

life-saver brought before a coroner to explain the drowning of a man. He stated that he had seized his hair and his wig came off—then his leg and it was artificial. The moral was that if people would only hang together he could save them. Insofar as they were prepared to cooperate," Mr. Pigott urged, "growers, blenders, dealers, retailers—preaching that good tea was economical, good tea was good for them—would succeed."

PRaise FOR THE CHAIRMAN

Mr. R. Graham, Chairman of the Indian Tea Association (London), proposing the health of the Chairman, paid high tribute to Mr. "Jack" Stenning for his great popularity in the tea trade and his high reputation for integrity. "By his broad-minded outlook on affairs, his ready courtesy, his willingness to help in times of difficulty and trouble and his cheerful disposition, he had endeared himself to all." Mr. Graham availed himself of the opportunity to ask for aid for the Benevolent Fund. He gave unstinted praise for the tea restriction scheme's results thus far, stating that the International Tea Committee was working harmoniously.

The program was enlivened by contributions from a number of stage and concert artists, together with music by Frederick Arthur's Band.—MINCING LANE.

INDIAN TEA REPORT

J. Thomas & Co. Issue Review of North India Tea Developments for 1933-34, with Praise for Restriction and Propaganda

Special Correspondence

CALCUTTA, May 12, 1934.

"MUCH has been said in criticism of an advertising campaign for tea, particularly in regard to America," according to J. Thomas & Co., in their Annual Report, 1933-34. Continuing, they say: "There are those who would devote all available funds to India and cut out all advertising in the U. S. A. In our view both markets need developing: India offers a field of almost unlimited expansion; but, to start with at any rate, she is largely dependent on a low price. Ample supplies of cheap tea are the quickest and best way of developing the Indian market. America, on the other hand, is a potential purchaser of good tea and offers an equally wide field for export teas. During recent years the general trend in America has been towards a better class of tea, and the sales of Indian tea in particular have shown a steady rise. A campaign in favor of "Drinking Better Tea" will be a prelude to "Drinking More Tea." Any relaxing of propaganda in America would almost certainly lead to a decrease in consumption."

RESULTS OF TEA RESTRICTION

With reference to tea restriction, the report commends the measure most highly, with particular reference to North India, saying that "the results of twelve months' working have proved an object lesson to the world as to what can be done when

good will and cooperation are allowed to displace a cut-throat policy of selfishness and greed."

It is hoped, says the report, that the advertising of good black tea—as at present followed in the United Kingdom—will be adopted for all countries where tea is to be advertised. Regarding India, the much talked scheme for a Central Packing Factory has been dropped. The sale of "Standard Tea" has been abandoned and the Tea Cess Funds are being devoted exclusively to propaganda. The amount set apart for the United Kingdom for 1934-35 is £50,000 and for the United Kingdom £11,000.

In a separate 41-page pamphlet, figures and graphs are given covering statistics on production, price, and consumption of teas from North-East India, 1910-33, with comparative figures from Ceylon, South India and the Netherlands East India.—HOWRAH.

TEA QUALITY AND RESTRICTION

Mr. D. Erroll Sinclair, London, Interprets Tea Restriction as Favorable to Better Quality—Future Must Be Watched

Special Correspondence

LONDON, May, 18, 1934.

"THE improvement in the price of our (General Ceylon Rubber and Tea Estates, Ltd.) teas is greater by .6 per lb. than that of the Ceylon average—evidence that the policy of turning out the best quality of tea our estates are capable of, is sound"—according to Mr. D. Erroll Sinclair, Chairman of the company. Regulation, he stated, has helped the tea industry round a very difficult corner. The slump has taught or ought to have taught managements the value of quality above quantity, and those who have not yet learned that lesson are riding for a very nasty loss.

TEA RESTRICTION

Regarding restriction, Mr. Sinclair, who has lately been elected Chairman of the Ceylon Association (London), says:

"Personally, I am not a whole-hearted restrictionist in normal times, but the past few years have not been normal, and I would not welcome regulation as a permanent measure, but I do most earnestly hope that the machinery set up with such infinite care and thought by those responsible, and which has worked so smoothly, will not be scrapped at the end of the present regulation period, so that it can again be put into operation to avert another such crisis as we experienced in 1932-33, should this arise.—MINCING LANE.

ARGENTINE IMPORTS OF TEA, ETC.

Special Correspondence

BUENOS AIRES, April 25, 1934.—Figures made public by Mackinnon & Coelbo Ltda. S. A., give the Argentine production of yerba maté, 1932, as (estimated) 35,000,000 kilos; imports, 61,144,947 kilos—all for consumption. Tea imports, same year, were 1,784,320 kilos; green coffee, 17,559,505 kilos.—S. B.