

be increased? Let us consider some of the comments received upon the questionnaire sent out by this journal asking (1) the reasons why coffee consumption is not increasing; (2) the most important steps for promoting the use of more coffee; (3) how is the situation being met in each correspondent's business; (4) what present practices in coffee sales promotion interfere with the increase of coffee consumption; and (3) what can the dealer do to help?

ADVERTISING AND QUALITY

Mr. Theo. Pfeil, of Hard & Rand, Inc., coffee importers, New York, a house with buying connections in all coffee producing countries, suggests judicious advertising and better coffee quality. He says:

"We believe one of the main reasons is because practically all the coffee roasters in this country have devoted their entire advertising space to pushing their own blends without in any way attempting to prove the merits of coffee itself. Not only this, but some advertisers are devoting considerable space to pointing out certain alleged harmful features of coffee which certainly does no good to the industry. We think if enough roasters generally would devote at least part of their space to advertising the merits of coffee as a beverage, they would do something constructive and would help the industry as well as themselves.

"In addition to the above, it also seems to us that it would benefit our industry if many roasters who are now trying to put out the cheapest possible blends would devote their efforts towards putting out coffee of better quality with an honest endeavor to please the public taste. If a man enjoys a cup of coffee, he will want more—whereas if you serve him a cup of 'colored dish-water,' you are only making more friends for teas and other drinks."

VARIOUS FAULTS POINTED OUT

Edward Aborn, of Arnold & Aborn, coffee roasters, New York, finds fault with present methods of coffee brewing, staleness of the product, lack of quality, overselling, poor grinding and price featur-ing, explaining his reasons as follows:

"In our opinion the reason that coffee consumption is not increasing is due mainly to faulty brewing in the home and consequently a poor cup of coffee being served. In addition to this, we feel that the use of stale coffee and coffee improperly ground, both of which destroy the true flavor and aroma of the beverage, is another factor which prevents the full enjoyment of coffee drinking and consequently discourages any increase in consumption.

"We believe that the most important step for the roaster to take to promote the consumption of coffee is to encourage the use of better grades, with emphasis on freshness and the correct method of brewing.

"In our business we are endeavoring to have our customers replace stocks frequently and to grind their coffee fresh in their stores at the time of purchase by the housewife. In addition to this, we strive to impress the grocer with the importance

WRONG COFFEE ADVERTISING

We believe one of the main reasons for (non-increase of coffee consumption) is because practically all the coffee roasters in this country have devoted their entire advertising space to pushing their own blends without in any way attempting to prove the merits of coffee itself. Not only this, but some advertisers are devoting considerable space to pointing out certain alleged harmful features of coffee which certainly does no good to the industry. We think if enough roasters would devote at least part of their space to advertising the merits of coffee as a beverage, they would do something constructive and would help the industry as well as themselves.—Theo. Pfeil.

of correct grinding, explaining to him the granulations best suited to the various brewing devices. We are also featuring a good quality coffee at a moderate price and doing everything possible to eliminate poor-drinking, undesirable grades.

"We believe that the terrific emphasis on the part of the trade in regard to price is doing more to interfere with the increase in coffee consumption than any other factor. In the last few years there has been a tremendous shift to the lower grades by the retailer, with the result that the coffee drinking public is today consuming more lower grade coffee than ever before.

"We believe that the dealer can be of great assistance by featuring good coffee at a moderate price, paying particular attention to freshness and proper granulation. He also can be of great assistance in educating his trade as to proper brewing methods."

TRUTH IN ADVERTISING NEEDED

Nothing but the facts in advertising is stressed, among other things, by G. M. Skinker, of The Morey Mercantile Co., wholesale grocers, Denver. Price featur-ing, too, he believes is a hindrance to the trade. Improper methods of brewing in the home and in restaurants is also a drawback. The retailer, he thinks, is in position to do much to remedy matters—but truth in advertising and quality in the product are the two great things to be desired. He says:

"One important reason is the fact that there is no ideal coffee making device being featured uniformly throughout the country. Some roasters are taking no interest in the matter. Some are recommending Drip Method with paper or cloth, others featuring Percolator and others leaving the matter entirely open. One of those methods must be better than the others.

"Another thing in connection with the preparation of coffee is the bunk that is being handed out which even the people turning it out, know isn't true in regard to grinds.

"Truth in advertising is probably the most needed thing to increase coffee consumption. We are selling a raw product that housewives can manufacture into a finished product. Then we muddy the