

AMERICA FOR INDIAN AND CEYLON TEAS:

HOW TO CAPTURE THE WESTERN CONTINENT FOR A SUPERIOR PRODUCT.

LET THE CRY BE FROM NEW YORK TO SAN FRANCISCO:—"DRINK CEYLON TEA!"

We call attention to an article from the *American Grocer*, given on page 39 which deals very fairly with the question of introducing our teas into the United States. Our contemporary advocates as, on the whole, the most likely plan of utilising the funds to be raised in India (and Ceylon) the placing of "large blocks of Indian (and Ceylon) teas in the auction room to be sold without reserve" so that the buyers of China and Japan teas would be induced to purchase when they found a better article going below value—the planters to bear the loss out of their fund. "This must force Indian (and Ceylon) teas into consumption"; but the *Grocer* seems to think the process would have to be continued for some years, in order to cause such a displacement of China and Japan teas as would make it profitable to the producers. Our contemporary gives an illustration gained from the experience of American products in European markets; but we do not think sufficient allowance is made for the rapid way in which superior teas win their way to the taste of householders using them. Both in the United Kingdom and Australasia, it has been again and again proved that after the use of a few lb. or packets of Ceylon tea, householders or other consumers have refused to go back to their old China brew, and have been permanently won over to the consumption of the new and superior teas. The *American Grocer* in one sentence makes a big and encouraging confession, when the editor says:—"There are good reasons to suppose that fine Indian and Ceylon tea would gain a prominent place here;" and in winding up our contemporary adds some practical remarks which are certainly calculated to stimulate the Indian and Ceylon Tea Campaign in America: "If," he says, "good, sweet choice Indian (and Ceylon) tea can be sold at auction from 15 to 30 cents (of a dollar) per lb., it will in time cause a change in the character of the imports, approximating the change brought about in England. The experiment is worth trying, and the planters ought to pay the cost of introduction." This, our contemporary must know, the planters are most willing to do so far as their self-imposed levy, or Customs cess, will permit. The tea planters of India and Ceylon are willing to expend 50,000 dollars per annum in promoting the introduction of their teas, in the way that may best commend themselves to the special agents who are about to represent them in America. But at the prices named above, (15 to 30 cents of a dollar per lb.), it may be asked whether good sound and even fine Ceylon teas—greatly superior to China at the same value could not be placed in the New York and Chicago auction rooms? If the above quotations may be considered equal to from 7d to 1s 3d per lb., we suppose there is not much to hinder the appearance of large blocks of Indian and Ceylon teas even now in the American auction room. Of course the payment of a bounty to the importers of such "auctioned" tea would be one way in which the planters could make good any loss.

But we should like to know what our American contemporary—who speaks in one part as if the work of advertising our teas had been already largely done—has to say to the counsel given by some of the biggest American wholesale tea dealers to an Indian and Ceylon tea producer who interviewed them a short time ago, as narrated in our columns. They said in effect,—“Undoubtedly Indian and Ceylon teas are bound to advance into consumption in America because they are a good,

superior article, while China and Japan teas so far from maintaining their old reputation are steadily deteriorating. Now, our advice to the planters is to advertise their superior article all over the country, and to send over batches of native servants to be utilised by wholesale houses for their retail agents in towns all over the Union to attract attention to the new teas." It would be interesting to learn what the *American Grocer* has to say to this mode of going to work to promote the rapid introduction of Ceylon teas, while we thank our contemporary for the practical hints already tendered.

In conclusion, we would strongly urge the Joint Committee to empower the Ceylon Agent to present to the editor of the *American Grocer* and to the conductors of other influential American Journals, a package of fine Ceylon tea (with clear instructions as to infusion) in order to give them a practical acquaintance with the product which we wish the people of the United States to consume as liberally as do the inhabitants of the Australasian Colonies—who are among the healthiest and most vigorous of peoples in the world. At the Australasian ratio per head, North America ought to be consuming 500 millions lb. of tea (in place of less than 100 millions) and the proportion of "Ceylons" ought not to be less than the present total export from this island! May the day be hastened then when all through the United States and Canadian Dominion, the inferior and "rapidly deteriorating China and Japan teas" may give place to what experts in New York, Chicago, San Francisco, and Toronto as in London, Glasgow, Belfast, Melbourne and Sydney all confess to be the cleanly prepared, unadulterated and superior teas of India and Ceylon. The great American Temperance party ought to lend a ready hand in this new campaign which Eastern producers of a sound superior article hope to carry on over the Great Western Continent, and if they want a good cry with which to wind up platform orations, we can recommend one which we found vastly popular when we ventured to give it at a great gathering in South London, two years ago, namely,—“DRINK CEYLON TEA!”

DRUG REPORT.

