

try has necessarily decreased the amount of coffee that would have been used had straight coffee been roasted and sold to the consumer. The probable increase in the use of soft drinks by the consuming public must have reduced the amount of coffee consumed, especially those soft drinks that are widely advertised and that emphasize the exhilarating features of the soft drink. Undoubtedly the advertising of coffee as harmful has mitigated against its increased use, and the advertising of certain nationally known brands along lines that tend to discredit any other brand of coffee may have had the effect of discrediting coffee as a drink. These are some of the reasons that account for the fact that it is believed that the per capita consumption of coffee in the United States has not increased.

"In 1920 there was formed a Joint Coffee Trade Publicity Committee to which, I think, Brazil as well as the coffee roasters and green coffee people of this country contributed. This Committee through the Division of Industrial Co-operation and Research of the Massachusetts Institute of Technology commissioned Dr. Samuel C. Prescott to make a study and report on the chemistry and physiological action of Coffee, and to advise how best to prepare coffee as a beverage. Dr. Prescott's findings were published by the Brazilian-American Coffee Promotion Committee and the matters under investigation were gone into by him very thoroughly and scientifically, nevertheless his report is so clearly worded as to be readily understood by the lay mind.

"It would seem to me that the intelligent use of the facts in this report circulated and followed up first with the American Medical Association would be a step toward educating the consuming public as well as a great many doctors as to the benefit of coffee as a beverage. In my opinion there is great ignorance on this subject at this time.

"The national advertising of coffee as a palatable and refreshing beverage through the radio and other means of reaching the public would have a helpful effect toward the increased consumption. This would presuppose that no particular coffee or brand of coffee was being advertised but merely Coffee, the Beverage.

"The combating of the advertisements where untrue that lead people to believe that coffee is harmful except in very unusual cases would be a help, and in this connection the fact that strawberries, crabs, shrimp and fish are not digestible by many more people than is coffee would, I believe, be borne out by the facts. If it were possible to get our national advertisers of roasted brands of coffee to emphasize the fact that coffee was a good drink and that their particular brand of coffee was a good brand made from careful selections, etc., rather than by inference and knocking the other fellow's brand, a great deal would be accomplished toward the increased consumption of coffee.

"We all know that if the truth is properly disseminated in an intelligent fashion regarding coffee and the fact that it is a better and more healthful drink when consumed without fillers, we would certainly see an increase in the use of coffee per capita in this country. To sum up, there are a great many people in the United States who do not know and in many instances are misinformed of the beneficial effects of coffee and the pleasantness of coffee as a beverage and if they did know it they would drink more coffee.

"When the Associated Coffee Industries has been successful in putting the coffee code in operation,

FEATURE OTHER COFFEE USES

In a small way my company has endeavored to point out to the housewife numerous uses of coffee other than as a beverage. We believe that if many other roasters would do something of the same sort, it would stimulate the use of coffee as a flavoring in pie-fillers and other desserts such as ice-cream, custards, puddings, sherbets, et cetera.—H. M. Duncan.

I believe that they can take up no better work than the advertising of coffee and the education of the consuming public on the subject, and I also believe that the Associated Coffee Industries is the proper centralized medium to handle the matter.

"Permit me to congratulate you on starting a needed campaign on the subject of greater consumption of coffee."

WHOLESOMENESS OF COFFEE

Adolph C. Ricks, of A. C. Ricks & Co., Inc., Green Coffee specialists, New Orleans, sends in an interesting communication in behalf of broadcasting the message of the wholesomeness of coffee, backed by medical research. A campaign in this sense, in his opinion, would accomplish wonders. Quoting from him:

"It is not surprising that coffee consumption in the United States has shown no increase for many years but it is remarkable on the other hand that there has been no actual decrease, the credit for which must rightfully be attributed to the good qualities and pleasant flavor of the article itself for little effort if any has been made by coffee dealers to attract the attention of those who have never tasted or used it as part of their daily diet.

"Of course there has been much advertising done but only by roasters to promote their own blends and if the methods are analyzed it will be readily noted that the whole play has been on exclusive quality, care in preparation and the style and manner of packaging, all of which has fallen on dull ears when picked up by those who have never tasted nor desired to taste coffee. I am not denying that this is good form in advertising and to be commended but it has about reached the limit of its effectiveness for there has been such a profusion of it throughout the country that even those who know and enjoy a good cup of coffee have become confused and very tired of it all. In my opinion the greatest loss to roasters in this keen race to attract the highest percentage of established consumer demand, for their own package and blend, is the fact that it blinds them to the broader and richer field not yet explored.

"Then it is well that we of the coffee trade ask ourselves whose business it is to work for this awakening of our large population of non-coffee drinkers and we may well answer that within the trade both green and roasted it is everybody's business but unfortunately up until now, everybody's business has been nobody's business. With indifference we have watched the public taste and appetite successfully tempted, won and persistently sold through the use of high sounding phrases on