

Tea and Coffee Brewing

☞ A department devoted to the discussion of brewing problems as related to the merchandising of tea and coffee.

COFFEE-MAKING AT FORT WAYNE

Indiana Roaster Rents Vacant Store in Business Section for a Week and Serves Correctly Brewed Beverage to 2,000 People

Special Correspondence
FORT WAYNE, IND., June 8, 1934.

G. E. BURSLEY & CO., coffee roasters and wholesale grocers, this city, conducted a coffee-making school, May 12-19, which was attended by about two thousand people. Although the concern has conducted many demonstrations in retail food stores, this was the first time an educational program by sampling was undertaken. A temporarily vacant store room, located in the center of downtown, was rented for the week's demonstration. An electric range was obtained through the courtesy of the General Electric branch, and a long serving table was set up in the rear of the room. Just inside the entrance, three bridge sets were placed for the convenience of those desiring to rest while tasting the coffee. Folks were served with a small cup of freshly brewed coffee and a hot biscuit, made from a new flour recently featured by the Bursley Company.

DRIP MAKERS USED IN BREWING

Drip coffee makers were used in the brewing of coffee, including aluminium, glass and enamel ware models. The freshness of the packer's coffee, with the date of roasting of the package, was stressed.

Many orders for coffee were taken to be delivered through various retail stores. A man was sent out to these stores and delivered it to the homes to make sure the orders of new customers were satisfactorily handled.

Newspaper advertisements were used in Fort Wayne calling the public's attention to the coffee-making demonstration.

PRIZES GIVEN AWAY

Each visitor to the coffee-making school was given a numbered ticket which was used in a prize drawing held at the conclusion of the week's demonstration. The prizes included coffee makers of several sizes, a coffee dispenser, and several pounds of Bursley's coffee.

Each person calling at the coffee-making school was handed a leaflet giving the following directions for brewing coffee:

BREWING INSTRUCTIONS

Drip Coffee: Use one tablespoon coffee for each cup of water, and one extra tablespoon for the pot. Place coffee in space provided in regulation drip or filter coffee maker. Pour bubbling boiling water rapidly through coffee.

Percolated Coffee: Use one tablespoon of coffee to each cup of water and one extra for the pot. Place pot over flame; when the liquid begins to percolate turn down the flame so the water just bubbles through and no more; continue percolation for 5, 7 or 10 minutes, depending on the pot.

Steeped Coffee: Use one tablespoon of coffee to each cup of water and one tablespoon extra for the pot. Use regular coffee pot. Place coffee in bubbling boiling water then let steep in water just below boiling point for about ten minutes. When making large quantities, it is advisable to inclose coffee in a muslin bag, which will give a clear beverage without straining.

Iced Coffee: Make a pot of very strong coffee and while hot pour over ice cubes adding about two teaspoons of sugar for each cup of coffee. Fill glass $\frac{1}{2}$ full of crushed ice and strain coffee into glass adding two tablespoons of cream to each glass. Coffee, sugar and cream may be frapped before serving or, partly frozen to a frosted stage served as a granite.—E. F.

AIR COOLED FLAME PROTECTOR FOR DRIP COFFEE MAKERS

The Tricolorator Co., Inc., New York, announces a new Air Cooled Flame Protector for use with drip coffee pots and for all china or glass devices requiring the use of heat. The *Good Housekeeping Institute* approved the new product after exhaustive tests. The Flame Protector is weighted with a specially designed cast iron base and is covered with a nickel-silver top having a scientifically arranged air space which gives the device unusual heat-retaining value.

Both metals used in this Flame Protector have heat-resisting qualities. The Protector can be easily lifted from the hot stove with an ordinary kitchen knife by inserting in any one of the six air vents. It is being sold to retail at a low price.