

High spots during this period were: 1897 (10.04 lbs.), 1898 (11.50), 1899 (10.72), 1901 (10.43), 1902 (13.32), 1903 (10.80), 1904 (11.67), 1905 (11.98), 1907 (11.15), 1909 (11.43), 1917 (12.38), 1920 (12.78), 1921 (12.02), 1922 (11.04), 1923 (12.36), 1924 (12.17), 1925 (10.92) 1926 (12.54), 1927 (11.97), 1928 (12.01), 1929 (12.01), and 1930 (12.75).

CONDITIONS AFFECTING COFFEE CONSUMPTION

A great deal cannot be said regarding coffee or its consumption in the post-Civil War period—up to 1880. The growth of industry, the development of the West, the building of railroads and the general rehabilitation of a united country, all contributed to a general rise in the standard of living. Coffee—indifferent as were the grades and qualities in the early years—shared in the general growth of demand, rising (1871-75) from 5.79 to 7.34 pounds per capita—or a gain of 26.7 per cent. The following decade—ending 1890—integralizing the expansion of the previous one—beginning with a per capita rate of 8.86 pounds of coffee, ended with 8.33—a loss of 18.6 per cent over the preceding. The next ten years, 1891-1900, experienced a drastic panic at their beginning and a war towards their end, the former cutting coffee consumption and the latter increasing it. The decade began with 8.25 pounds, ending with 10.05, a gain over the preceding decade of 6.4 per cent. From 1901 to 1910 the country experienced a short but acute panic, in 1907. Beginning with a per capita consumption of 11.64 pounds and ending with 10.29, the average was 10.97, or a gain over the preceding decade of 12.4 per cent. The decade 1911-20, largely concerned with the World War, began with a per capita consumption of 9.44 pounds, ending with 11.18—with an average of 10.31—a decrease of 6 per cent compared with the preceding. The years 1921 to 1930 experienced at their beginning a short panic, then sky-high prosperity, ending with the beginnings of the great depression out of which we are now emergitg. Coffee consumption began with 12.70 pounds, ending with 12.26, its average being a gain of 16.2 per cent over the preceding decade. The past three years—1931-33—beginning with 13.96 pounds (including the Brazil-U. S. A. coffee-wheat exchange purchase of 1,050,000 bags of coffee), ended, June 30, 1933, with 12.44—an average of 12.82 pounds, or a gain over the average of the previous decade of 7 per cent.

CUPS PER CAPITA

During the period under consideration a companion beverage—tea—is not to be forgotten. Its consumption—per capita—in 1866 was 1.17 pounds; 1871, 1.14; 1881, 1.54; 1891, 1.28; 1901, 1.12; 1911, 1.05; 1921, 0.69; 1931, 0.69; and 1933, 0.76.

A comparison may be made when it is recalled that one pound of coffee makes approximately forty

EVILS OF FAULTY BREWING AND STALENESS

In our opinion the reason that coffee consumption is not increasing is due mainly to faulty brewing in the home and consequently a poor cup of coffee being served. In addition to this, we feel that the use of stale coffee and coffee improperly ground, both of which destroy the true flavor and aroma of the beverage, is another factor which prevents the full enjoyment of coffee drinking and consequently discourages any increase in consumption.

We believe that the most important step for the roaster to take to promote the consumption of coffee is to encourage the use of better grades, with emphasis on freshness and correct method of brewing.—Edward Aborn.

cups of the beverage, while one pound of tea makes from 150 to 200.

On this basis of forty cups of coffee to the pound, the average per capita cup consumption of coffee during the years considered was:

Years	Per Capita Cup Consumption	Gain- Loss Over Preceding Period
1866-70	232
1871-80	290	+58
1881-90	344	+54
1891-1900	366	+22
1901-10	439	+73
1911-20	412	-26
1921-30	479	+67
1931-33	498	+18

Estimating our population at 123 million (1933) the per capita coffee consumption—12.44—equals 498 cups per person during the year and of tea—say 150 cups per pound—at rate of 0.76 pound per capita, 114 cups. The two—combined—equal 612 cups per year. As everyone in the country eats three times per day, a beverage being drunk with each meal, there is a total of 1,095 occasions annually when something is drunk. We have, accordingly, 483 meals per capita every year with neither tea nor coffee as a beverage—perhaps more, as it is a fact that many regular coffee drinkers call for a second or further helping.

CERTAIN COFFEE NON-DRINKERS

If we assume that approximately one-fifth the population are children who drink very little or no coffee or tea, we find roughly for the remaining four-fifths, the per capita (coffee) for the remainder at 15.55 pounds—622 cups—and (tea), .95 pound—143 cups, or a total of 765 cups of coffee