

Tea in Australia

Tea in Australia:

A History, 1788-2000

By

Peter D. Griggs

Cambridge
Scholars
Publishing



Tea in Australia: A History, 1788-2000

By Peter D. Griggs

This book first published 2020

Cambridge Scholars Publishing

Lady Stephenson Library, Newcastle upon Tyne, NE6 2PA, UK

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

Copyright © 2020 by Peter D. Griggs

All rights for this book reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the copyright owner.

ISBN (10): 1-5275-4509-1

ISBN (13): 978-1-5275-4509-0

For Thomas, Llewellyn and Emma,
who have yet to discover the delights of “leaf water”

CONTENTS

List of Figures.....	xi
List of Tables.....	xxiii
List of Boxed Insets.....	xxv
Acknowledgements	xxvii
Abbreviations Used in Footnotes and Table and Figure Captions.....	xxxi
Chapter One.....	1
Introduction	
Chapter Two	11
The Mysterious Leaf: Tea Plants and Tea Production	
Manufacturing tea	13
A brief history of tea production.....	21
Part One: Tea Ascendant, 1788-1938	
Chapter Three	31
Slaves to the Teapot: Tea Consumption in a New Land	
Explaining colonial consumption patterns	39
Concerns about tea consumption	47
Tea consumption after Federation.....	58
Chapter Four.....	67
Fortunes from Leaves: Australia's First Tea Traders	
Prospectors, pastoralists and tea suppliers, 1850-1875	77
The arrival of specialist Australian tea merchants, 1875-1899	92
Federation and Javan teas, 1901-1918	134
Intense competition, depression and the expansion of Bushells Ltd, 1919-1938	149

Chapter Five	167
Brewing Up Better Business: Marketing Tea to Australian Consumers	
New stock has arrived: marketing tea in the Australian colonies, 1790-1914.....	168
Tempting the consumer: packaging, promotion and products, 1870-1914	171
Patriotism and Australian tea merchants, 1914-1918.....	226
Trendiness, thrift and the allure of the exotic, 1919-1938	233
 Chapter Six	 275
Tea Wares and Tea Rituals	
Moving and storing tea	276
Making, serving and consuming tea	291
Tea making etiquette.....	340
Taking tea: morning, afternoon or anytime.....	353
 Part Two: Tea Loses Favour, 1939-2000	
 Chapter Seven.....	 383
Liberated from the Teapot: Declining Australian Tea Consumption	
Rationing and the Tea Control Board	390
Impact of tea rationing upon Australians	399
Ending tea rationing and import controls.....	407
Resisting declining Australian tea consumption, 1956-1976.....	411
Successful campaigns?.....	449
Shunning tea even further, 1977-2000	451
 Chapter Eight.....	 459
Takeovers and Tea Bags: New Owners and New Products	
Rising costs and the government yoke, 1946-1955.....	468
Deregulation and product innovation, 1956-1976.....	483
Acquisitions, multi-nationals and fresh products, 1977-2000.....	525
 Chapter Nine.....	 559
An Australian Commercial Tea Growing Industry	
Export substitution: establishing a domestic tea growing industry, 1900-1945	566
Investigations at South Johnstone, 1946-1970.....	572
Tea from Nerada Estate: Dr Allan Maruff's endeavours, 1958 – 1972	577
Expansion and new ventures, 1973-2000.....	586

