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# Coffee Sales Prospects

Per capita coffee consumption in the United States has not varied materially from year to year during the past decade. Generally speaking, increased sales volume on the part of individual coffee firms has been at the expense of other distributors.

Nevertheless, the increasing use of Colombian coffees in the United States indicates that the average of coffee quality in the home is improving and this should, in due time, result in a substantial increase in per capita consumption.

Meanwhile, the roaster who seeks to develop sales volume and promote consumption will do well to use quality coffees which are best exemplified by

## Colombian Coffees