Envelope printed to order (Switzerland-1930)

collect Atlas stamps from Maestrani chocolate



Everyone loves a great flavor, but the appearance of products should be supported by nicely designed packaging, which can provide unique value to the product.



stationery printed to private order (German Empire-1906)

Rüger's Cacao glossy packaging wrapper

Consumers would be drawn to it as well when they see such high quality packaging in glossy paper or tin.

领奖人填写内容
姓名 地址或单位名称
证件名称 证件号码

2002

采用再生林纸印制

邮政购物

中国邮政
CHINA POST

方便快捷

自贡市邮政局
垂询电话: 2211325

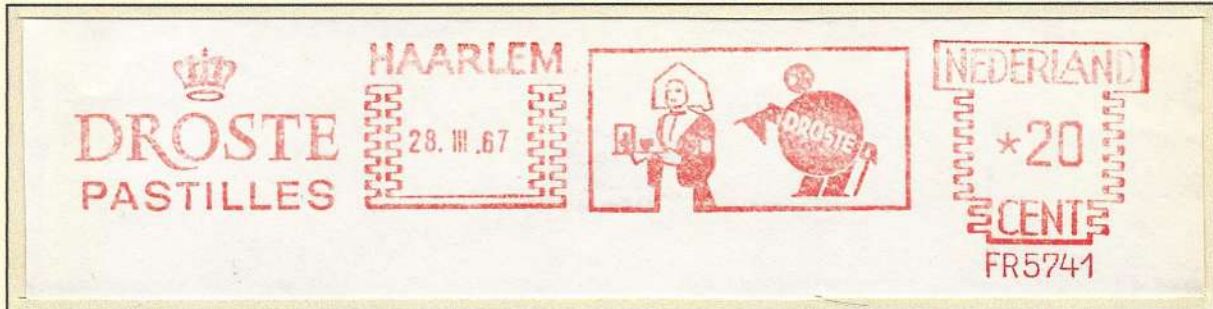


The Chocolate girl, by
Jean-Étienne Liotard



Pitney Bowes (USA-1956)

Baker's Chocolate company (USA) obtained the rights in 1862 to use 'The Chocolate Girl' image on their products, which became the inspiration for one of America's best-known, and oldest trademarks still in use today.



Francotyp "Cc"(Netherlands-1967)

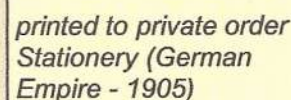
Cocoa Droste : Droste effect

The Droste effect known in art as a picture recursively appearing within itself forever, is named after a Dutch brand of cocoa "Droste", with an image designed by Jan Musset in 1904. The effect has since been used in the packaging of a variety of products. It produces a loop which mathematically could go on internally, but in practice only continues as far as the image's resolution allows.



Printed to private order stationery (Austria-1913): aboard fee 25h + register fee 25h



serving maid




Rüger Kakao: colorful box illustration based on *The Chocolate Girl*

Stempelbild


1504

Berger-Schokoladen



Francotyp:	6069	Post:	Pöfmerk
Firma:	Robert Berger & Co. b. H.		
Motor	Nr.	Volt	Ps
Übersetzung: Motor:	Masch.:	Riemen	
Geliefert:	9. 4. 30.		
Stand des Summenzählers:	Sperrung auf	500.-	
Stand des Kartenzählers:	angefangene Karte Nr.:		
Plombenschlüssel (Post) gez. Nr.:	Permutationsnummer:	4269	
Reserveklischees oder geänderte Klische		136	
Spezialeinrichtungen:			
Merkmale:			



Berger

REICH

KAKAO
SCHOKOLADE
PRALINEN
Qualitätswaren

Archive cards of Francotyp Co. recorded the services of the meter machines as well as any changes of a design, starting with a first day specimen

The
"Bergermädel"
version esta-
blished in 1918

4.2 Displaying luxury with pots and cups

beautiful painted chocolate pots

A chocolate pot is taller than a tea pot and looks similar to a coffee pot. The difference is by the finial. It is either removable or it slides to the side and there was a hole in the lid and the little handle of the lid is bit crooked.



'Still life with a chocolate mill' by Spanish artist Juan De Zurbaran (1598-1664) - main attraction in Museum of (foreign) Art in Ukraine.

Chocolate was an expensive commodity in the 17th - 18th centuries and associated with expensive things. In Austria and Germany, the courts favored porcelain pots. In France the pots were either made of silver or china.



Meissener Porcellan

£1 book of stamps and the story of Wedgwood

18 at 3p 17 at 2½p 7 at ½p

Early days of Wedgwood

Josiah Wedgwood (1730-95) founded the company in 1759 at the Ivy House Works, Burslem. Ten years later he moved to a model factory which he called Etruria. Soon he also had London showrooms and was exporting pottery all over Europe and to America. Queen Charlotte was so pleased with his cream-coloured earthenware that she allowed it to be called Queen's Ware, and permitted Josiah to style himself Potter to the Queen.

Right: Hand painted 18th century chocolate pot.

Far right: Three Jasper cameos mounted in cut steel by Matthew Boulton, c.1790. Perfume bottle c.1786.

copy

1e Prestige stamp booklet (Great Britain-1972)

picture inside: Hand painted 18th century Wedgwood chocolate pot

Only high society was able to display their self-indulgence with the full chocolate set of pots and cups.



right-angle handle chocolate pots



Stuttgart city post stationery (Germany - 1896)

chocolate pot with right-angle handle



This standard design was also often used for French coffeepots as well, but only chocolate pots were provided with an opening in the lid, often hidden by a sliding finial, to allow insertion of a stick to stir the contents.

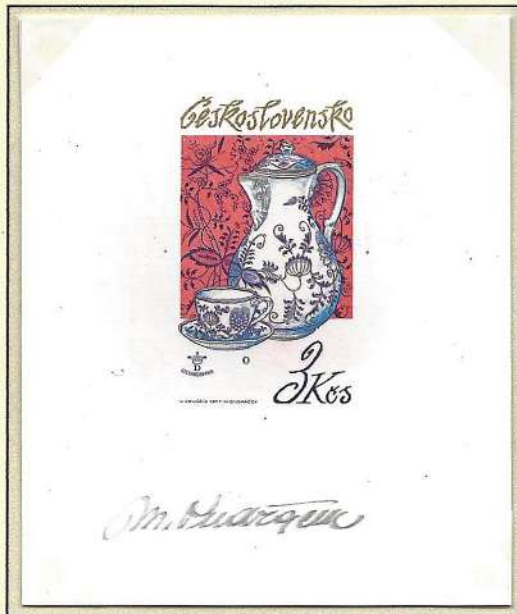


Coffee pot with
right-angle handle

Advertisement letter card (France-1889): sold at 5c covering postage of 15c for domestic letter + 10c foreign fee for Leipzig (Germany).



Free translation of inside advertising page of booklet: No better habit than when you decide that chocolate should now be the traditional farewell drink at today's evening parties. A cup of Galle & Jessen's family chocolate - not too hot - guarantees a beautiful and style full end for every party.



Drinking chocolate together means preparing cacao hot or cold, in a special designed chocolate pot with a mill or whisk to mix. Served in special cups.

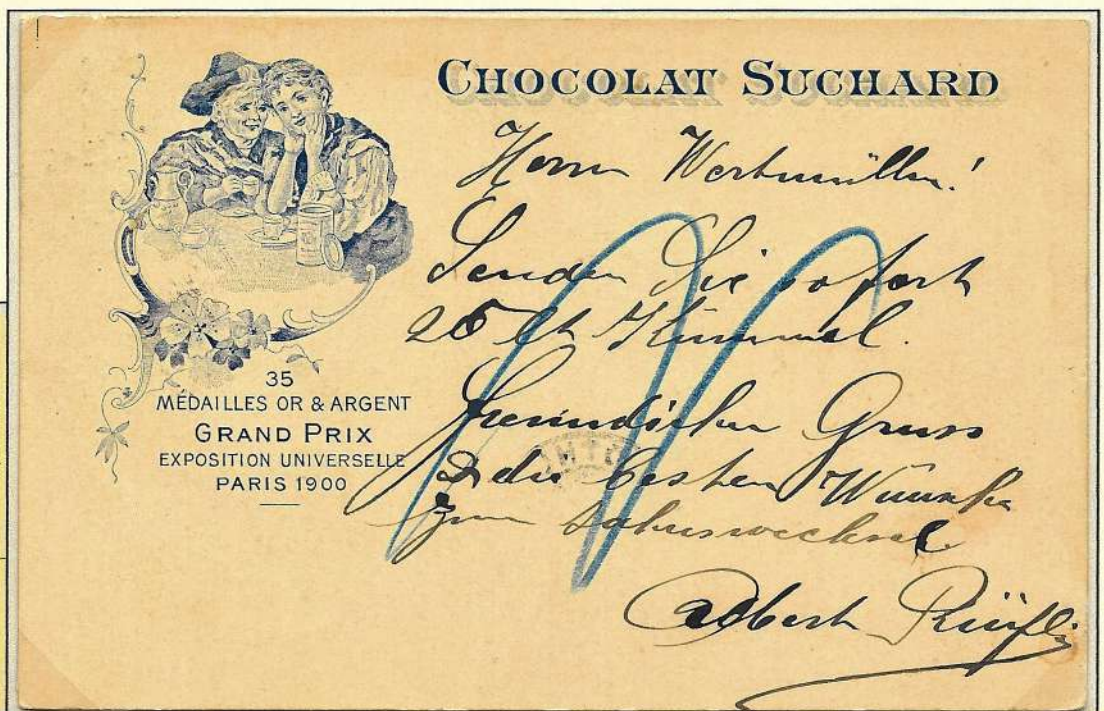


Francotyp Model "A" (Germany-1932)



▲ Gravure plate proof in original colors: designed by M. Ondráček (Czechoslovakia-1977) chocolate china set

In response to public demand, porcelain manufactures began to make specialized cups reflecting the unique requirements that each beverage demanded in brewing and presentation.



Stationery sold at reduced price by Suchard (Switzerland-1914)

chocolate set with cups and jugs



Today we usually use single-handed cups or bowls, which are a bit thicker than the cups for other drinks like coffee and tea. This is because cacao needs to be kept warm and stirred often.



For those with a shaky hands the *trembleuse* (literally trembling) cups were developed; double-handed cups with a raised ring or basket on the saucer, holding the cup in place preventing spillage of the expensive drinks.



National Postal Meter Company (USA - 1943) – Model 14 series

Dampf-Waschmaschine
System „Krauss“
D.R.G.M.
Für Küche und Waschhaus.
ist die beste der Welt!
Man überzeuge sich doch selbst in der
alleinigen Fabrikniederlage
Eritz Mildner,
werksstrasse 11,
kostenlose illustrierte
 Broschüre.
in jeder Bahnstation!

Josef Weiss
Dampfbäckerei und Konditorei,
Viktoriastrasse 98,
Ecke Kaiser-Wilhelmstrasse.
Empfiehl sich zur Lieferung sämtlicher ff. Backwaren frei Haus.
Spezialität: Napfkuchen, Bismarckeichen, Torten etc.

