

to reproduce it in a special bulletin. Good coffee, like good wine, "requires no bush." Coffee men should be so jealous of coffee's good name as to resent any slur upon our national beverage. It's not necessarily an advertisement for coffee to mention it favorably in a book or newspaper article. And to couple with such favorable mention misinformation of a character calculated to reflect unfavorably upon our American institutions—especially when not justified by the facts—is unfortunate, to say the least. Mr. Pitkin speaks of coffee as if it were a patent medicine or a drug. "Try the one cup dose," says he. But coffee is an adjuvant food; let's remember that and not give encouragement to pathological discussions on the subject. In other words, coffee men will do well to avoid the controversial angles.

HISTORICAL TEA TRUTHS

Several British subscribers have sent us cuttings of articles and lectures by representatives of the publicity department of The Empire Tea Growers, inquiring about mooted points; among them is the statement, constantly recurring, that Confucius knew about tea, that tea drinking dates back to 3,000 years before Christ, that it is 100 years (sic) old; that if coarse tea is wanted the bud and two leaves are plucked and for fine only the bud and one leaf; that teas are sometimes sprayed with eau de cologne, etc.

Researches for Mr. Ukers' forthcoming book, *All About Tea*, exploded many fanciful tales about the origin of tea, and once this work is published there will be no longer any excuse for those charged with the duty of instructing the layman about tea falling into the errors that have so long characterized the publicity work of tea packers and tea propagandists. In general it may be said here, replying to our British correspondents, that there is no mention of tea in the works of Confucius; that the first reliable record of tea was published about A. D. 350; that tea drinking is about 1,600 years old (not 3,000 and not 100); that coarse tea is usually made from 3 leaves and fine tea from 2 leaves and a bud; but there is no such thing as teas sprayed with eau de cologne, it being possible that the reference is to the scented teas of China, which, as everyone in the trade knows, get their scent from the use of jasmine, yulan and other flowers during the firing process.

TEA AND COFFEE EXPORTS FROM MOMBASA, BRITISH EAST AFRICA

Special Correspondence

NAIROBI, Feb. 10, 1934.—Coffee shipments from Mombasa amounted to 14,317 tons for the first nine months of 1933. Tea exports from the same port were 1,506,000 pounds. Coffee exports from Tanganyika Territory, were 7,290 tons for the first nine months of 1933. Figures covering 1933 tea shipments are not yet available.—I. N.

WHAT ADVERTISERS ARE SAYING

Catch Phrases, Slogans, and Other Publicity Arguments Used by Tea and Coffee Merchants

THE following items are taken from newspaper advertisements, trade circulars, and other forms of publicity employed by tea and coffee packers, merchants, wholesale and retail, and serve to illustrate the trend of current advertising copy:

VICTORIOUS COLUMBIA FOOTBALL TEAM trains on White Rose Tea. For clear heads, pep and vigor, trainer insists on New York's favorite beverage.—Seeman Bros., New York.

NO "LET-DOWN" when you drink tea for breakfast.—Tea is a delightful, stimulating breakfast beverage. But it's *light*—it leaves the head clear. There's no let-down. And a cup of well-made tea is really the most satisfying breakfast drink you ever tried. In fact, it's the most aristocratic, yet the cheapest drink in the world, except water.—Salada Tea.

REALLY FRESH COFFEE is ground before your eyes.—Millions of people have discovered this. And more each day are learning the difference between natural and "preserved" coffee freshness. One reason why these coffees outsell any other nine coffees in the world.—The Great Atlantic & Pacific Tea Company.

THE BEST FRIEND your coffee pot ever had.—Customers who "get about" a good deal, tell us—with the regret of disappointment—that there are still some people not using O.B.G. Batavia coffee. That's a mistake—one of the worst a hostess can make. For it not only incurs a social sentence for "coffee guilt" but deprives the family itself of its "big moment" in every meal.—Sprague, Warner & Co., Chicago.

FOR "MORNING FRESHNESS" that lasts all day drink good tea.—Want to feel fit and fresh from sunup to sundown? Then drink really fine tea . . . delicious India Tea . . . at breakfast, luncheon and dinner—and at tea-time, too. It puts an end to fatigue . . . "picks you up." You will enjoy its delightful flavor. It is rich, winy, full bodied. So different from ordinary teas—yet it costs no more. A cup comes to less than a penny. To get the good Black teas of India, look for the Map of India trademark on packages of tea you buy.—India Tea Bureau, New York.

LAMBERTS TEAS are good to the last spoonful.—E. Lambert & Sons, Ltd., Norwich, England.

1797-1934. CHANGLESS in a changing World. Barber's Tea—the quality never varies.—Barber's Teas, Ltd., Birmingham.