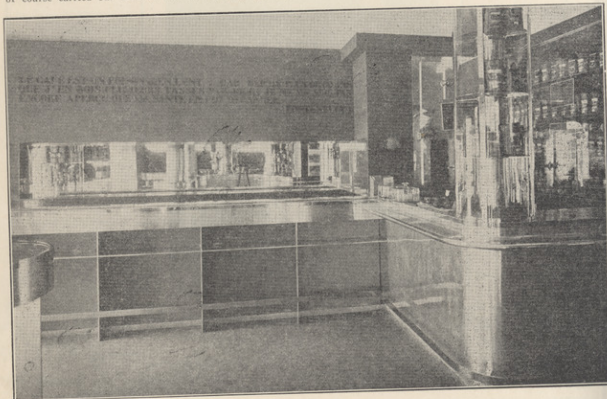


A BRAZIL COFFEE DEMONSTRATION BOOTH AT AN EXPOSITION IN SEVILLE, SPAIN

The sign in the center reads "Coffee Is the Best Drink." Coffee producing countries can use this method effectively to help bring about added consumption for both their own product and coffee in general. The same idea is of course carried out here at food shows, etc., but emphasis is usually placed upon brands rather than coffee itself.



COFFEE BARS ARE A POPULAR INSTITUTION IN EUROPE

The above illustrates the interior of a Parisian coffee bar fitted out in modernistic style. The bar idea may not be adaptable to the United States although it yet has to have a thorough tryout. Soda fountains and hotels could be encouraged to feature coffee between meals.

METHODS USED ABROAD TO HELP COFFEE CONSUMPTION