Grosse Auswahl von
Uhren

Ludwig Herz
Schuhwarenhaus
Breslau, Blücherplatz 4.
Vorzügliche, preiswerte, höchste Eleganz
in grösster Haltbarkeit, diese sind die
Vorzüge meiner Schuhwaren.
Illustrierte Preisliste franko!

Damenputz A. Rosenthal
Telephon 7889.
Blücherplatz 5.
Spezialität: Trauerhüte.

Frankfurt am Main, Lichter.
Breslau II.
Brüderplatz 5 A II.
Wohnung
(Strasse und Hausnummer.)
Serie III
Breslau.
Kartenbrief „Hansapost“
Verlag: Paul Kramarczyk, Breslau I, Wallstrasse 21.

Printed to private order letter stationery with advertisements (German Empire): sent from Berlin 24.01.1910 to Breslau (today Wrocław in Poland) **Factory Sobtzyk**
Girl with cup of cacao

4.2 Displaying luxury with pots and cups

chocolate cups

Cups normally are accompanied with saucers and a pot or jug, and many times with a matching bonbonniere; a decorative small pot with lid to conserve chocolate candies better.

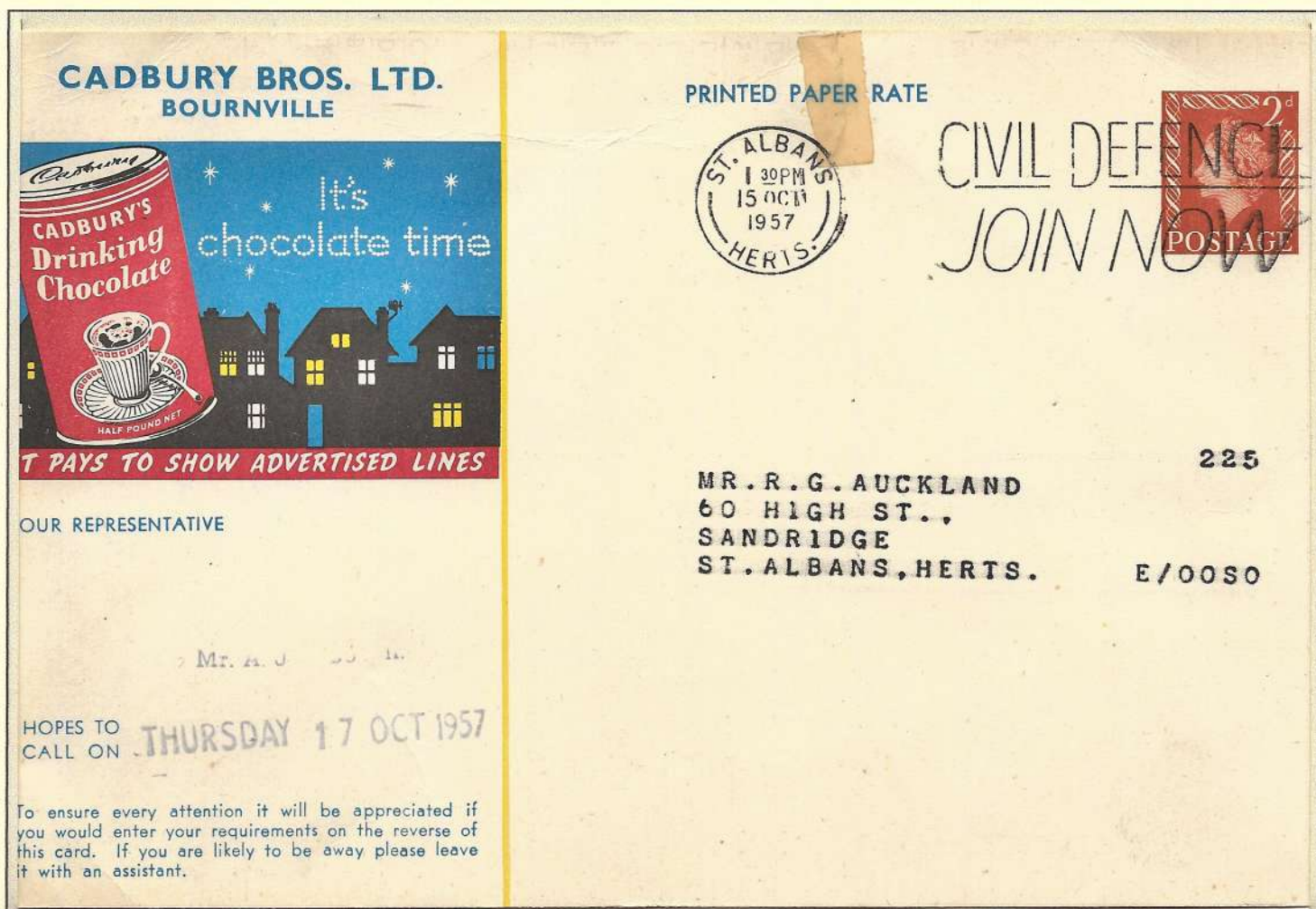


Chocolate bonbonniere

Printed to private order
stationery (Germany
Empire - 1921)

Hildebrand chocolate;
drinking a cup of cocoa

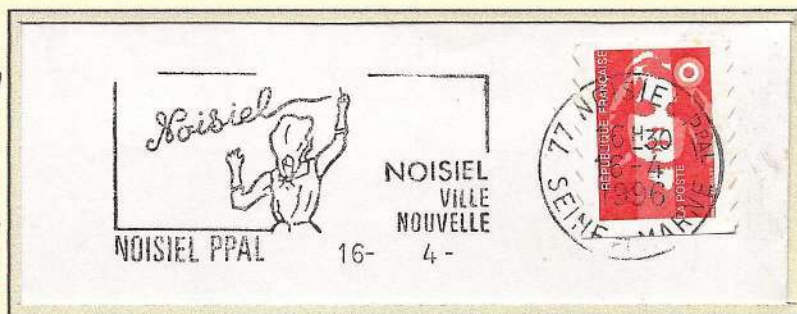
Today with the powdered chocolate it is much easier to serve than in those days when drinking chocolate was very thick and tended to settle, so introducing more elegant forms of pots and cups became the standard.



Printed to private order stationery (Great Britain-1957)

Flam from Noisiel
(France)

featuring writing girl
based on chocolate
factory Menier
advertising poster



In 1893 Firmin Bouisset created an advertising poster featuring a little girl using a piece of chocolate to write the name *Chocolat Menier* (based in Noisiel) on a wall or window. It proved to be a highly successful image.



printed to order
stationery (Germany-
1914)

Factory Hansi
Cacao: boy writing
company name

It became an internationally recognized symbol and copied by many manufacturers like *Hansi*; depicting a boy writing the company name on a wall with a piece chalk. Plagiarism was rife in the past.

Alfons Mucha
advertising
poster (original
size 117 cm x 78
cm) designed in
1897 for
chocolate
factory Idéal



Alfons Mucha was very good at what graphic designers called 'product awareness'. Creating positive images rather than simply depicting them. Mucha designed many lithographic posters for many chocolate factories.

little boys or girls



Companies like Jordan & Timaeus used advertisements with slogans like “we all drink cacao” and picturing babies, it reminds the consumer that even babies can drink it. Children of all ages have been used to decorate their tin cans, so they make an association with childhood and tenderness.





Advertisement, in general, were reflections to the ideologies of the time, such as systematic colonialism, some were more overtly racist picturing servant black boys.

Francotyp model "C" spacing
(Germany-1936)

Serving boy

Those pictures serve to cover colonial violence by domesticating African people into non-threatening images as happy subordinates in the colonial order.

Phonopost (France-1965) UPU mail approved since 1939. Sent at reduced postage by meterstamp model Secap with registered No. N4969 attributed to the Banania company

"happy slave" Y'a bon Banania, a Senegalese soldier design by De Andreis, 1915.





Booklet (France-1924)

Chocolat Daccord - the great regional brand quality beyond reproach

A chocolate brand that wants to become a luxury product cannot produce just tasty chocolate, it has to create an imaginary world around it, make the customers feel that by buying this chocolate they buy something exclusive and something that is better than the other chocolates in the regional or even international market.



Postgiro envelope (Morocco-1927) postage free + airmail fee 1fr sent from Rabat to Lons le Saunier (France)

Chocolat Duc - Antwerp surpasses all other chocolates



The name "Indian River City" was too long for use on a postmark. They changed the name to "Cocoa". They were inspired by a box of Baker's cocoa and was adopted by the U.S. Postal authorities in 1884.



Roneo Neopost boxed N (Australia-1961)

Nestle Car Club

Many products 30 years ago came with an additional surprise like collectors cards of cars to keep and collect, and children were fascinated to learn this – it meant more chocolate to eat.



Air mail per **Uiver** (Netherlands) from Gorinchem 16.X.1934 to Medan (Indonesia) 25.10.1934 flown over during the London Melbourne **MacRobertson** Air race

The **London-Melbourne MacRobertson Air Race** took place in October 1934. Sir Macpherson Robertson, a famous and wealthy Australian chocolate manufacturer, sponsored it with a prize fund of £10,000 on the condition that the race be named after his chocolate company. The **Uiver** won the handicap race (with postal mail) and flew the 19,877 km in 90 hrs.17 mins.



Personalized stamp

Cacaolat brand on tram since 1962 in Barcelona



Francotyp "B"(Germany-1930)

Trumpf advertisement on Zeppelin

▼ Advertisement with Mars logo



Well-designed logos, slogans and colorful advertisements enticingly appeared in the streets and magazines.



Advertisement Nestle's Quality Street

Slogans are important for branding a company. A slogan should be short, memorable match your brand and be able to stand the test of time.

DÉBITÉE à
8
CÉNTIMES
En vente partout

DEMANDEZ
le
Chocolat DERBAIS
à 1.60 et 2 fr.
le 1/2 kilog.

NÉVRALGIE
de la Tête
Guérison radicale et certaine
S'ADRESSER
Rue Van Eyck, 35
IXELLES

DENTISTE

ON DEMANDE DES CORPS
32, Rue de la Madeleine, Bruxelles
Pour mettre dans nos superbes chemises à fr. 3.75 et 5.50
avec poignets et devants toile fine
— MÊMES PRIX SUR MESURE
32, Rue de la Madeleine, 32, BRUXELLES

Madame Paulsen
192 Rue du Croix
Bruxelles

DIABÉTIQUES
employez pour votre pain la
FARINE DE GLUTEN D'OSSIAN
à 2 fr. le demi-kilog.

PHARMACIE PELERIN, Bruxelles.

TORRES
61, Rue du Congrès, 61
BRUXELLES

Huîtres supérieures
à 8, 10 et 12 fr. le cent
POISSONNERIE F. DE RYCK
60, Rue de la Putterie, 60, Bruxelles

commercial envelope no.4 (Belgium- issued 1889) sold at reduce price 8c chocolate Derbaiss

Printed to private
order stationery
(Great Britain)

KitKat slogan of
Rowntree



Have a break...
have a **KitKat**

The Rowntree Representative
hopes to call on

PRINTED MATTER



803 78309.0 E CL-Y

BLACKPOOL CASH & CARRY,
T/A.L.G.STORER LTD.,
42 CROSS STREET,
SALE, ~~CHESHIRE~~,
CHESHIRE.

