

not agree with certain adverse criticism of India's campaign in America and gives his reasons. They are sound reasons and reflect credit upon his vision and understanding. Briefly, he points out that, thanks largely to India's propaganda here, the United States is turning from green to black teas; that, owing to the depression, there has been a natural tendency to buy the cheaper teas; that Ceylon has been the chief sufferer while India has held her own, due entirely to the efficiency of her propaganda.

Recently, Mr. E. A. Watson, vice-chairman of the Indian Tea Association (London), said, in a Calcutta address: "In London we believe in the American campaign. We do not pretend that no mistakes have been made. We admit them and if you in India are without sin, we have no objections to your casting stones at us. We claim, however, that since Mr. Beling took over the American campaign the work has gone on well and that we are making sound progress." Then, after referring to Mr. Beling as "a highly skilled and experienced propagandist, doing a great work on behalf of the industry," he pointed out that this educational work was being done with very little funds.

At the annual meeting of the Indian Tea Association, Calcutta, Mr. T. C. Crawford, retiring with signal honors from the chairmanship after having served eight times in that capacity, and commenting upon Mr. Watson's address, said, "I suggest that London is in a better position than we are to judge the value of operating in America and I would emphasize we can hardly disregard their views. The Tea Cess Act was introduced at the request of proprietors and it is not unreasonable that we should give some consideration as regards foreign propaganda to the views of a body representing sterling interests which contribute 70 per cent of the Tea Cess Committee's revenue."

It is refreshing to get such intelligent opinions from men so far removed from the American scene. Here are no half-baked ideas. These men have had the facts before them and know whereof they speak.

BRAZIL'S BEST COFFEE PROPAGANDA OPPORTUNITY

Recent issues of Medeiros' *Bulletin* contain some interesting comments on Brazil coffee propaganda by Mr. Carl Hellwig, a Santos coffee exporter, who reviews Brazil's propaganda efforts in various countries, analyzes the opportunities to increase the use of coffee around the world and concludes that Brazil might better concentrate its propaganda efforts in certain countries that now consume little or no coffee. Referring to the United States, Mr. Hellwig is of the opinion that "instead of spending large sums in a country where consumption was already at the high figure of 5½ kilos per capita, a more promising result could be obtained by establishing or subsidizing plants in the adjacent Canada."

Mr. Hellwig, in our opinion, arrives at some mistaken conclusions about the coffee situation in France, Germany, and other foreign countries, but we believe he is particularly in error when he states that other countries offer a better opportunity than the United States for promoting the sale of Brazil coffees.

The situation in the United States is ideal for coffee propaganda because the trade is well organized and the potential opportunities for developing added consumption are most promising. An increase of 10% in the United States would result in the added importation of 1,200,000 bags and Brazil would be the chief beneficiary because the mild countries are already disposing of their output. A similar result in any other country could only be accomplished, if at all, with much greater effort.

As an indication of the opportunities to develop added consumption in the U. S., consider that coffee in this country has not begun to attain its full possibilities as a drink with every meal or between meals. Wrong coffee packaging, grinding, and brewing methods have greatly hampered the added use of coffee. As these conditions are corrected and consumers get to know and appreciate the difference between improperly prepared coffee and coffee as it should be, consumption is certain to increase and the right kind of propaganda will give it a great impetus.

While in many of the lesser coffee consuming countries there are complicating commercial and political problems, the coffee trade of the United States is free of such difficulties. The technique of propaganda in this country is highly developed. There is a population of 126,000,000 with a high standard of living and purchasing power, already partially favorable to coffee, and there is available the cooperation of a trade association representing all factors in the business. The United States offers Brazil her best propaganda opportunity.