Chapter Ten	607
Conclusion	
Select Bibliography	617
Index.....	649

LIST OF FIGURES

1-1 Mr. H.B. Everard, tea examiner of the Commonwealth of Australia's Analyst's Branch, testing the quality of the tea imported into Melbourne, 1919.....	5
1-2 A group of Melbourne railway construction workers on a tea break, c.1915.....	5
2-1 A branch of a tea bush in flower, Nerada Tea Estate, near Innisfail, Far North Queensland, 1971	12
2-2 Tea shoot showing fine, medium and coarse picking.....	13
2-3 Tea pickers in the Himalayas, India, c. 1900	15
2-4 A traditional withering or drying loft in a Ceylonese tea factory, 1917	17
2-5 Rows of tea bushes located in front of a large Ceylonese tea factory, c. 1915.....	18
2-6 Preparing and packing tea, China, c. 1845	22
2-7 An English family at tea, c. 1727	25
3-1 A 1920 painting of the native Australian plant <i>Smilax glycyphylla</i> , commonly known as "sweet tea"	33
3-2 Australian bushmen consuming billy tea and damper, 1883	38
3-3 A group of Australian women and a child taking tea on a verandah, c. 1900.....	50
3-4 An Australian soldier pouring an early morning cup of tea on Gallipoli Beach, Suvala Bay, 1915	60
3-5 An Australia soldier receiving a cup of tea from an Australia Comforts Fund buffet in Longueval, France, December 1916.....	61
3-6 Two of the 1935 advertisements issued by the Australian Tea Market Expansion Bureau	64
3-7 The Australian Tea Market Expansion Bureau's display stand in the Hall of Manufacturers, Royal Melbourne Exhibition, 1938	65
4-1 Newspaper advertisements announcing the availability of tea for sale by Jones & Walker and Cooper & Levey, two of Sydney's main tea traders during the late 1820s.....	71
4-2 Edward Gilbert's Liverpool Tea Warehouse, Hobart, 1848.....	75

4-3 An 1846 newspaper commercial for chests of tea to be auctioned by Thomas Mort, who later became one of Sydney's leading businessmen	76
4-4 A Melbourne tea auction, 1885	81
4-5 The Sydney tea tasting room of David Mitchell & Co. Ltd, 1916	84
4-6 A copper token issued by the Liverpool Tea Warehouse, c. 1854	92
4-7 Manual weighing and packing of bags of tea at Cheetham's warehouse, Adelaide, 1890	94
4-8 James Inglis, c. 1887	99
4-9 James Cheetham's Adelaide warehouse, 1894	102
4-10 An advertisement for <i>Nirvana Tea</i> on a fence in Newcastle, 1899	103
4-11 The Adelaide building of Griffiths Bros., 1901	107
4-12 Inspecting samples of tea to be auctioned at Greig & Murray's premises, Melbourne, August 1895	122
4-13 Views of the Oriental Tea Co.'s premises, Melbourne, 1888	124
4-14 Preparing to create a blend of tea at Cheetham's warehouse, Adelaide, 1890	125
4-15 A tea taster at Greig & Murray's auction rooms, Melbourne, 1895 ..	127
4-16 Visitors being served free Indian tea at the Indian Tea Room, Melbourne International Exhibition, December 1880	131
4-17 Packing <i>Ophir Tea</i> one of the blends produced by John Barlow & Co., 1913	139
4-18 The Brisbane premises of Edwards & Co. Ltd, 1910	140
4-19 The Robur Tea Co.'s headquarters, South Melbourne, c. 1928	141
4-20 A sketch of Bushell & Co.'s Melbourne warehouse, 1900	142
4-21 Bushells Ltd's building, George Street, The Rocks, Sydney, 1914 ...	143
4-22 A suburban grocery store in Brisbane displaying a hoarding advertising for Bushell's tea, c. 1906	144
4-23 The amount of tea (centrals) imported into Australia categorized according to country of origin, 1900 to 1938-1939	148
4-24 A sketch of Ceylonese labourers loading tea for Australia, 1935 ...	150
4-25 Weighing tea by automatic electric machines at David Mitchell & Co. Ltd's factory, Sydney, 1916	154
4-26 The tea-packing department at Henry Berry & Co.'s Melbourne factory, c. 1923	156
4-27 The tea tasting room at Ernest Bollin's premises, Adelaide, 1935 ..	162
4-28 An advertisement for Anthony Hordern & Sons Ltd's <i>Universal Blend</i> of packet tea, 1923	162
4-29 Inside Lawson Bros.' grocery store, Camberwell, Melbourne, c. 1930	163