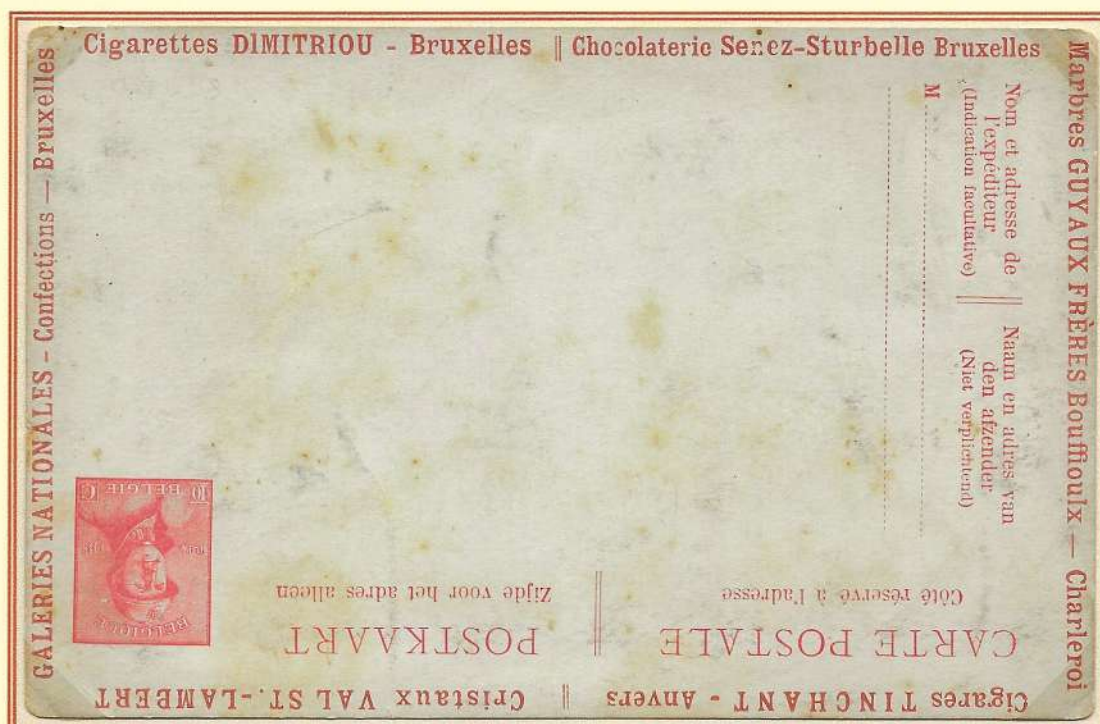
Advertisements aren't unique in the chocolate business. Since mid-1800s they used all kinds of channels to promote products with nice slogans...



Meter stamp
(Germany); model
Francotyp-Postalia
Ultimail 60 (3D02)

Mozart Kugeln
advertisement

... or brands by posters, meter stamps, stationery and postcards.



Commercial proof stationery 10c on blue paper (Belgium): with advertisement of different companies.
This was printed by advertising agency as draft to sell advertisements in the period 1920-1922.

Advertisement Chocolatier Senez-Sturbelle Brussels.



2/- Booklet pairs stamps (New Zealand-1925) on tabs

Dainties' Embassy chocolate

Advertisements are most of the time only for local or regional recognition and identification.



Porte-Timbre (France-1908) discount granted on sale of stamps pasted on these labels

Chocolate the favor

- Matte sons at Montpellier

Telegram (India-1927)

Rademakers Dutch chocolates

Especially when chocolates are promoted using regional publicity channels is an advantage. Even in the most exotic places chocolate seems available everywhere.

Stationery 10f for foreign destination sold for 5f (Hungary -1901) with multiple advertisement from European capitals.

Van Houten's Cacao
Text: available everywhere

GRANDS MAGASINS
du PRINTEMPS
Exposition Spéciale de Robes
PARIS.

Shannon
Registrator Co.
August Zeiss & Co.

Berlin W.
Leipzigerstr. 126.

HOTEL
~ CECIL
LONDON.
A. JUDAH
MANAGER.

Allsopp's Pale-Ale
Agent Principal
ALFRED DELAY
29 Quai au foin, Bruxelles.

Sanatogen Kräftigungs- u. Auf-
frischungsmittel.
Erhältlich in allen Apotheken.
BAUER & Cie. Berlin,
S. O. 16.

Versuchen Sie
Van Houten's Cacao.
Überall erhältlich.

Ich bitte höf. um einen Prospekt
Achtungsvoll

Arpad Horvay
Budapest, VII. Lörödy
Gasse 45.-

1501. Hirdetéses Levelezőlap-Vállalat, Budapest VII. Erzsébet-kört 15.

Reclam-Postkarten-Unternehmung
Budapest, VII. Erzsébet-kört 15.
Vertretungen: Wien, Berlin,
Paris, London und in allen grö-
ßeren Staaten und Städten.

Hotel Engländer Hof
BADEN-BADEN.
Das ganze Jahr geöffnet.

Oppel
Fahrräder
Anton Oppel
Rüschelheim a/M.
Fahrräder,
Nähmaschinen,
Motorwagen.
Paris-
Elysée
Palace-Hotel.



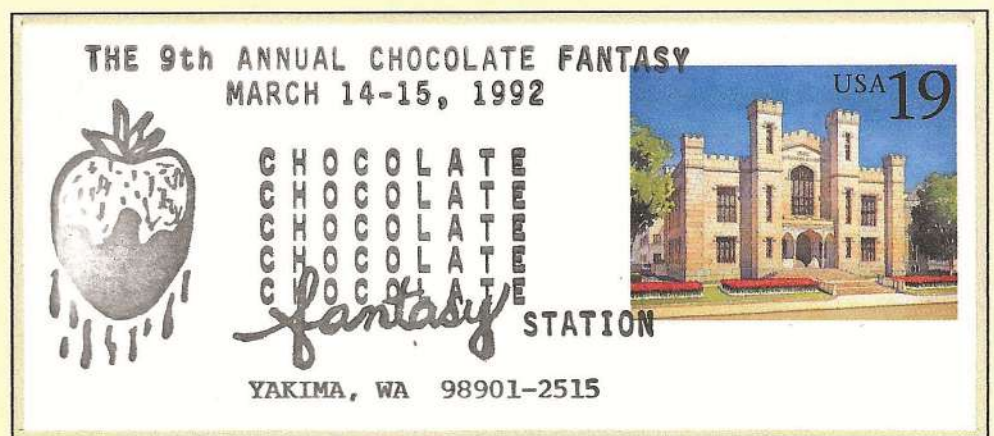
Campaigns were not only limited to posters and strong slogans, often chocolate makers were present at fairs (salons) or exhibitions with their products on display.



1st Salon du Chocolat in Marseille



National
expo of
agriculture
products: cacao



It a way of good publicity and thereby creating a market for all cocoa products. Meanwhile celebrating the joy of chocolate and promotes its health benefits.



Publibel (Belgium -1934) During the World Exhibition of 1935 in Brussels the brand "Côté D'Or", recognizable by the elephant, gained international fame when they distributed thousands of chocolate bars for free.



Valentine Riggermann
(Supplier at the royal
court) shop in Innsbruck



specimen (Ecuador-1930)

Most famous inspiring example, are the curves of a 'Coca Cola' bottle designed in 1915. The designer tried to learn more about the word 'coca'. Instead, he found cocoa and decided to have fun with the concept, knowing Coca Cola had nothing to do with cocoa. A Encyclopedia image of the gourd-shaped cocoa pod was the model.



Set-off print (red 6c – Netherlands 1929)
reverse copy on another sheet

Children welfare stamps 'Kinderzegels' designed H. Kamerlingh Onnes with a dolphin, which are based on (copied?) the logo of the Dutch chocolate factory 'Dolfijn'.



Phillipe Geluck (cartoonist) linked his bestselling comic strip 'Le Chat' to Jean Gallers (chocolate maker) famous chocolate brand 'kattentongen' (cat tongues).

Sometimes the **revers** happens. Chocolate brand logo's or designs by others inspires both worlds.



a 'chocolate tram' of Brussels

Stationery EXPRES rated 1F60 from Brussels (cancel BRUSSELS NORD 12.1.1927) to Liege (fee 30c + urgent letter 1fr + fee Tram 30c). **TRAM** Cancel (early date 3rd month of introduction); proof sent via postal letter box of tram, which was placed at the front of every tram (outside, right) for urgent postal mail or telegrams.

'The chocolate trams' was delicious nickname given by the citizens of Brussels for the chestnut brown colored trams which were in use in Brussels from 1889 till 1928. Since then they were replaced by crème colored ones.



Chocolate companies also use graphical icons or logos inspired by fairy tales to aid and promote instant public recognition.



Jacques' typically chocolate bar mold.

◀ Postal parcel receipt (Belgium-1957)

Antoine Jacques founded JACQUES chocolate factory in 1896 and transferred it to Eupen in 1922. The logo with the knight stands for "faithful service to the quality".



Personalized vignette stamp (Belgium)
Poster Choco-Story museum in Bruges. The chocolate fairy was created by Pierre Wattiez Watch.

In 1926 master Chocolatier Joseph Draps sought a name for his company that embodied timeless values balanced with modern boldness. The famous story of Lady Godiva was the inspiration behind the Godiva chocolate name and logo.



Lady Godiva lived in Coventry, England, in the 11th century, a modest woman who immediately agreed to ride naked through the streets to lift the taxation for her fellow townspeople.



