

& Sanborn coffee. General Foods, Ltd., has been offering half a dozen kitchen tools at a special price to housewives who buy a pound of Maxwell House coffee. Special order blanks are printed which the consumer signs and mails to the company with a portion of the tear-off strip of a Maxwell House can, or the instruction panel from the side of a one pound bag, along with a one dollar bill for the kitchen gadgets. A third company which has a special contest offer is Mother Parkers' Tea. Housewives are requested to mail entry forms to participate in the offer of a motor car and \$200 in cash given away during the company's Musical Mysteries radio program.

The Canadian retail food industry has begun 1952 with impressive increases. In January, according to figures from the Dominion Bureau of Statistics, the retailers operating grocery and combination market store had an increase of more than 17 per cent. The food chains were up 25 per cent first month of the year. In February the chains showed an increase of 21 per cent and independents about 12 to 13 per cent. While details by provinces for February are not available, it's shown that in January the increases ranged all the way from 9.4 per cent in the Maritime Province to 18.1 per cent in

Ontario. Quebec stores were up 16.9 per cent, Alberta 16.3 per cent, British Columbia 15.3 per cent and Manitoba 12.8 per cent. In January calcu-

lations indicate that the independents in Canada obtained 60.8 per cent of the total and the chains 39.2 per cent.

## Brazil's President Notes Gains Made by Coffee Trade During 1951

**A**DDRESSING a joint session of the Brazil Chamber of Deputies and the Senate on March 15, President Getulio Vargas outlined concretely the gains, problems and setbacks registered by Brazil's economy during the first year of his administration.

In discussing the conditions prevalent in the coffee industry during the past year, and the outlook for the year to come, he stated "Statistically, circumstances are favorable for Brazil's coffee, with export prices stable through 1951, and shipments, amounting to 16,357,000 bags, superior by 10.2 per cent to those of 1950. Average value of a bag of coffee, as exported, reached 1,195 cruzeiros, against 1,072 in 1950. Total value of exported coffee amounted to 19,542 million cruzeiros, a rise of 22.8 per cent over 1950."

"There is no sign of a price decline, since the statistical balance

continues. Even a substantial increase in product from new plantations would not justify a price decline, in view of the rise in consumption. As an essential source of exchange used by Brazil to buy abroad and to meet foreign indebtedness, coffee is permanently an object of governmental attention.

"The Government has aided coffee growers and traders through credits and technical assistances, guarding against the more important problems. The 1951 yield was 8.2 percent bigger than in 1950, the area in cultivation increased by 44,152 hectares, and the yield per hectare rose from 402 kilograms to 428.

"Coffee growers got considerably better returns. New lands are being put into coffee especially in the north of Paraná and the South of Goiás, where many settlers are going from the older farmlands of Northeast and Central Brazil."

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