5-1 A newspaper advertisement for Kerr, Alexander & Co., Hobart tea merchants, 1836.....	169
5-2 An almanac advertisement for Reuben Oliver's Tea Emporium, Brisbane, 1859.....	170
5-3 A copy of an advertising poster for the Oriental Tea Co.'s packet teas, c. 1885.....	173
5-4 The Oriental Tea Co.'s exhibit at the Melbourne International Exhibition, 1880.....	174
5-5. An advertisement for <i>The Mutual Tea</i> , 1902.....	176
5-6 A copy of an advertising poster for <i>Billy Tea</i> , c. 1935.....	177
5-7 The wrapper for the <i>Assam Blend</i> of packet tea, 1886.....	179
5-8 Exterior view of J. Love & Co.'s Sydney warehouse showing the large advertisement for <i>Kinkara Tea</i> , 1908.....	180
5-9 An advertisement for James Service & Co.'s <i>Pyramids Blend</i> of packet tea, c. 1900.....	181
5-10 Part of a Calcutta Tea Association's full-page newspaper advertisement promoting India teas, 1886.....	186
5-11 A pioneering newspaper advertisement of Bushell & Co., 1894.....	187
5-12 An elaborate reminder newspaper advertisement used by the Robur Tea Co. in 1914.....	189
5-13 A full-page magazine advertisement for <i>Robur Tea</i> in which its purity was emphasized.....	194
5-14 An Australian retail journal advertisement using the image of John Bull, the national personification of Great Britain.....	196
5-15 An advertisement for Lipton's tea using the word "famous" on the side of a building in Pirie Street, Adelaide, 1910.....	198
5-16 The advertisement for <i>Nirvana Tea</i> which appeared in Hannah Macluran's 1898 cookbook.....	199
5-17 A newspaper commercial advertising G. Wood Son & Co.'s loyalty scheme involving swapping labels from empty packets or tins of <i>Terai Tea</i> for watches and clocks, 1911.....	204
5-18 A newspaper advertisement for <i>Amgoorie Tea</i> featuring the "modern woman" drinking tea.....	208
5-19. A copy of a coloured advertising poster for F. Sandiman & Co., a Melbourne tea merchant, c. 1890.....	213
5-20 A billboard poster for <i>Robur Tea</i> , 1899.....	214
5-21 A copy of a coloured advertising poster for <i>Goldenia Tea</i> , 1914....	215
5-22 A horse-drawn tram in Brisbane showing an advertisement for Bushell & Co.'s tea, c. 1895.....	215
5-23 Adelaide trams displaying an advertisement for <i>Amgoorie Tea</i> , c. 1905.....	216

5-24 An example of a rectangular enamel sign advertising the teas of Griffiths Bros., exact date unknown	217
5-25 John Barlow & Co.'s tea kiosk at the Royal Sydney Show, 1900	219
5-26 Balloon advertising of Wilkinson & Co.'s <i>Viceroy Tea</i> at Broken Hill, November 21, 1908	220
5-27 A copy of a coloured calendar for 1893 issued by James Inglis & Co.....	224
5-28 Part of a late 1910 newspaper advertisement alerting country Victorians that they could now collect the <i>Robur Tea</i> calendars from their local grocer	225
5-29 An example of a Lipton Ltd's newspaper advertisement promoting its British Empire credentials.....	228
5-30 A newspaper advertisement using military imagery to promote Wilkinson & Co.'s <i>Viceroy Tea</i> , 1915	228
5-31 A newspaper advertisement for the map produced by the Robur Tea Co. during World War I.....	230
5-32 A newspaper advertisement from 1916 alerting consumers about Bushells Ltd's loyalty scheme which had been inaugurated in late 1915	232
5-33 A newspaper advertisement proclaiming the British Empire credentials of Wilkinson & Co.'s <i>Viceroy Tea</i> , 1924	235
5-34 Inside a grocery store, Ballarat, Victoria, c. 1930	236
5-35 An advertisement for tea produced by Lipton Ltd, 1938.....	237
5-36 A magazine advertisement for G. Wood Sons Ltd's <i>Mah Jongg Tea</i> , 1934	238
5-37 An example of a Bushells Ltd magazine advertisement from the inter-war period featuring the exotic allure of tropical Ceylon.....	240
5-38 A magazine advertisement for John Connell & Co. Ltd's <i>Ku-Ku Tea</i> in 1927	242
5-39 A magazine advertisement for <i>Bushells Blue Label Tea</i> where the message is the product assisted the woman cope with the daily vicissitudes.....	244
5-40 Part of a Bushells Ltd advertisement stressing the economic benefits of <i>Bushells Blue Label Tea</i>	245
5-41 Part of a Bushells Ltd advertisement stressing the absence of dust in <i>Bushells Blue Label Tea</i>	245
5-42 One of the numerous full-page magazine advertisements used by Bushells Ltd during the 1930s to highlight that its tea was "economical" and "pure"	247
5-43 A full-page magazine commercial emphasizing that a one-pound packet of <i>Bushells Blue Label Tea</i> would generate 200 cups of tea ..	249