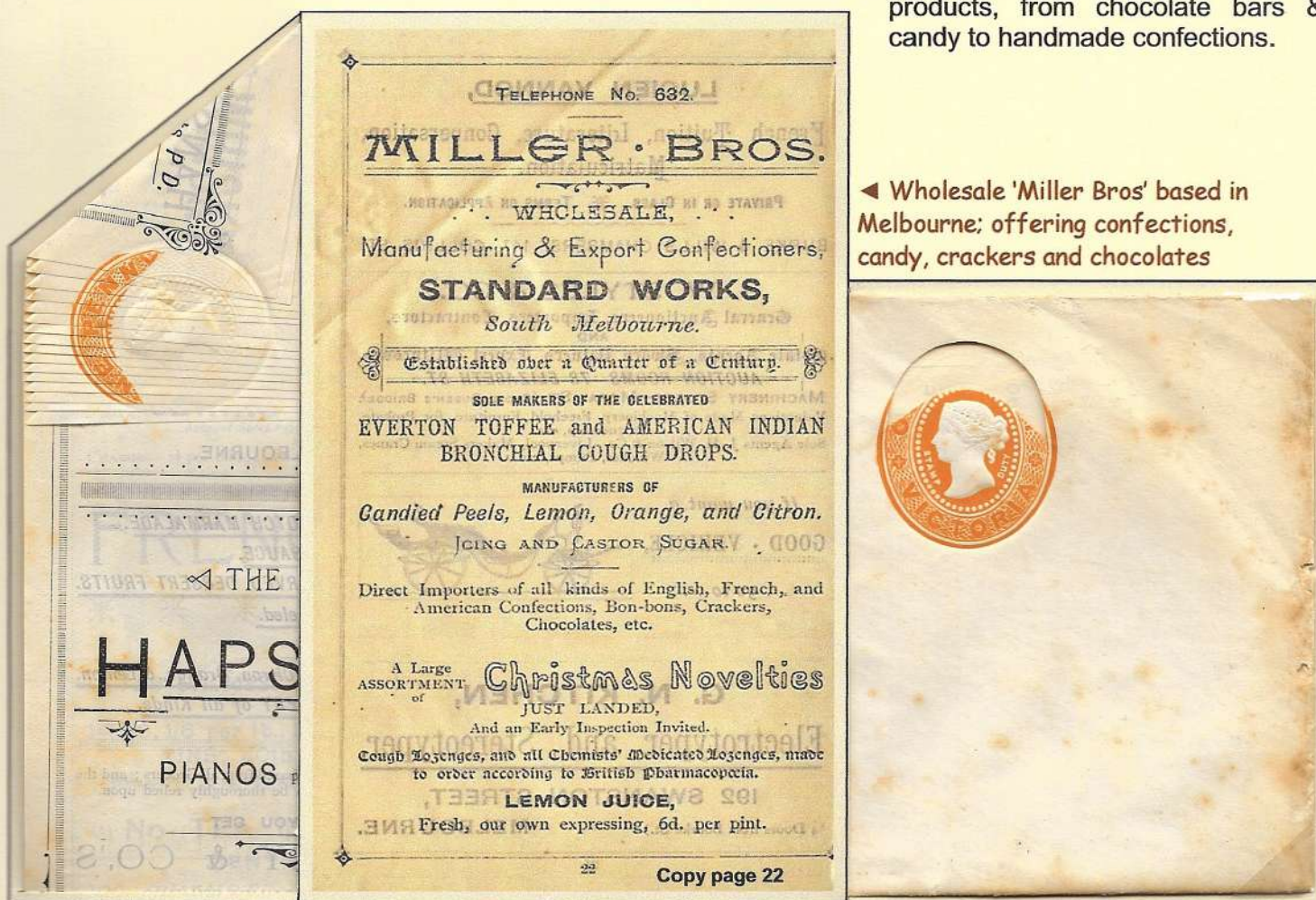
Hasler model "Mailmaster" (Belgium-1992)

Godiva logo based on Lady Godiva



Advertisement card series 55; sold for the benefit of Red Cross for 10c i.s.o. 15c (Belgium) department store L'Innovation selling Food and confectionery (including chocolate)

From wholesale to department stores or shops is a business to business relationship that need patronage and information on how to serve better every facet of selling this chocolate industry. They offer a wide variety of products, from chocolate bars & candy to handmade confections.



◀ Wholesale 'Miller Bros' based in Melbourne; offering confections, candy, crackers and chocolates

Printed to Order stationery envelope (Victoria-1890-1d. QV) with enclosed 32pp booklet with advertisements for different companies. A crescent-shape was cut from the face of the envelope and the booklet was inserted with the pages folded so that when the embossing was impressed across the hole, parts of the embossing fell on each of the folded pages, the envelope could not therefore be used without the booklet.

5. Effects on the mind and body

5.1 Cure or confection? The beneficial effects

stimulation and weight loss



Francotyp model „A“(Germany-1931)

for theater, travel and sport

Francisco Hernández de Toledo studied medicine and botany, travelling in 1570 to the New World and described cacao as a divine beverage that builds up resistance and fights fatigue.



◀ Express stamp



chocolate is a good travel companion

The health effects of chocolate refer to the possible beneficial effects of eating it mainly for pleasure. It contains a variety of substances, some of which have a stimulant effect, or even act like an aphrodisiac for sportsmen, travelers, workers, lovers and others.



Stationery canceled in post office in Rue Claude Bernard (France-1902)

Dark chocolate is very good, it may help you lose weight, but the stimulating tastes of added sugar and other ingredients to make it even more delicious, can cause the opposite. **Claude Bernard** (French physiologist) detected c1855 that the sugar we eat is very bad for the liver.



Maaseik Museactron Museum van de apotheek / Musée de la pharmacie



▲ Partial miniature sheet shown

Pharmacies mixed cacao with medical products for the beneficial effects, especially for the taste.



The Menier Company of Paris was first founded in 1816 as a pharmaceutical manufacturer.



Booklet (Denmark-1934)



Advert Galle & Jessen Choko-min with whale liver oil

The combination of fermented cod liver oil in chocolate flavor was often used to stimulate and support overall well-being for children to eat this supplements.

Grands Vins de Champagne
R. de VESLUD
REIMS
La bouteille depuis 2 fr. 50
Ecrire directement



CHAMPAGNE
de St-Thibaud
BOURQUIN
REIMS

CAISSE DU CRÉDIT NATIONAL
SOCIÉTÉ en COMMANDITE FONDÉE en 1882
15.500.000 francs de valeurs à lots vendues à crédit.
Maison la plus ancienne et la plus importante, disposant
de références de 1^{er} ordre. — Demande Représentants
sérieux et actifs. — Fortes remises et gratifications,
basées sur le principe de la participation aux bénéfices.
Adr. les demandes à la Direction
2, Cité Trévisse. 2. à PARIS

CHOCOLAT MENIER

Stationery printed to order (France-1899) with advertisements

Chocolat Menier

Production of chocolate was very limited, and its primary use here was as a medicinal powder, and for coating bitter-tasting pills; it was only one part of the pharmaceutical business.



Postage stamp 10pf necessity banknote for Bremen (Germany-1920) advertising Meho laxative chocolate



Unfortunately, some sugar substitutes in 'sugar-free' chocolate (such as sorbitol or mannitol), may cause a laxative effect, as these elements attract water. The intensity depends on differences between each person's digestive tract, and the amount consumed.

Stempelbild

WIEN 134
12 9 39 50

DARMOL
die
Abführ-Schokolade

050
Deutsche Reichspost

Francotyp: **C. 31683** Post: **Wien 134**

Firma: **Teubner & Co. Wien** : **Brady & Schmidgall**

Motor ☒ N **13.12.41. ausw.** Volt PS

Übersetzung: Motor: ☒ Riemen

Geliefert: **12.9.39.**

Stand des Summenzählers: auf **100.--**

Stand des Kartenzählers: gene Karte Nr.:

Plombenschlüssel (Post) ge: **5033a**

Reserveklischees oder geänderte Klischees. **1. ausw. Kl.**

Spezialeinrichtungen: **für auswechs. Klisch. einger.**

Merkmale: **Mit Spezialstrickzähler.**

Fabrik Stolzenberg, Berlin SW 68 3000. 5. 38.

Archive card of Francotyp company recorded the services of the meter machines as well as any changes of a design, starting with a first day sample (Austria - occupied by Germany-12.09.1939)

DARMOL laxative chocolate, based in Vienna. "Take DARMOL you will feel better"



Neo-Cultol Is Scientifically Complete for Use in General Practice

Neo-Cultol contains the lactic acid-forming *B. acidophilus* in chocolate flavored mineral oil jelly. Neo-Cultol therapy has been accepted by the Medical Profession everywhere as a rational therapeutic measure in the treatment of auto-intoxication and constipation in children and adults. Its pleasant chocolate flavor is an incentive to continued use. Lubrication, without leakage, plus the beneficent action of acidophilus.

THE ARLINGTON CHEMICAL CO.
88 Wellington Street West
Toronto, Ontario

Dr. L. S. Holmes,
241 Queen's Ave.,
London, Ont.

Stationery card
(Canada-1930s)
specially designed
to allow printing of
private ads on the
back or front/
address side

lactic chocolate
flavored mineral oil
jelly

Generally, dark chocolate and its major component, cacao, offer the several benefits: energy, lowers cholesterol and fights free radicals. The stimulating effects of purification could help prevent strokes, increases brain activity, and many more. There's no recommendation on what the dosage should be.

ÉBNER KESZTYŐ

olcsó, mert jól
ERNYŐ, FÜZŐ
V. László-körút 18
II. Zoltán-utca 22



Feladó neve és lakcíme
Könn lephet más postai címkékre nem kerül be.
THO-MA-ZÁRT-LEVELEZŐ-LAP
a helyi forgalom számára.



copy front

Kérdezze meg fogorvosát: miért legjobb a

SANALBIN

FOGPÉP

FOGPOR

SZÁJVIZ



A magyar PURGO már régóta világhírű,
mint PURGO CSOKOLÁDÉ új, s legjobb ízű.



Postai feljegyzések.



A FŐZÉS GOND?... JÁTÉK, HA KONZERVET BONT!

Felelős k
Egyesült Könyvnyomda R

copy inside

5.1 Cure or confection? The beneficial effects

source of direct energy

Due to the high concentration of calories in a relatively small volume and the positive relationship between sugars and fats, chocolate is an important source of direct energy.



This is why cacao is extremely popular with athletes, students and anyone who wants to restore their energy quickly after heavy physical or mental efforts.





Norwegian expedition ship FRAM.



A rescue mission for British sailor Bullimore during Vendee Globe race, found after 4 days his only food was a bar of chocolate.



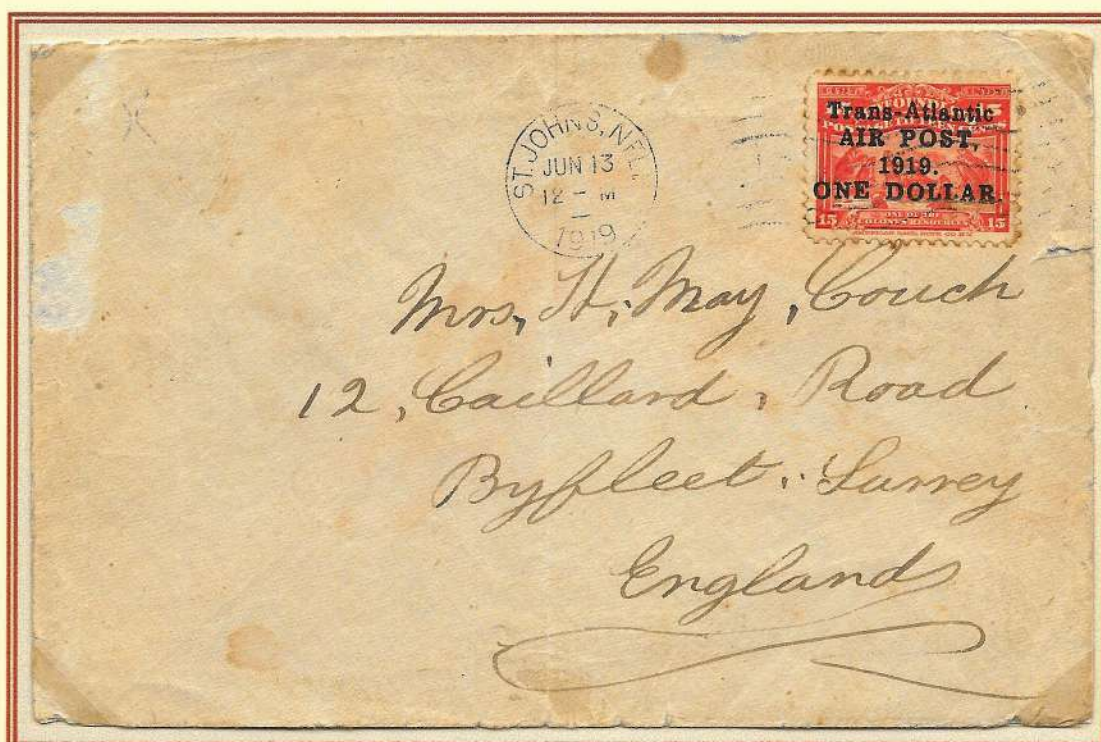
Sir Edmund Hillary

Well known as a 'complete food' whether used as a drink or solid bars on the Norwegian expedition ship **Fram**, or by Sir Edmund Hillary on his first climb on Mt Everest, and eaten on many other expeditions, even under extreme conditions. Compact, full of energy, easily eaten compared to foods too bulky to carry.



