

Create a Flier for your Coffeehouse

The first coffeehouse in England opened its doors in 1650. It became very popular, and as a result, many coffee houses opened up shortly after. People of all social classes came to the coffeehouses to mingle and talk for hours about all sorts of topics, including recent news, political issues, gossip, and business. *Coffeehouses Vindicated*, a pamphlet written in 1675 described the coffeehouses as "the sanctuary of health, the nursery of temperance, the delight of frugality, and academy of civility, the free-school of ingenuity." Drinking large amounts of alcohol all throughout the day had become a habit for a large portion of the population, and thus a social problem. Coffee, and coffeehouses, soon became a solution to this problem as people started drinking coffee and visiting coffeehouses rather than drinking alcohol and going to pubs. Not only was it cheaper to visit a coffeehouse, it was also thought that coffee was very good for you and had medicinal properties. An old English newspaper, *Publick Advisor* wrote in 1657 that "the drink called Coffee, which is a very wholesome [sic] and physical drink, having many excellent virtues, closes the orifice of the Stomach, fortifies the heat within, helpeth Digestion, quickeneth the Spirits, maketh the heart lightsome, is good against Eyesores, coughs or colds, Rhumes, Consumptions, Headache, Dropsie, Gout, Scurvy, Kings Evil, and many others, is to be sold both in morning, and at three of the clock in the afternoon." Coffee was also thought to have a healing property against opium, another "social evil."

Quotations are from: Dicum, Gregory and Luttinger, Nina *The Coffee Book: Anatomy of an Industry from Crop to the Last Drop*. New York: The New York Press, 1999.

Pretend you are opening one of the first coffeehouses in England. Use the above information to create a flier that you will post around town to advertise your coffeehouse.