

Asked by a representative of this paper for an expression of opinion concerning the tea situation in the producing countries, and propaganda for Ceylon tea, Major Oldfield said:

"It would be quite out of place for me to express here, in New York, my views on what ought, or ought not, to be done to give publicity to the merits of Ceylon tea; we have an able Commissioner for propaganda in Mr. Huxley, and a Board controlling our work, and I am only a member of that Board.

"The fact that the three chief producing countries have agreed on a scheme of restriction should ensure to the producer a fair price for his teas; the scheme is sufficiently elastic to prevent any shortage of supplies, a situation which the producer well appreciates would not be to his ultimate benefit. We are trying to limit supplies to the requirements of the market, and our *real problem* is how to increase gradually the consumption of tea up to the level of potential output, during the period of restricted production—or I should say '*controlled export*,' as there are some of us sufficiently optimistic to hope we may reach a position where the export allowance will be 100 per cent of the quota before the expiration of the period the scheme is due to run.

"It augurs well that with the introduction of the restriction scheme, the question of publicity is receiving due attention in India, Ceylon and the Dutch East Indies. As you know, the first two countries are already collecting funds for propaganda work, and I hope it is now only a matter of weeks, perhaps days, before we hear that the Dutch East Indies have agreed to expend on publicity a sum in line with the amounts being expended by Ceylon and India.

"The difficulties, and cost, of proper publicity in this country have been brought home to me fully during the two weeks I have been here; I can now appreciate—in a manner I certainly did not before—some of the problems confronting those responsible for our propaganda work over here.

"I am most grateful to those members of the tea trade in New York, Boston and Baltimore, whom I had the pleasure of meeting for their courtesy and patience; one and all, they went out of their way to make my visit to the eastern States not only most interesting and instructive, but a real pleasure also."

#### BIOGRAPHICAL

Major John W. Oldfield was born in Georgetown, British Guiana, and went to Ceylon as a planter in 1907; he was on Gallawatte, Agalawatte, and sometime chairman of the Kalutara Planters' Association. Major Oldfield had a distinguished career during the World War. He fought at the battle of Loos and the battle of the Somme, and he was gassed at Ypres. He was mentioned in despatches on six occasions and was awarded the M.C., O.B.E., Croix de Guerre, and was made a Chevalier of the Order of Leopold. After the war he returned to Ceylon, since when he has been closely identified with the mercantile and political life of that country. He served as Chairman of the Planters' Association of Ceylon from 1924 to

1926. In 1925 he was made a director of Lee Hedges & Co., Ltd., and in 1926 he was vice-chairman of the Ceylon Estates Proprietary Association. In 1932 he was elected Vice-Chairman of the Ceylon Chamber of Commerce, and Chairman of the Ceylon Tea Traders' Association. Recently he was made a companion of the Order of St. Michael and St. George for his public services to Ceylon.

The firm of Lee Hedges & Co., Ltd., was started in 1852. The late Mr. Charles Stewart Burns was for many years its senior partner. Major Oldfield succeeded him in that office when Mr. Burns died in 1931.

### WHO'S WHO IN LONDON

An Appreciation of Mr. Herbert Henry Payne, M.C., Managing Director of George Payne & Co., Ltd., and Former President of the London Tea Buyers Association

Special Correspondence

LONDON, May 15, 1934.

**MR. HERBERT HENRY PAYNE, M.C.**, managing director of George Payne & Co., Ltd., tea and cocoa merchants, London, past President of the London Tea



Mr. Herbert H. Payne, M.C.

Buyers Association, was born at Arsiton, Surrey, February 16, 1895. He received his education at St. Catherine's School, Broxbourne, Herts, and Chigwell School, Essex. He started his business career in 1913 as a junior in George Payne & Co., Ltd., founded by his father, the late George Payne, in 1896. At the outbreak of the World

War, in 1914, he became a private, serving through the period of the war, and leaving the Army as Staff Lieutenant in April, 1919. On his return to civilian life he resumed with George Payne & Co., Ltd., progressing through the various departments of the firm; on the death of his father in 1927, he was appointed Managing Director.

Mr. Payne has served on the Board of the Tea Trade Benevolent Society, which was started by his father; he is a member of the Cocoa Panel of the Manufacturing Confectioners Alliance, the Court of Assistants of the Worshipful Company of Fan-makers, and the Junior Army and Navy Club.—  
MINCING LANE.