Universal „Multi Value“ EIIR(Great Britain)

Captain John W. Alcock said: "(Fry's) Chocolate was our chief solid food on the journey" after their epic nonstop flight across the Atlantic Ocean of over 16 hours, from Newfoundland to Ireland on 14-15 June 1919.



Cover from St. Johns Newfoundland (Canada) (13 Jun 1919) to Byfleet Sussex (England) carried by the first non-stop Trans-Atlantic flight flew by Cpt. J. Alcock and Lt. A. Brown, and carrying approx. 197 covers (much less are known), franked with the special \$1 on 15c stamp overprinted by "Trans-Atlantic/AIR POST, 1919./ONE DOLLAR".

COMERCIAL ANUNCIADOR
Patente de invención núm. 32.162
 Privilegio exclusivo por veinte años.—Publicidad universal.
 Papel y sobre, con sello de 15 céntimos, se vende á 10 céntimos en toda España. Se admiten representantes con buenas referencias y se reciben anuncios para su publicación.

DIRECCIÓN GENERAL Y ADMINISTRACIÓN
PLAZA DE LA CEBADA, NÚMERO 3

LA CORRESPONDENCIA AL ADMINISTRADOR
 Apartado de Correos núm. 3085
 MADRID

CHOCOLATES
 DE
LA MATIAS LOPEZ

MADRID - ESCORIAL. Oficinas. Palma alta 8 MADRID.



◀ Printed to order advertisement letter sheet (Spain-1905) sold at reduced rate of 10cts. Send from Madrid to Berlin; additional fee of 10 cts.

Are you a chocoholic? Everyone likes a sweet treat once in a while. But if you can't get through the day without a 'chocolate fix', it's possible that you may have a problem.



Translation text:
 Before taking Lopez chocolate. (thin)
 After taking Lopez chocolate. (thick)
 Take twice a day Lopez chocolate.
 (normal persons)

Eat sweets instead of smoking.

Researchers believe the release of the endorphins theobromine and caffeine, by consuming chocolate, creates a physical dependency to obtain a 'high-feeling' again and again, thereby suggesting it is possible to be addicted to chocolate, like alcohol or smoking.



Carob trees are cultivated in the Mediterranean region for its beans. Dried they are often ground to carob powder, an alternative for people allergic to cocoa.

Unfortunately some people are allergic to endorphins. An alternative is carob powder that tastes like chocolate.



Postal discharge with publicity (Hungary)

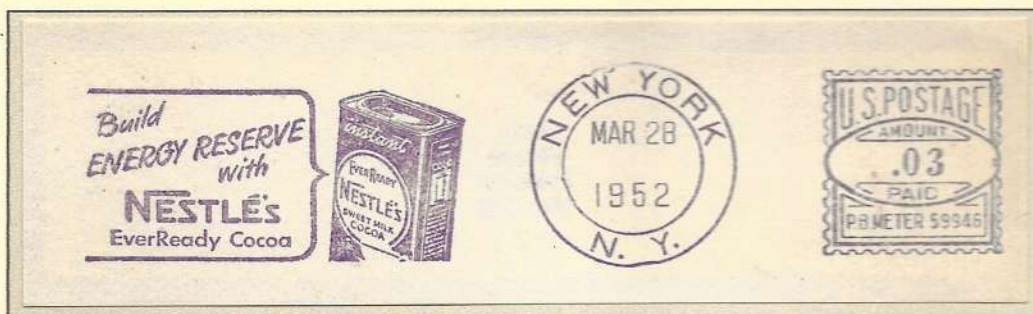


chocolate: 'sweets'

5.2 A booster for the mind and body

positive energy

When endorphins are released into the brain, giving credence to the claim that chocolate is a comfort food, the endorphins work to lessen pain and decrease stress. Another common neurotransmitter affected by chocolate is serotonin, known as an anti-depressant.



Pitney Bowes model "CA" (USA - 1952)

build energy reserve...



Breakfast for people in a hurry.

One of the more unique neurotransmitters released by chocolate is phenylethylamine, the so called "love drug" or "chocolate amphetamine". This causes changes in blood pressure and blood-sugar levels leading to feelings of excitement and alertness, increases mood, and decreases depression.



Publibel (Belgium-1935)

French text: "It's not a secret, but I give every day a cup of Cacao Kwatta to my children, what make them strong, vigorous and resplendent health."



Eating chocolate

Children enjoy eating chocolate! It does all kinds of great things for kids, like improving temperament and reducing illness. But the joy can turn quickly into situation that hands have got some foodstuffs and make everything dirty and sticky.

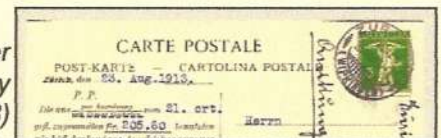


Dirty fingers...
ate chocolate?

Plate proof QE II for issue "Coronation 1953" and "Landscape"; definitive gravures inscription FOR SKETCHES ONLY / BRADBURY, WILKINSON & Co. Archives!



Printed to order
stationery
(Switzerland-1913)



Soldier free mail (Germany-1916) Feldpostexp



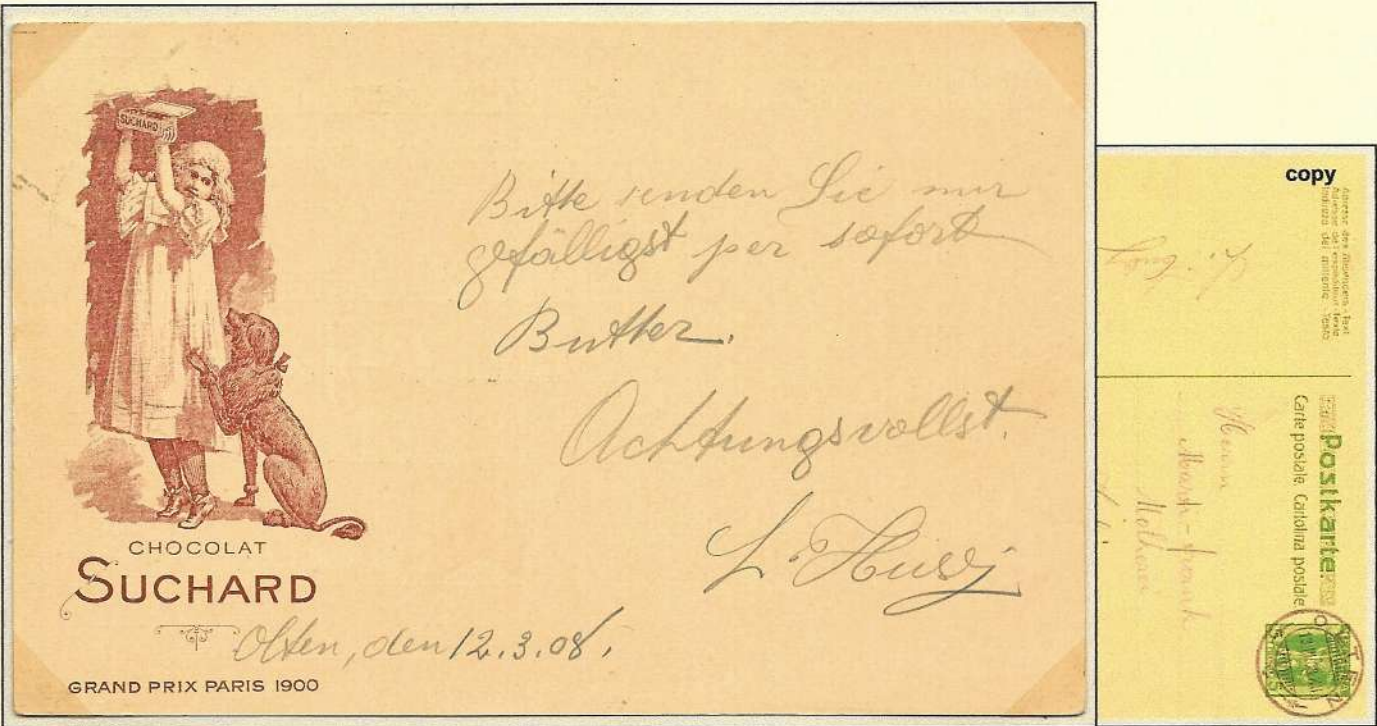
French text: ...we have won our chocolat

After all, it is important to know that chocolate is a truly beneficial condiment that help kids during the most crucial years of development. You need to provide them with the right, quality product, and keep it moderate.



Red October factory chocolate sweet called Misha Kosolapy (Мишка Косолапый) was named after a brown bear and inspired by a painting of bears by the 19th-Century artist Ivan Shishkin.

It is the Theobromine in **ALL** types of chocolate that can kill your pets, and many other animals. even bears. Agitation, hyperactivity and gastrointestinal upset have been noted when a pet ingests 20 mg/kg of body weight. Theobromine toxicity has been fatal when your pet ingests 200 mg/kg of body weight.



Advertisement stationery of Suchard (Switzerland-1908) these post cards were sold at reduced tariff child keeps box of chocolate away from a dog

Deadly for all animals in large amounts, the darker or sweeter chocolate the more so, as many animals can taste sweetness, and can be attracted to eat more if it is available. White chocolate doesn't harm.

5.3 The enjoyment of chocolate

... during hard times

Soldiers away at the frontline or in prison were always scoping for enough powerful food and were hoping to receive food parcels from home with cakes, chocolate and other goodies...