5-44 Part of an advertisement promising cheaper white sugar with purchases of <i>Crofts Teas</i> , 1928	253
5-45 A magazine advertisement for <i>Goldenia Tea</i> , using Art Deco motifs, 1933	255
5-46 A newspaper advertisement for Inglis Ltd's <i>Aromatte Tea</i> , featuring distinctive triangular and arched shapes, 1932	255
5-47 Rolfe & Co. Ltd's packet tea featured in the firm's grocery exhibition at the Royal Melbourne Show, 1922.....	259
5-48 An illustration of the <i>Kinkara Tea</i> and <i>Mother's Choice Flour</i> Pavilion at the Royal Sydney Agricultural Showground, c. 1935.....	259
5-49 A copy of Moran & Cato Pty. Ltd's 1925 coloured poster for one of its main brands of packet tea	260
5-50 Advertising billboard for <i>Robur Tea</i> on the railway platform, St Kilda, Melbourne, c. 1935	261
5-51 An advertisement for <i>Bushells Blue Label Tea</i> painted on a Victorian Railways louvre van, c. 1928	262
5-52 An advertisement for <i>Robur Tea</i> on the side of one of the firm's delivery vans, 1935	262
5-53 An advertisement for <i>Glen Valley Tea</i> on the side of Henry Berry & Co. Pty Ltd's building in inner Melbourne, c. 1930	263
5-54 Kitchenware could be secured under Henry Berry & Co.'s gift coupons loyalty scheme involving <i>Table Talk</i> packet tea in Victoria... 266	
5-55 A newspaper advertisement associated with G. Wood Son & Co. Ltd's gift coupons loyalty scheme in Western Australia, 1937	266
5-56 The front page of the Oriental Tea Co.'s <i>Catalogue of Gifts</i> associated with wrappers from packets of <i>King Tea</i> , c. 1925	267
5-57 The Oriental Tea Co.'s advertisement for its loyalty scheme involving <i>King Tea</i> on the side of a Brisbane tram, c. 1930	268
5-58 The Robur Tea Co.'s gift coupons café in Sydney, 1938	269
5-59 Workers in the gift coupons department at Bushells Ltd headquarters, The Rocks, Sydney, 1936	269
5-60 An ink blotter promoting <i>Goldenia Tea</i> , c. 1925	272
6-1 A copy of an 1887 advertising poster for Fraser & Co., one of Melbourne's leading auctioneer of tea in the late nineteenth Century	278
6-2 Plywood tea chests at the Adelaide warehouse of Wilkinson & Co. manufacturers of the blend, <i>Viceroy Tea</i> , c. 1914.....	279
6-3 A camel loaded with chests of <i>Amgoorie Tea</i> , c. 1900	280
6-4 A sterling silver-plated tea caddy presented to Alfred Deakin's mother, October 1874	284

