

## LONDON TEA TRADE DINNER

Eighteenth Annual Affair Held May 4, with 260  
Guests Present—Trade Leaders Touch Upon  
Present Tea Conditions

Special Correspondence  
LONDON, May 6, 1934.

IT was a year ago, in his remarks at the London Tea Trade Dinner, that Mr. H. H. Payne, then President of the Tea Buyers' Association, expressed the hope that at the next annual dinner it would be possible to say that "the tea trade has again made history." This undoubtedly is true as was evidenced in the spirit of the recent eighteenth annual affair, held May 4 at the Connaught Rooms, Great Queen Street, with Mr. J. K. Stenning, Treasurer of the Tea Trade of London Benevolent Society, in the chair. Among the two hundred and sixty guests present there may be mentioned Mr. Leonard W. Pigott, President of the Tea Buyers' Association; Mr. R. Graham, Chairman, India Tea Association (London); Mr. H. B. Yuille, President, Tea Brokers' Association; Mr. J. J. Bunting, President, Tea Buying Brokers' Association; Major Theophilus Williams, Dock and Traffic Manager, Port of London Authority; and the Assistant Dock and Traffic Manager, Mr. F. Wright; Mr. W. Saunders, President, Tea Trade of London Benevolent Society, Sir Theodore Chambers, K.B.E.; and Messrs. R. H. N. Saunders and R. P. Wilkinson. The Chairman of the Dinner Committee was Sir Charles McLeod; the Secretary, Mr. R. R. Buckfield.

## FRIENDLY SPIRIT IN THE TRADE

In proposing the toast "The Tea Trade," the Chairman took occasion to observe the friendly spirit and good fellowship existing among its members. Referring to the past year he likened it to a period of convalescence during which the industry and the trade, alike, following drastic treatment and at one time doubtful remedies, were now exhibiting real health and strength which, with judicious foresight, would result to the good of all concerned. He volunteered a helpful word in behalf of good tea and the advantage of stressing its value to the

consumer—in this sense he volunteered a misquotation from Shakespeare: "Sweet are the uses of advertising." An incidental appeal was made for substantial support for the Tea Trade of London Benevolent Society. Concluding his toast, he coupled with it the name of Mr. Leonard Pigott, President of the Tea Buyers' Association, who in his response expressed his pleasure for the honor done him and his satisfaction at being able to be present.

Mr. Pigott spoke at length of his pride in and affection for the glorious tea trade and of the honor and fidelity existing among its members—with public auctions where lots were knocked down, five or six a minute, "with hardly an argument and never a repudiation." "A cup of tea," he said, "had come to be looked upon almost as an emblem of purity and innocence, yet tea had been prominent in the history of Empire many times since it first ousted beer from the breakfast table. They were still stirred when they recalled the clipper races; they recollected a certain tea party in Boston harbor and its consequences; they had heard tea made an election cry; they had endured newspaper scares, Budget alarms, economic wars, crazy cutting and coupon campaigns. It was now a year since the restriction of exports scheme became a fact, and they could judge a little as to its result. Robert Louis Stevenson said it was better to travel hopefully than to arrive.

## TEA "BOUGHT BY THE YARD"

"They had reached their Eldorado; but already," he thought, "some of them were inclined to be a little tired of the somewhat peculiar market existing there. By reason of unemployment, reduced dividends, cuts in service salaries, they were suffering from a crippled purchasing power. A Woolworth pocket had developed a Woolworth mind—one price, one quality, with a result that at the present time a public sale could be valued with a rubber stamp—tea was bought by the yard. They scrambled to buy week by week at the lowest quotation, and proceeded to distribute, almost forgetting such details as profit and overheads. Any advantage that might properly accrue as a result of intelligent anticipation they cast, like bread, upon the waters, hoping it would return after many days. . . .

"An energetic campaign to educate the public to the fuller appreciation of better quality teas was being undertaken by the Empire Tea Growers, and it was the duty and responsibility of every section of the trade to give them their fullest support." Exemplifying this, Mr. Pigott cited the case of a

## MOVEMENT OF TEA IN LONDON

From January 1 to April 30

	Imports		Deliveries		Stock, April 30	
	1934	1933	1934	1933	1934	1933
Indian .....	63,449,954	64,537,683	90,622,450	94,056,720	151,861,835	164,393,660
Ceylon .....	34,997,958	44,858,585	31,992,146	45,328,922	60,274,720	62,462,726
Java and Sumatra .....	12,795,860	24,557,720	17,462,170	17,274,290	19,625,650	29,100,170
China (Congo and Souchong) .....	1,108,851	560,526	3,527,060	1,768,749	4,829,208	4,576,149
China (Oolong and Scented) .....	246,576	23,924	474,760	201,806	739,630	507,160
China (Green) .....	338,379	22,857	85,445	52,252	440,379	121,143
African and Sundry .....	1,330,920	1,219,740	739,500	509,820	1,387,500	1,220,340
Total (Lbs.) .....	114,268,498	135,781,035	144,903,531	159,192,559	239,158,922	262,381,348

Compiled by the Tea Brokers' Association of London.