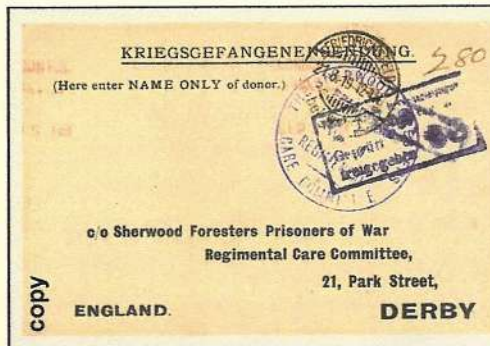


◀ The Princess Mary Christmas gift box contained chocolate intended for the British Empire Armed forces on Christmas day 1914

'Rainbow' chocolate color trial printed in on white wove paper (UK - May 1840) 2nd Plate State 1 from Phillips sheet a little bite into a piece of chocolate



... only hoping for a little bite into a piece of chocolate.



British prisoner of war free franking card (24 July 1918 sent from Friedrichsfeld, Germany to Derby, England) to inform reception of a package with goods like chocolate (cocoa) ▶

I have received parcel dated 10 JUN 1918 on July 24th (date) 1918

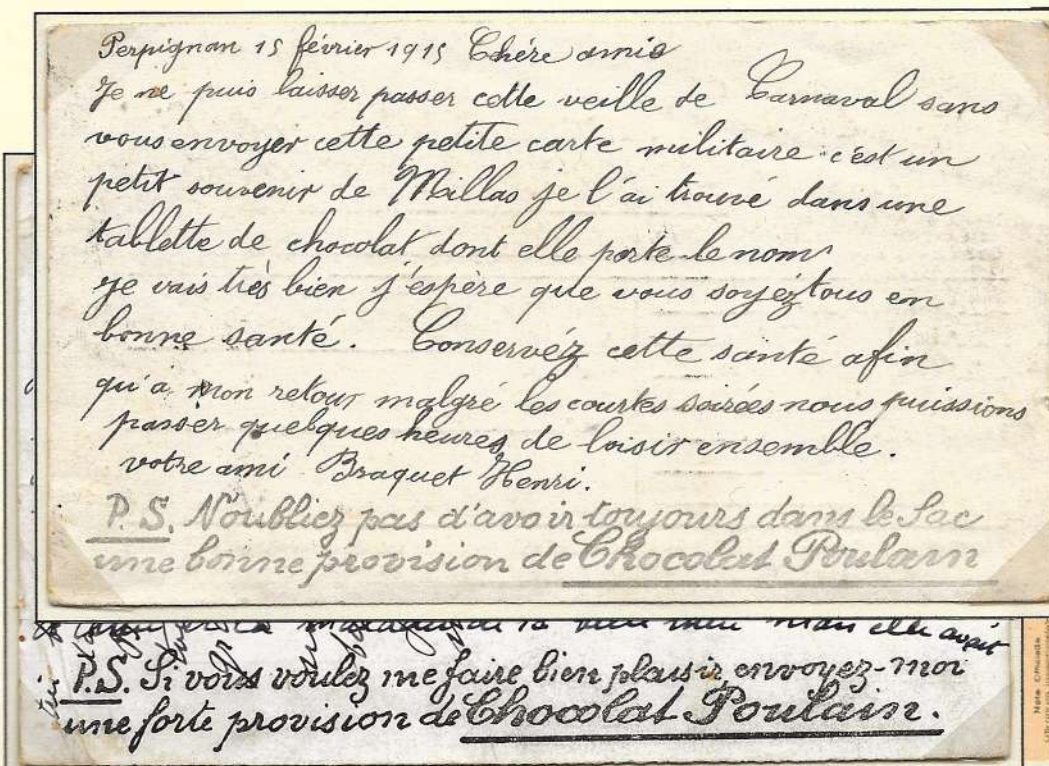
Beef, Sausages, Pork & Bacon.
Biscuits, Chymol, Sardines.
Quaker or Grape Nuts.
Milk, Cocoa.
Cigarettes or Tobacco.

1. Have you received your parcels regularly?
2. Were contents in good condition and complete?
3. Have you received your bread regularly?
4. Please write your name and address below.

42776 Pte A. J. Bingham
or 116463

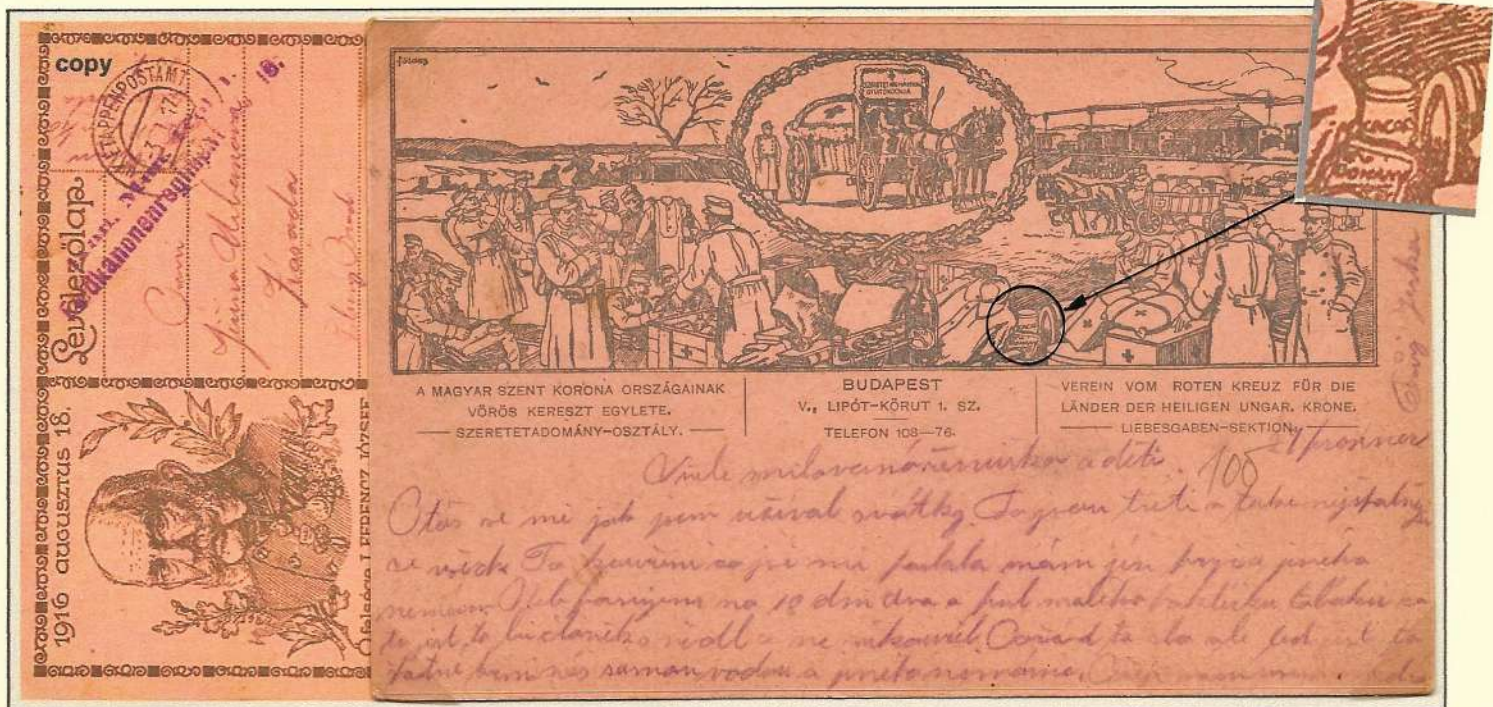
Barack 32
Camp Friedrichsfeld
X bei Wesel.

That little piece of 'something special' brought some comfort, normalcy and a few moments to forget the awfulness of their trenches or prisons, and the brutality of war.



Field post (France-1915) with chocolate Poulain advertisement distributed in chocolate bars (translation): "If you want to do me a favor send me.../ Never forget to have with you in your bag... a big provision of Chocolat Poulain"





Hungarian-Austrian free franking field post (1917)

Red Cross delivery of goods: like cacao in a pot.



◀ The Netherlands was ravaged by famine in spring 1945, after hunger winter of 1944. More than 5300 flights with low-flying Lancasters dropped food on various places in the still occupied zones.

During the Berlin Airlift in 1949 children cheered at "the chocolate flyers" (planes) that dropped over 150.000 gum chocolate and candy bars, they attached to 'hand-made' miniature parachutes from handkerchiefs. ▶



They were able to exchange their received goods for white bread, eggs and cakes, so they could survive and make their life was a bit easier. Splitting or dividing chocolate in two or several pieces helped themselves and their friends.



Chocolate-brown 'Sitting Helvetia' diagonal split (Switzerland-15.05.1862) 5rp fee for printing matter (exp)
When shortage, splitting (stamp) chocolate more people are helping each other



▲ Prestige booklet (Jersey-1995) page ►

During WW2 soldiers received chocolate candy bars as part of their rations, and were very generous in sharing those valued possessions with their foreign military allies or with hungry new-made friends.



2 boys enjoying chocolate for the first time



Soldier generously showering chocolates

After WW2 during the occupation soldiers in service still enjoyed chocolate in packages sent from home.

2383/26 4035

COLIS MILITAIRE 068

Lotissement

D. C. 1985 (MILIT.)

Destination : Soldat Alfred Guffens
via Bataillon d'Artillerie B.P.S. 9

Destinataire (Adresse militaire) :
GUFFENS-ALFRED
20. B.P.T.
ARTILLERIE B.B. 4
B.P.S. 9

Valeur assurée à la Cie Européenne :
(En toutes lettres.) 200 fr.

Nature de la marchandise	Poids brut
<u>boules chocolat virop</u>	<u>1,100 kg</u>
<u>essence opim. dentifrice</u>	
<u>saune & dent</u>	

Expéditeur : Geon Guffens
Am. Desvillers
Ouffet

Signature : G. Guffens

Affranchissement en timbres S.N.C.R.