6-5 A Griffiths Bros. rectangular tin holding 2.2 kg (5 lb) of tea	285
6-6 Tea break for two sisters from the Lynch family, c. 1900.....	286
6-7 An octagonal tea caddy issued by Bushells Ltd to commemorate the opening of the Federal Parliament, 1927	289
6-8 A wall mounted, automatic tea caddy from the 1930s	290
6-9 Earthenware globe-shaped teapot made by Koster's Premier Pottery, Adelaide, c. 1900	293
6-10 The silver tea and coffee service presented to Edward Hargraves by the inhabitants of Bathurst, 1853	298
6-11 An etching titled <i>Billy Tea</i> (1931) by Australian artist Sir Lionel Lindsay (1874-1961).....	300
6-12 Part of Melbourne's earthenware merchant E.D. Middleton's 1883 catalogue showing the different types of imported teapots available to Victorian consumers	303
6-13 Royle's Patent Self Pouring Doulton teapot, decorated with a transfer printed design showing Australian wildflowers, c. 1892	305
6-14 Earthenware pear-shaped teapot made by Holford's London Pottery, Adelaide, 1895-1905.....	306
6-15 Inside the Bristol Pottery, Coorparoo, Brisbane, c. 1900	307
6-16 Types of Britannia metal teapots for sale in the catalogue of James McEwan & Co., a leading Melbourne dealer in ironmongery, c. 1880.....	309
6-17 An emu egg teapot decorated with sterling silver crafted by noted Sydney silversmith Evan Jones (1846-1917).....	311
6-18 W.H. Barnett's enamel tea can with cup and handle, c. 1900	312
6-19 An automatic kettle, 1922	313
6-20 An automatic self-filling teapot, 1937.....	313
6-21 An earthenware commemorative teapot made by Doulton & Co. to celebrate the Federation of the Australian colonies, 1900	315
6-22 T.W. Heath & Co.'s advertisement for Shelley tea wares, 1932.....	316
6-23 A 1914 Royal Worcester tea cup and saucer decorated by gum blossoms designed by the famous Australian artist Marian Ellis Rowan (1848-1922)	317
6-24 Imported electroplated nickel silver teapots available at Lassetter & Co.'s emporium, Sydney, 1911.....	318
6-25 An Australian newspaper advertisement for Pyrex teapots, 1926...	321
6-26 A set of electroplated nickel silver teaspoons featuring Australian native animals	323
6-27 An advertisement for the Robur Tea Co. Ltd's "Perfect Teapot," 1929	324
6-28 Part of Fowler Ltd's range of jugs and teapots, 1938.....	327

6-29 An earthenware teapot with sgraffito decoration of geese, turkeys and ducks	330
6-30 A porcelain teapot, saucer and tea cup decorated with gum leaves hand-painted by Australian artist Muriel Cornish, c. 1920	330
6-31 Tea strainers and tea infusers available in New South Wales, 1911	333
6-32 An electroplated nickel silver tea strainer and holder made by Silverbrite Electroplating Co., an Australian firm, c. 1930.....	334
6-33 Using a tea tray to offer a guest milk and sugar during afternoon tea at a residence in Brisbane, c. 1915	335
6-34 A tea basket for travellers and picnic parties, 1907.....	336
6-35 Afternoon tea at the Sydney Cricket Ground, 1934	337
6-36 Picnicking at an unidentified place in Victoria, c. 1910.....	339
6-37 Women serving tea at the Randwick Rifle Range, near Sydney, c. 1917.....	339
6-38 Shearers having their tea pannikins filled with tea served from a large hot, hot water can, 1933.....	340
6-39 The packaging from Inglis, Brown & Co.'s <i>Assam Blend</i> showing a label outlining the steps "to make tea properly"	342
6-40 Tea on the verandah of the Corbett family home, Bondi, Sydney, 1937	347
6-41 Australian tea cosy showcasing gum and wattle blossoms, 1930....	349
6-42 Miniature china children's tea set at use during a children's party at Bordertown, South Australia, c. 1904	351
6-43 Julian Ashton's oil painting <i>A Quiet Cup of Tea</i> (1876)	354
6-44 Lionel Lindsay's <i>Morning Tea</i> (1924)	355
6-45 Men at a tea break in the Men's Dining Room at Bryant & May's match factory, Richmond, inner Melbourne, c. 1925.....	357
6-46 An earthenware kangaroo teapot, 1922	362
6-47 An advertisement for Quong Tart & Co.'s first Sydney tea room, 1889	365
6-48 The Kalgoorlie tea rooms of Albany Bell, 1912	368
6-49 The tea room of the Grand Stand at the Flemington Race Track, Melbourne, 1883	370
6-50 The tea kiosk in the Fitzroy Gardens, Melbourne, 1908	372
6-51 Four unidentified men seated on the banks of a lake near Mt Buffalo, north-east of Melbourne, Victoria, drinking tea from pannikins, c. 1900.....	375
6-52 Clergyman and nuns taking tea in the bush at Mt Buffalo, north-east of Melbourne, Victoria, c. 1900.....	376