(From Chemist and Druggist.)

London, May 31st.

CINCHONA.—An interval of four weeks having elapsed since the last bark-sales, the supply offered at Tuesday's auctions was unusually heavy. The eleven catalogues comprised a total of:—

	Packages	Packages
Ceylon cinchona ..	703	of which 513 were sold
East Indian cinchona ..	1817	" 1467 "
Java cinchona ..	131	" 53 "
West African cinchona ..	228	" 238 "
South American cinchona ..	115	" 58 "
Cuprea bark ..	241	" 72 "
	3281	2511

The commencement of the auction was marked by a very dull tone, and a decline in value of many of the lots sold compared with the last auctions, but gradually the market underwent a distinct improvement, and at the end the result showed an average unit of about 3d per lb. Holders generally showed themselves very firm, and a fair proportion of fine East Indian bark was bought in on that account. One of the chief features of the auction lay in the offering of nearly 400 packages of Ceylon bark imported between 1887 and 1889, the greater part of which was now sold. The total of amount sulphate of quinine represented by the bark offered was about 23,000 lb.

The following are the approximate quantities of bark purchased by the principal buyers:—

	Lb:
Agents for the Auerbach factory ..	163,290
Agents for the Brunswick factory ..	116,893
Agents for the Frankfort-on-the-Main factory ..	68,550

Messrs. Howards & Sons ..	43,786
Agents for the American and Italian factories ..	36,881
Agents for the Paris factory ..	20,896
Agents for the Mannheim and Amsterdam factories ..	19,060
Various druggists ..	78,743

Total quantity of bark sold ..	148,443
Bought in or withdrawn ..	158,079

Total quantity of bark offered .. 704,522

It should be remembered that the proportion of bark secured by a buyer is no indication of the percentage of the total amount of quinine in the sales represented by his purchase.

The following prices were paid for sound bark:—

CEYLON CINCHONA.—Original:—Red varieties: Ordinary dusty to good bright quilly stem and branch chips 3d to 1 1/4d; fair to good stem shavings 1 1/2d to 2 1/4d; fine chips 2 1/2d per lb. Grey varieties: Ordinary dull to fair stem and branch chips 1d to 1 1/2d; fair to good shavings 1 1/2d to 2d; good root at 2 1/4d per lb. Yellow varieties: Dull stem chips 1 1/4d; fair bright branch chips 4 1/2d; fine rich shavings 6 1/2d per lb. Renewed:—Red varieties: Ordinary to good bright stem and branch chips 1d to 2 1/4d; dull to good bright shavings 1 1/2d to 2 1/4d; dust 1 1/2d per lb. Grey varieties: Dull and dusty to good bright quilly chips 1 1/2d to 3 1/2d per lb.

JAVA CINCHONA.—Of 131 bales yellow bark (Ledger) 53 sold at 4 1/2d for good root, 2 1/2d for sittings, and 1 1/2d per lb for quilly chips.

WEST AFRICAN CINCHONA.—A parcel of 288 packages of West African cinchona, recently imported via Lisbon, sold at 3d per lb. for partly dull, har', coarse open Succirubra quill 2 1/2d to 2 3/4d per lb. for fair bright ditto, and 1 1/2d to 2d per lb. for chips.

SOUTH AMERICAN CINCHONA.—The auction comprised 115 bales of cultivated Bolivian Calisaya quill of which 58 sold at 4 1/2d per lb for fair bright quill, and from 3 1/2d to 4d per lb for damaged bark.

CUPREA BARK.—The old familiar parcels of cuprea bark of 1882-3 imports were duly offered once more on Tuesday, and once again the bark was bought in at nominal rates. Seventy-two bales however (partly damaged) sold at from 3d to 1 1/2d per lb.

The exports of cinchona bark from the port of Guayaquil (Ecuador) amounted to 31,800 lb. (value £954) in 1892 and to 67,500 lb. (value £2,025) in 1893.

COCAINE.—There has been no further change in the price since the last reduction. A big business is said to have been done in crude cocaine lately, and the importers are now inclined to ask somewhat higher rates. In hydrochlorate, also, there have been fair transactions at the recent reduction.

CUBEBS.—The exports of cubebs from Java during the nine months from July 1st to March 31st have been:—

1889-90	1890-1	1891-2	1892-3	1893-4
Piculs....1,975	2,192	1,184	884	742

QUININE.—It is stated that a few days ago a small business was done in second-hand German bulk at 11d per oz.; and it would certainly be possible, we think, to buy at that figure at present. The manufacturers have lately received several inquiries pointing to the existence of a report that they are about to drop their official quotations. We are informed by one of the leading makers that he and his colleagues are as firm as ever, and have no intention of dropping their prices. These are now as follows:—Howard's in tins 1s 2d to 1s 3d; in bottles 1s 3d to 1s 4d; Whiffen's in tins 1s 1d; in bottles 1s 3d; Pelle tier's, in bottles 1s 5d to 1s 5 1/2d; Fabrica Lombarda, in bottles 1s 3d; in tins 1s 1d; Brunswick, Mannheim, Auerbach, Zimmer and Jobst, in tins, all 1s 1d per oz.

