Dear Friends:

With Valentine's Day just behind us, we're looking back at a treasured American favorite: chocolate! Check out our latest Virtual Visit and the featured items below to learn more about how chocolate is made and how it has been marketed over time.

**Virtual Visit:** Chocolate: Food of the Gods

While chocolate may be enjoyed year round, it just seems to be everywhere in February! This month's virtual visit takes us into the Library's collection to learn about the history of chocolate and explore the many different ways we have consumed it over the centuries.

From the Collections:

**Walter Baker & Co., Ltd., Educational exhibit of cocoa and chocolate, 1916**

Walter Baker & Co. marketed this book and its follow-up exhibits to kids of all ages. Children could learn about the chocolate industry and the process involved in making cocoa and chocolate. The exhibit contained glasses filled with various types of chocolate and cocoa, three minis of Baker chocolate boxes, and a miniature tin of Baker's Instant Cocoa. Baker's chocolate dominated the American market in the 19th and early 20th centuries.

**Color Our Collections: The Chocolate Stone**

The chocolate advertising card tells a funny joke, in two versions of the word, “A wealthy man asks his physician if it’s true that black coffee is harmful to the body. Pleading with the doctor, leading to this: ‘In this case, would it be possible to throw him to your patrons?’” (Suffolk County Courthouse.

**Images from the Post: Chocolate Lout**

This chocolate advertising card tells a silly joke, in two versions of the word, “A wealthy man asks his physician if it’s true that black coffee is harmful to the body. Pleading with the doctor, leading to this: ‘In this case, would it be possible to throw him to your patrons?’” (Suffolk County Courthouse.

**From the Blog:**

“Good Cakes Like Us Are Baked with Care and Royal Baking Powder”

In the Little Edinburgh Abe, a factual pamphlet from 1875, John Bingham-Stephens tells us in a chocolate piece: “It is possible to do this through the help of Royal Baking Powder and a copy of the Royal Baking Powder and a copy of the Royal Baking Powder.”

The chocolate makes the cake more delicious, and once the recipe is updated through the studybook, the chocolate cakes are more popular than before. From 1870-1986 through the 21st century.

**Noted Elsewhere:** “Chocolate Is As American As Apple Pie”

That’s the claim of James F. Gay, a former director of Colonial Williamsburg. In “Chocolate Production and Uses in 17th and 18th Century North America” he notes that the Spanish conquest of Mexico, a new food had arrived in Europe. The Spanish conquered Mexico, and the New World brought chocolate to Europe. There are 1216 Fifth Avenue | New York, NY 10029 212.822.7200 NYAM.org

STAY CONNECTED

About NYAM

The New York Academy of Medicine (NYAM) tackles the barriers that prevent every individual from living a healthy life.

Home site of ©2020 NYAM

Sign up to receive future emails

Opt out of emails

Was this email forwarded to you?

View this email online

Subscribe to our email list.