Colis reçu :
Colli ontvangen :
le den à om

Signature du destinataire :
Handteekening van den
geadresseerde :

PINSON — 8485-5-47 (200.000)

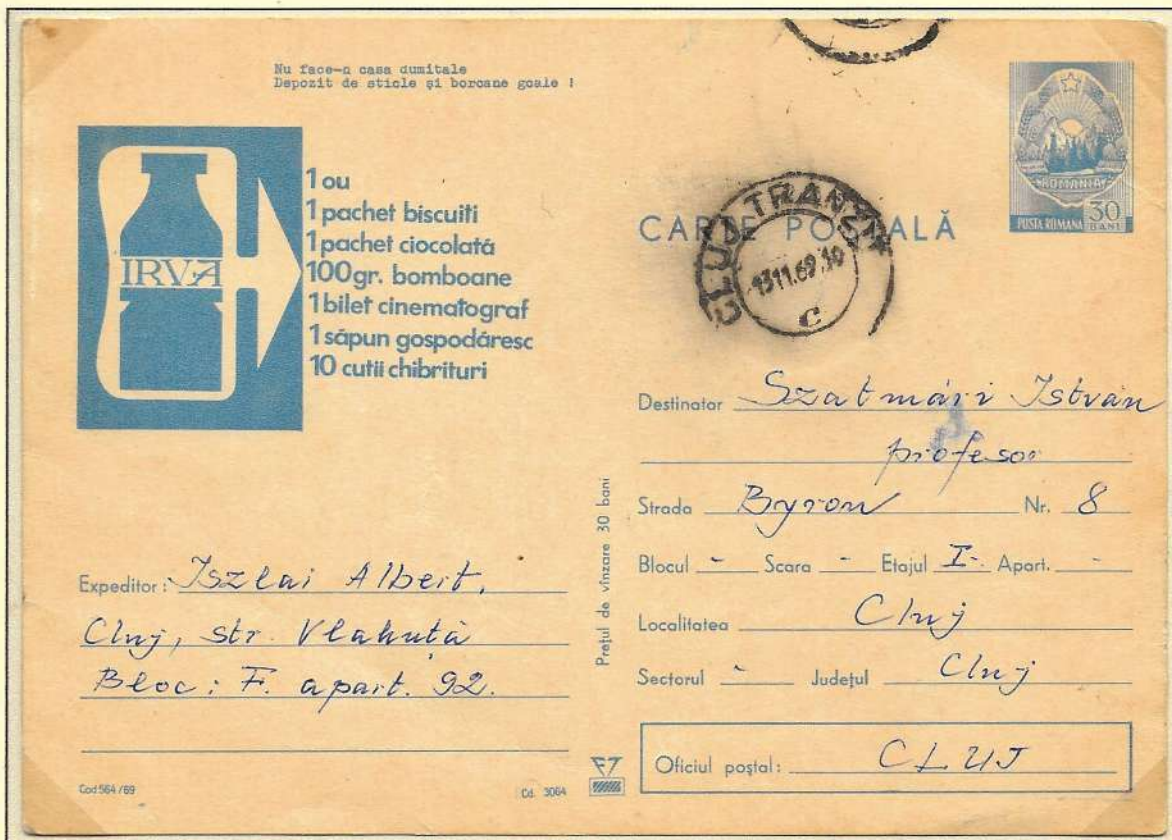
Military parcel transport
(Belgium-1952):
package delivery via
railway with chocolate
send to a soldier in
service



Authorization export 2 x 2 kg (Dakar, Senegal - April 1947)

export 2.7kg Chocolate

During WW2 France was split, and restrictions were placed on foods like cacao, so they applied for resources in their colonies and possessions, but as from June 1941 the sending of family postal parcels was restricted by the Vichy regime. Restrictions carried on after the war, until 1950.



IRVA (Romania recycling agency): Glass and bottles in exchange for either 1 egg, 1 packet of biscuits, 1 chocolate bar, 100gr butter, 1 cinema ticket, 1 piece of soap, or 10 boxes of matches

Confronted with economic constraints and the scarcity of materials Romanians were encouraged to recycle glass for a piece of chocolate in return.



Booklet (France) Serie 98, 30c blue overprint SPECIMEN

advert Jacquin for baptising chocolate candy

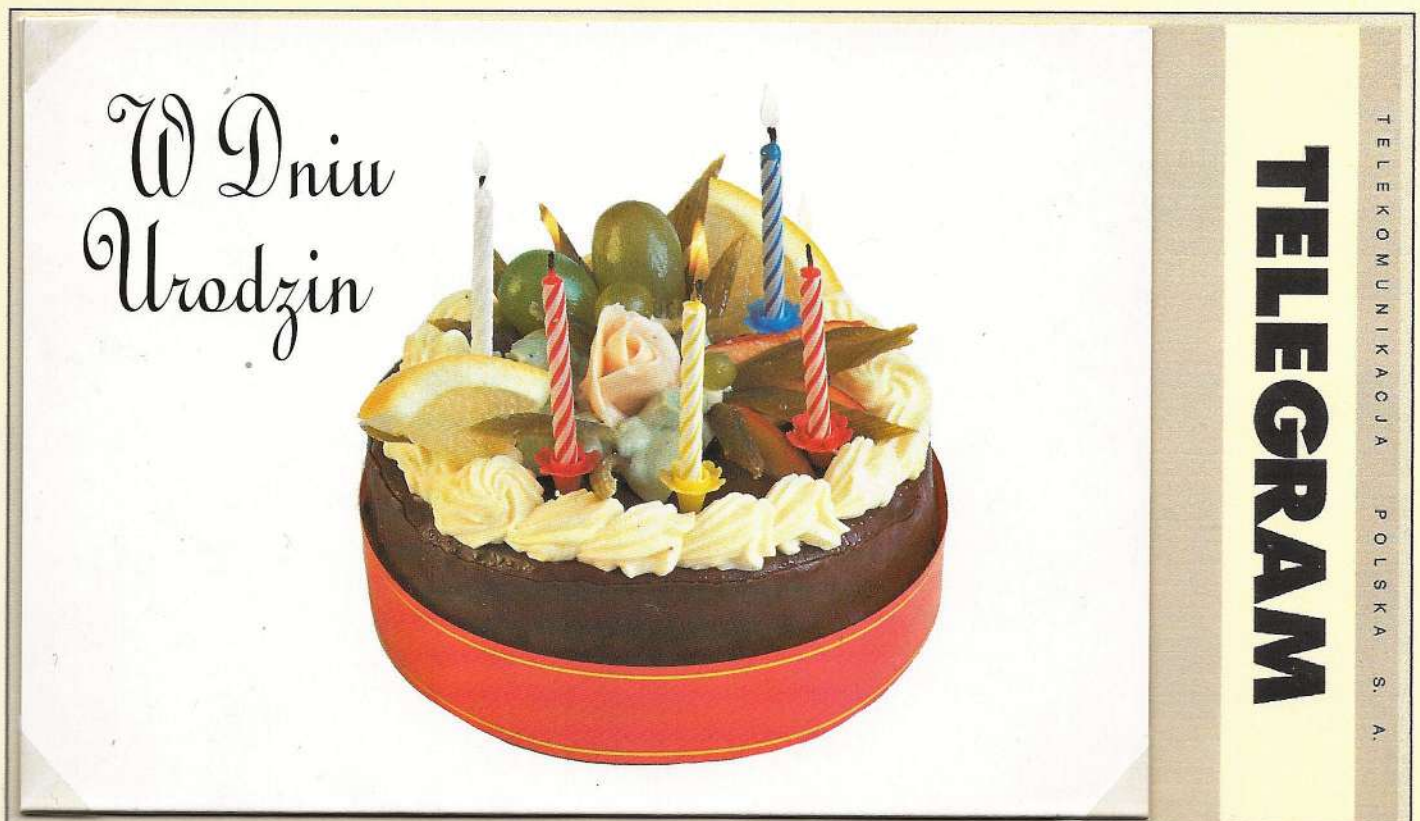
One time-honored tradition was to present each guest with a tiny white bonbonnière (a favor), upon which the baby's name was traced. The boxes contain chocolates covered with a layer of colorful smooth sugar, known as "dragées de baptême".



Neopost/Satas model SM26 (France)

chocolate pie

A chocolate birthday cake is a cake eaten as part of a birthday celebration and often decorated with birthday wishes ("Happy birthday") and the celebrant's name.



Luxury telegram (Poland-1991)

birthday pie covered with a layer of smooth chocolate



Easter eggs

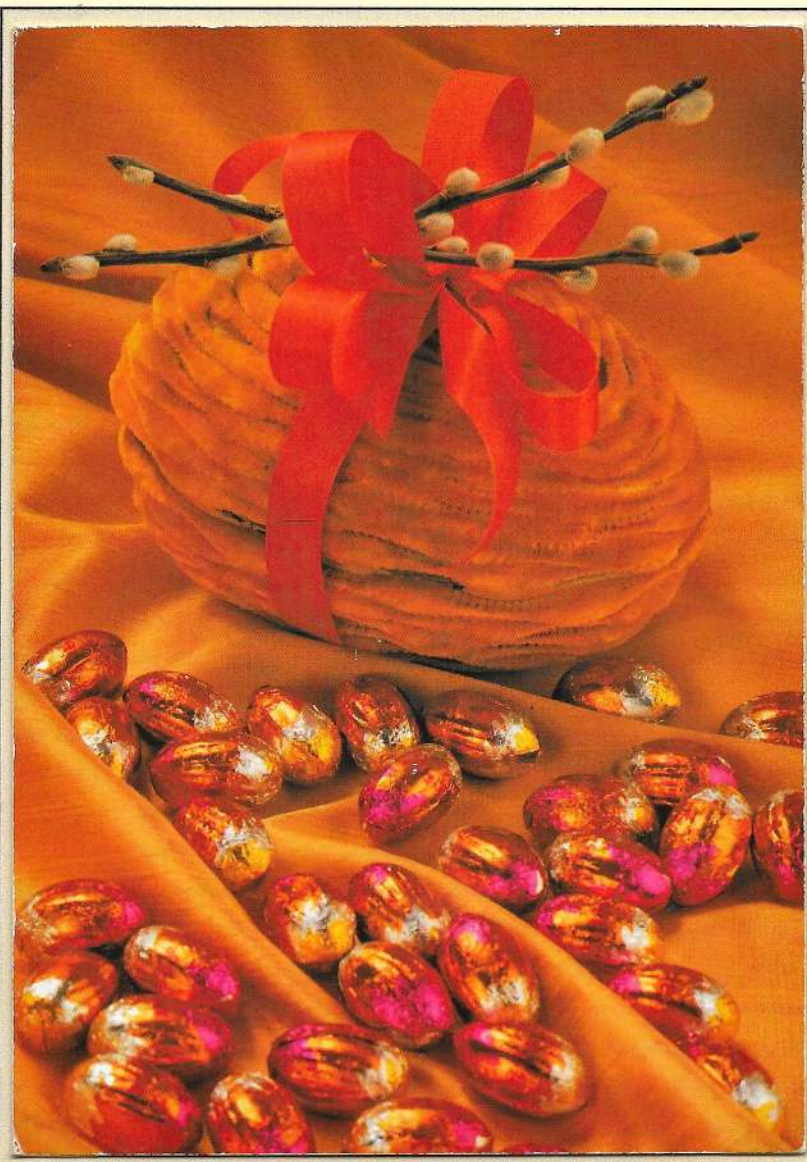
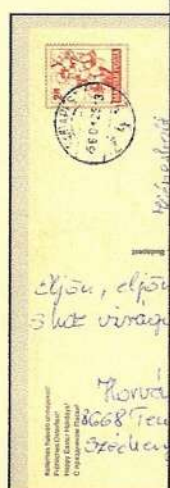
Postal parcel receipt
(Belgium-1951) postal
label with red glass 
for fragile content
Easter Egg delivery
with care

Easter is worldwide a top period for consuming chocolate eggs. Imagine these traditions without gifts in foil-wrapped molded chocolate eggs, rabbits or other funny figures?



