



HOW ATTRACTIVE ILLUSTRATIONS MAY BE USED TO DEVELOP CONSUMPTION

This picture was used in the advertising of the Brazilian Coffee Promotion Committee in 1930 and shows the possibilities of aiding consumption through the appetite appeal.

water and confuse her in nearly every way one could think of, as to how to get good results in manufacturing a cup of good coffee.

"Another thing that is working against increased consumption is the efforts of many roasters to sell entirely on price, regardless of quality. Many roasters are telling the housewife that she can get 60, 70, 75 cups out of a pound of coffee—how can such misinformation as that do anything but decrease coffee consumption? We were somewhat guilty of that at one time when we advertised 60 cups to a pound which was true if everything was done exactly as it should be, but it wasn't done that way. If the coffee was finely ground, and properly made, of course, it would make far more cups than it would if coarsely ground and poorly brewed.

"A step in the right direction was made by the Coffee Industries in trying to find inexpensive, efficient coffee making utensils. If we could adopt and put the stamp of approval on a number of things and then get the roasters to turn out the proper grinds and all the roasters tell the truth and tell it in such a way that it would not confuse the housewife so that she would know what to do and what to believe, it could materially increase the consumption of coffee, but when the roasters turn out a grind of coffee that is suitable for one method, it cannot be ideal for all methods, that isn't possible.

"The retail coffee dealer can do his part in taking more interest in what coffee he sells to each consumer by finding out what method they use in making coffee, giving them the proper grind of it every time, selling them quality coffee instead of price coffee, not overbuying an unvacuumized coffee

and seeing that the coffee he does turn out is really fresh and not permitting his customers to buy more than a week's supply at a time unless it is in vacuum.

"In answer to your question as to how we are meeting the situation, we are recommending the Drip Method without a paper or cloth, with a special grind properly prepared for that method. We recommend an enameled or porcelain pot, no metal to come in contact with the coffee. We do not recommend making any specified number of cups of coffee out of a pound, because tastes differ as to strength of coffee and it cannot be suitable for everyone's taste if the same number of cups is made by each one out of each pound of coffee.

"There are, of course, pages that could be written on this subject, but it seems to me the two important things are—truth in advertising and sales efforts, and quality in the coffee."

CONDITIONS IN THE SOUTH

Gustaf R. Westfeldt, Jr., Coffee Service, New Orleans, gives a good picture of coffee conditions in the Gulf States, with difficulties that arise from the soft drink habit and their pernicious result. Coffee, the Beverage, he believes should be stressed and advertised to, overcome the bad impression given by some brand advertising. This, along with truth in publicity, he believes important. He says:

"Of course the greater use of cereals not only in the South but in a much larger part of the coun-