

IN THE EDITOR'S MAIL BAG

Letters from Readers Who Say Things Worth
While with Reference to a Variety
of Subjects

ONLY letters that deal with subjects of general trade interest are published here. Readers should remember that when they write for this department they can best serve themselves and the editor by being brief. Many letters cannot be published because of their length. All communications must contain the writer's name and address, as evidence of good faith, but not necessarily for publication.

THE DUTCH TEA PUBLICITY CAMPAIGN

In the course of correspondence with the Tea Publicity Office in Amsterdam we have received from the Director of that institution—Mr. A. E. Reynst—a letter, a portion of which, on account of its interest, we reprint below:

AMSTERDAM, May 5, 1934.

MR. WILLIAM H. UKERS, EDITOR,
THE TEA AND COFFEE TRADE JOURNAL,
79 WALL STREET, NEW YORK, N. Y.

Dear Sir:

The sole aim of our publicity work is to educate the public with regard to tea as a beverage. We maintain that the demand for tea as an article of consumption is entirely dependent upon its taste as a drink. We do no more than follow the advice of your Mr. Carnegie, who, speaking of the utility of advertisement, stated: "How can the world know what you have to offer if you don't tell it yourself?"

The trade does not undertake this work. It makes very expensive propaganda for a special brand of tea—sold under one or another trade mark—but without mentioning how the beverage must be prepared if the flavor is to do itself justice. This is left to the initiative of the housewife.

This is a mistake. Making tea is much simpler than making coffee, since the former has only two principal factors to take into consideration, viz.: the observance of the correct proportion between tea and water and allowing the brew to stand for the right period of time. Other points—rinsing out the teapot with hot water, tea cosies, etc.—deserve attention, but are of minor importance. "A teaspoonful for each cup" is a vague recommendation—one must define teaspoon and cup.

The basis for the correct relation between the quantities of tea and water is 10 grammes of tea to one-half litre of water. This holds good for all varieties of tea. The period of standing, however, depends upon the quality of the tea. Each sort has its own proper time and this varies between three and seven minutes. After seven minutes little remains of the essential aroma. The period of standing that gives the most satisfactory results must be ascertained by trial. Once established, nothing could be simpler than an ordinary alarm clock such as used for boiling eggs. This will automatically announce the completion of the interval.

TWENTY-FIVE YEARS AGO

From The Tea and Coffee Trade Journal,
June, 1909

WASHINGTON.—No vote is expected on the tariff bill before July 1. As matters now stand it is proposed to tax coffee 5 cents and tea 10 cents a pound. Senator Tillman has come out in favor of a 10-cent duty on tea to protect the South Carolina tea industry.

NEW YORK.—When F. A. Cauchois, the "Private Estate" coffee man, sailed on May 6, the *New York Herald* announced that he had gone to Paris and the foreign coffee markets "to look after the business interests of Gen. Porfirio Diaz, President of Mexico, who is one of the wealthiest plantation owners in the world."

BOSTON.—Walter B. Hopkinson, of Delano, Potter & Co., of Boston, says Massachusetts has the reputation of using higher grade teas than any other part of the country.

SAN FRANCISCO.—The Welcome Blend Time-Lock Coffee Company, incorporated in San Francisco, has commenced distribution, with the idea of establishing "coffee corners" at advantageous retail points in the city and supply coffee that will be absolutely fresh. Across the canister bar is printed a date, two weeks in advance of the time the can is filled, and after this date the coffee cannot be sold. They will only supply what they feel will be used, and if there is any left over it will be withdrawn from sale.

BERLIN.—The Germans have found that cold tea is more refreshing to men on the march than beer, coffee or other drinks, and an order has been issued at Berlin that the German army is to be supplied with tea during the autumn maneuvers.

When these two instructions are carried out, and carried out completely, there is obtained a cup of tea that can with confidence challenge comparison with any other domestic beverage.

The United States spent millions on "prohibition." In 1902 Holland consumed, per capita, 8 litres of alcohol—the total consumption of tea being 6,000,000 lbs. In 1932 the figures were: alcohol, 2.3 litres; tea, 23,000,000 lbs.

By employing well directed propaganda on behalf of tea, ten times as much success could have been attained at a tenth of the expense incurred through "prohibition." I am convinced that the American will readily appreciate tea as a beverage—but first he must be given tea, and not *dishwater*, to drink.

Very truly yours,

A. E. REYNST.

HAITI COFFEE SHIPMENTS

Special Correspondence

PORT AU PRINCE, May 16, 1934.—Total shipments of coffee from Haiti for the four-month period, October-January, 1934, amounted to 18,854,000 kilos, an increase of 3 per cent over the previous 1932-33 period.—E. P.