Easter in Argentina

foil wrapped small
chocolate Easter eggs

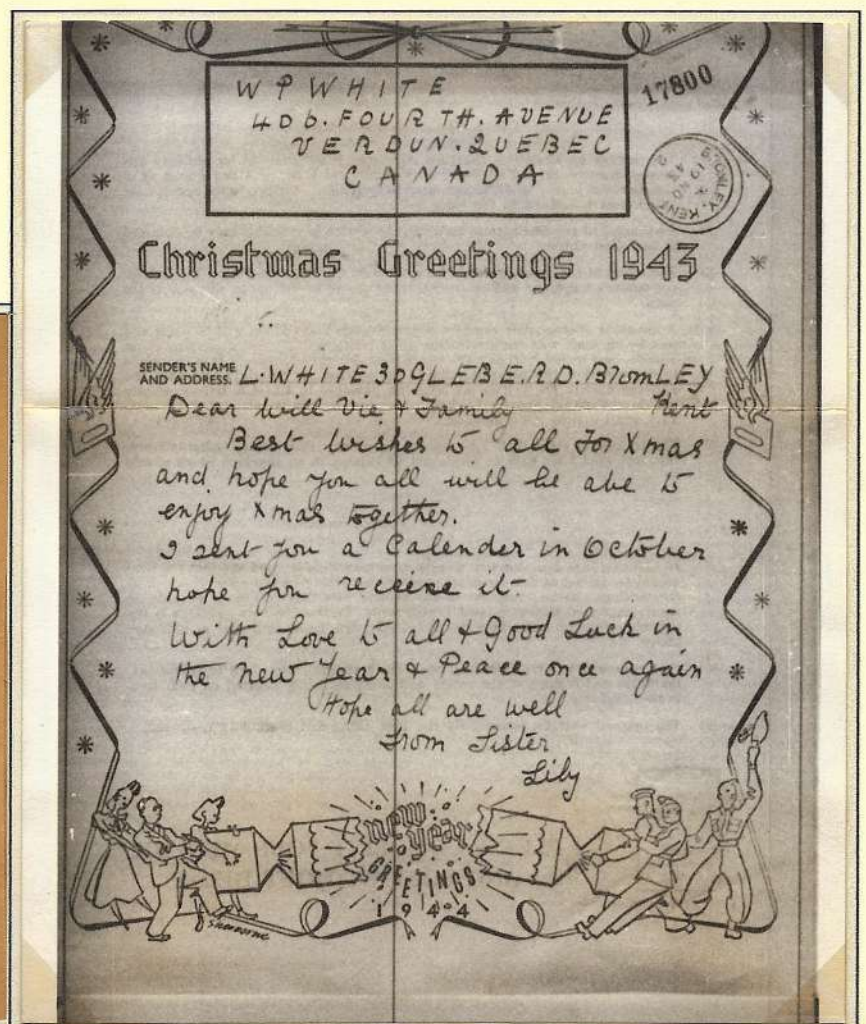
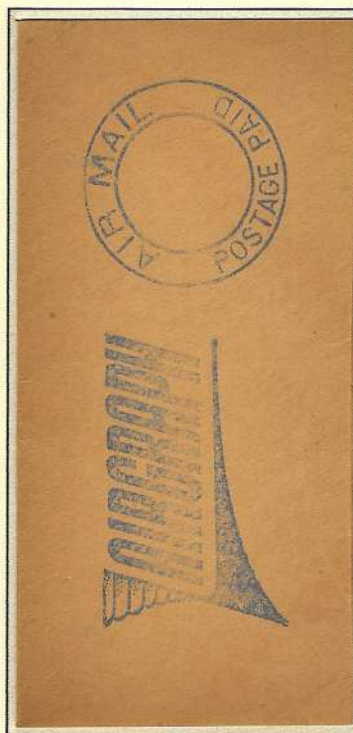




Christmas wouldn't be complete without these quirky Christmas crackers, made with decorative paper and filled in some cases with chocolate treats along with a joke and ice breaker question. Those chocolate Christmas crackers are a trendy gift now a days with inside different flavors, like: dark chocolate with hazelnut, milk chocolate with Christmas spices or white chocolate with cranberry. Sublime!



Christmas cracker



Airgraph sent from Bromley (Great Britain -1943) tot Quebec in Canada
Christmas cracker



Christmas log and ball cake



The most popular traditional dessert served near Christmas, especially in Western Europe, is a sponge cake in the form of a sweet roulade and then decorated with a lot of chocolate.

Christmas market selling
Christmas log

copy envelope



Postogram (Belgium-1991) serie 91/J9 for youth

Comic Kiekeboe starting the chocolate log



Saint Nicholas

Brighten up someone's day!

10 First Class Stamps

Royal Mail

Whose day could you brighten up?
For only 4 First class stamps, we'll send 4 luxury Thorntons chocolates in a beautiful box *plus* a personalised greetings card to *someone* you choose! 'Sun Chocolates' are perfect to send to *anyone* for *any* reason you like!

1) Fill *your* details below. 2) Tick a card overleaf.
3) On a *separate* sheet of paper, write the name, address and postcode of the *recipient* and your message (max. 10 words).
4) Send this form, 4 *unused* First class stamps, the cover of any other book of 10 First class stamps and your sheet of paper in a stamped envelope to: Royal Mail 'Sun Chocolates', Admail 508, LONDON EC1B 1JF

Name _____
Address _____
Postcode _____

DETAILS INSIDE

Brighten up someone's day with a box of chocolates as a gift

Saint Nicholas brings on the evening of 5 December gifts including chocolate gifts for our children. Surprise! Looking for an original gift? Are you out of ideas? Think chocolate. Whatever the occasion, chocolate is always a nice surprise. Whoever gets it, the gourmet treat will always bring pleasure to everyone.

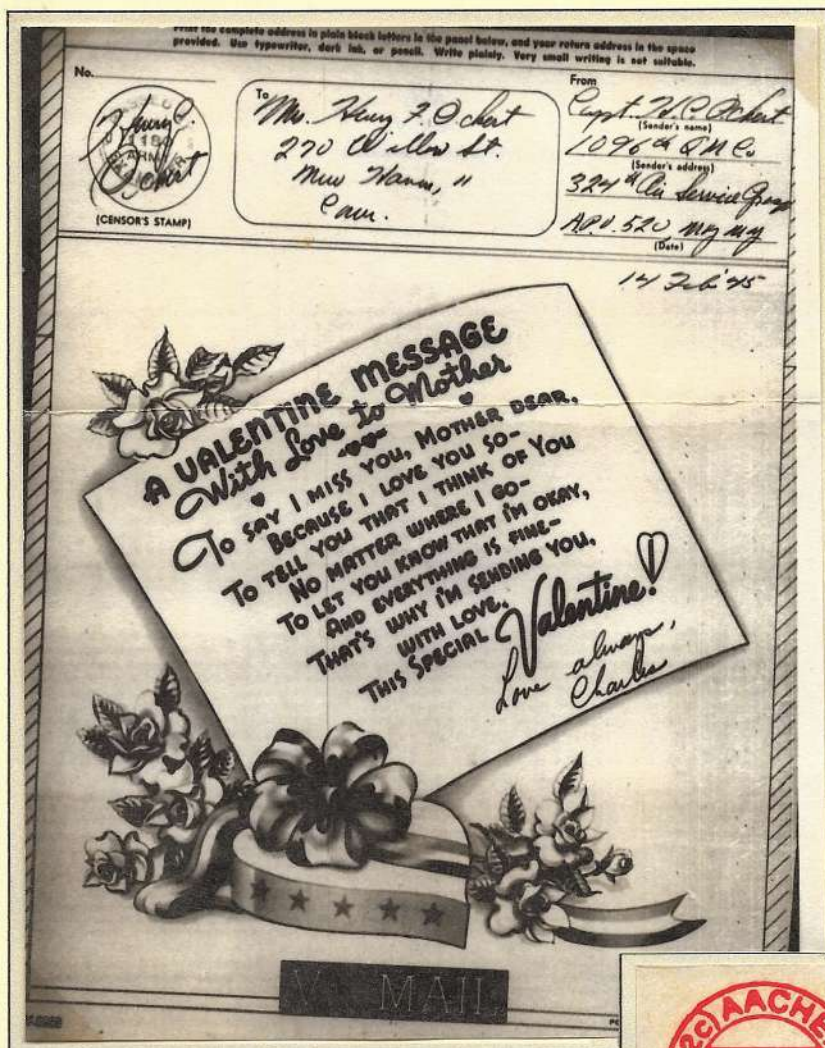


Telegram (Portugal-1948)

chocolates as a gift

5.3 The enjoyment of chocolate

a gift for valentine or mother day



V-mail (USA-1945) written on Valentine Day 14.02.1945, printed and sent on 19.02.1945

Box of chocolates

Want to surprise your dear mom with a gift?

Motherday ►



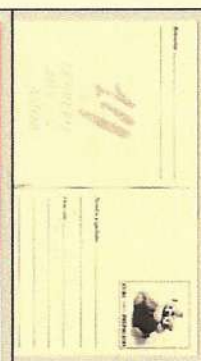
Valentine's day

Valentine's Day on 14 February is a big day for all lovers. When it comes to Valentine's Day chocolates, nothing is more exciting than giving a giftbox filled with chocolate treats.



Igor Fomin painting named:
The chocolates and the first sight love

It will be the highlight of their day when they are together. Of course they will love it.



stationery (Cuba-2018)
Valentine's Day chocolates

At the conclusion; let's enjoy it



Chocolate is good... but
your friendship is better



Havas model "C" (France-1955)

chocolates as a gift

If we give quality chocolate or even eat it together, it creates links between people in many way, providing a valuable cultural, social and even spiritual awareness. There is virtually no country in the world where chocolate is not a part of the culinary culture.



ACPTG. CLERK'S SIGN	MAIL SEPARATE BILL TO:	SENDING DATA	\$	CANDYGRAM		TAXES
CHECK	NAME		\$	TELEGRAPH		FEDL
PD	STREET		E	TOLLS		STATE
	CITY					CITY
				CANDY		STATE
				TOTALS		CITY
						TAXES

Send the following message subject to the Telegraph Company's conditions, rules and regulations, which are on file with regulatory authorities.

TRANSMIT AND CHARGE FOR EXTRA WORDS AFTER NAME-TO, ALSO AFTER DESTINATION WHEN NON-FREEZER POINT.

(OFFICE, DATE, AND FILING TIME)

(TO) _____ (CANDYGRAM DESK ONE TWO) _____
(ADDRESS) _____ (CARE OF OR APT. NO.) _____
(CITY) _____ (RTE MAIL _____)
(IF OTHER THAN FREEZER POINT)

(YOU MAY SELECT ANY ONE OF THE SUGGESTED TEXTS ON REVERSE SIDE OR WRITE YOUR OWN MESSAGE BELOW)

(Signature)

SENDER'S NAME, ADDRESS, AND TELEPHONE NUMBER; IF PAID IN CASH, OR DIFFERENT FROM BILLING DATA

FORM 1208 (R 5-60)

Western Union (USA-1960) introduced CandyGram

a box of chocolates accompanying a telegram

Chocolate is a perfect food, as wholesome as delicious, a beneficent restorer of exhausted power... and chocolate symbolizes, as does no other food, luxury, comfort, sensuality, gratification, and love.