London, June 7.

COCAINE.—There has been a further arrival of 11 packages crude cocaine from Callao by the "Orinoco."

QUININE.—After many weeks of quietness a little life has at last been infused in this article, though, unfortunately for the holders, at a decline in price. About 25,000 oz. second-hand German bulk have been sold this week on the spot in different lots, the first changing hands at 10 1/2d per oz., but 10 3/4d per oz being accepted afterwards. It would probably be possible today to buy at 10 1/2d per oz from the second-hand, but the manufacturers quotations remain unchanged. The average richness of the Java bark which will be offered in Amsterdam on June 14th, is very high—viz, 4.86 per cent of sulphate of quinine. The exports of cinchona bark from Java in May amounted to about 280,000 half kilos, which is considerably in excess of the shipments in May 1893. We understand that the exports from the island for the first five months of the present year exceed those of 1893 by about 30,000 half kilos, and are, in fact, the largest on record for the period.

THE DUTCH CINCHONA-AUCTIONS.

Our Amsterdam correspondent writes on June 5:—"All the analyses for the cinchona-bark sales on June 14 have been completed. The manufacturing bark contains about 332 tons sulphate of quinine

or 4.86 per cent. on the average. About 1 ton contains 1-2 per cent., 30 tons contain 2-3 per cent., 65 1/2 tons contain 3-4 per cent., 99 tons contain 4-5 per cent., 126 tons contain 5-6 per cent., 41 tons contain 6-7 per cent., 16 1/2 tons contain 7-8 per cent., 2 tons contain 8-9 per cent., and 1 ton contains 9-10 per cent. sulphate of quinine."—*Chemist and Druggist.*

FORAGE FOR CEYLON AND THE EAST.

Compressed forage is a line which is perfectly new to Ceylon and the East, and has attracted as much attention at Colombo as all the other exhibits together. The line has "caught on" firmly, as the orders forwarded testify. But these first orders are only trial ones, as prejudice is difficult to overcome in the horse world as well as amongst mankind. There is no customs duty upon this compressed forage; therefore, if the Australian patentees include their royalty in a moderate charge for compressing, if none but the best material is used in the manufacture, and if shipping and other charges are reduced so as to allow the commodity to obtain a firm foothold in foreign markets, there is an absolute certainty of an excellent trade being done, not only in Ceylon, but through the East.—*Australian Agriculturist*, June 1.

CEYLON EXPORTS AND DISTRIBUTION, 1894.

COUNTRIES.	Coffee cwt.		Cinchona.		Cocoa, C'monus.		Cinnamon.		Account Oil, P'bags.		
	Plan-tation	Native Total.	1894 P'ch & trunk lb.	Yes.	1894 cwt.	lb.	Bales lb.	Chips lb.	1894 cwt.	1893 cwt.	
To United Kingdom ..	6573	6373	1012052	4038800	9488	122795	255120	76839	89083	27739	57688
" Austria ..	775	775	15173	3856	37500	56000	10918	2824	8882
" Belgium ..	102	357	..	8625	648	..	3000	..	7522	903	..
" France ..	64	64	..	76975	184	19917	74200	..	483
" Germany ..	1	1	..	100	15803	2137	28819
" Holland	1458	418	87	..	37500	30800	3638	101	685
" Italy	16588	704	1921	1
" Russia	19223	31	..	123100	560	220
" Spain
" Sweden
" Turkey ..	199	199	..	4960	..	7385
" Australia ..	4275	4275	..	560617	182	..	1600	..	18318	27315	851
" America ..	286	286	..	389906	8	..	74000	4704	1327	438	247
" Africa	17285	75	12886	..	22400	36286	5979	27109
" China	22897	438
" Singapore	59026	150	349	10000	..	1879	296	..
" Mauritius	6440	375	22459	..
" Malta ..	117	117	..	26650
Total Exports from 1st Jan. to 3rd July ..	12531	12881	1029998	4529500	11178	163761	616020	276498	18243	182582	182582
Do ..	3187	32839	2867436	42837421	21324	210161	598496	278732	146112	209468	209468
Do ..	24608	1364	3267380	40614216	12404	197057	797261	260444	250681	219514	219514
Do ..	40347	3729	2831266	37644779	13413	167908	937371	173309	218883	205661	205661