6-53 Picnickers at Torquay, southwest of Melbourne, Victoria, getting hot water for their tea from a hot water depot, c. 1910	377
6-54 A teapot frames a South Australian picnic scene, c. 189.....	378
6-55 Mrs Miller, tennis and a tea party, Edgecliff, eastern Sydney, c. 1940.....	379
7-1 An Australian Tea Market Expansion Bureau newspaper advertisement used during the early part of World War II.....	384
7-2 Australia's High Commissioner in London, Stanley Bruce, watches his wife Ethel, head of the Australian Women's Voluntary Services, London, serve tea to men of the 2 nd A.I.F. in London, c. 1940.....	388
7-3 Lining up to register for the tea ration at an unidentified Newcastle grocery store, 1942	393
7-4 A shop assistant cuts a tea coupon from a woman's ration card in exchange for two packets of tea at an unidentified grocery store, Melbourne, December 14, 1942.....	395
7-5 Members of the Women's Navy Link pouring cups of tea for men of the Merchant Navy at Melbourne's Mission to Seamen, 1942.....	397
7-6 Preparing pots of tea at a mobile kitchen of the Allied Works Council, June 5, 1942	397
7-7 Australian Armed Services personnel receiving cups of tea from a combined Australian Comforts Fund-Salvation Army Red Shield War Service Hut mobile canteen, Noemfoor, New Guinea, December 14, 1944	400
7-8 Convalescing airmen line up for morning tea at No. 6 Convalescent Depot RAAF, Mt Spec, Queensland, May 19, 1944.....	400
7-9 Station hands drinking billy tea from pannikins during a break around a campfire, location unknown, 1959.....	412
7-10 A trolley being used to serve tea to the staff of the mail branch of the General Post Office, Brisbane, 1945.....	421
7-11 Brewing tea in 2-gallon stainless steel insulated multipots for underground miners at the Aberdare Colliery, Cessnock, New South Wales, 1949	421
7-12 A Geelong grocer's window display for Tea Week, 1954	424
7-13 An Australian Tea Market Expansion Bureau sponsored magazine advertisement highlighting that tea was an economical drink, despite the price rise in October 1954	426
7-14 An Australian Tea Market Expansion Bureau's sidewalk promotional board on display outside an unidentified Melbourne café, 1956	429
7-15 Sampling Ceylonese tea at the Kandy Tea Bar, part of the Ceylon Tea Centre, Melbourne, 1960	430

7-16 A black and white copy of a full-page coloured Australian Tea Market Expansion Bureau sponsored advertisement promoting Ceylonese tea, 1967	433
7-17 Delegates from the Ceylon Tea Propaganda Board taking tea with members of the Tea Council of Australia in Sydney during a twelve-day visit to Australia in 1964	434
7-18 The Tea Council of Australia's slogan and symbol which was used in all approved advertising and packaging	436
7-19 Tins of <i>Bushells Tea</i> showing the Tea Council of Australia's advertising symbol, c. 1965	436
7-20 A photograph showing <i>The Beatles</i> drinking tea during their June 1964 tour of Australia	438
7-20 An image from one of the Tea Council of Australia's television commercials from the late 1960s	440
7-21 A black and white copy of a coloured poster issued by the Tea Council of Australia during the late 1960s	442
7-22 Posters promoting "National Tea Week" were distributed widely in July 1969	444
7-23 Black and white reproduction of a full colour page advertisement featuring English celebrity cooking personality Graham Kerr endorsing Ceylon Tea	447
7-24 An Australian public servant being served a cup of tea by a departmental tea lady, 1967	455
7-25 An Australian retail magazine advertisement for an automatic tea dispenser, 1957	456
8-1 A Robur Tea Co. Ltd newspaper advertisement using a military image	463
8-2 Advertisements for <i>Robur Tea</i> and <i>Bushells Tea</i> on a corner store in Carlton, inner Melbourne, c. 1945	468
8-3 Freshness of the tea was emphasized in this retail magazine advertisement for <i>Goldenia Tea</i> , 1949	472
8-4 Bushells Ltd advertised its product extensively as "the tea of flavor" during the late 1940s and early 1950s	472
8-5 Griffiths Bros. Ltd's continued use of railway signage to advertise its tea is highlighted in this retail magazine advertisement, 1946	474
8-6 A black and white copy of a coloured advertising poster (28 x 40 cm) for <i>Amgoorie Tea</i> , c. 1950	476
8-7 An early newspaper advertisement for <i>Lan-Choo Tea</i> , 1954	482
8-8 Manufacturing bulk tea at the Nerada Tea Estate's factory, near Innisfail, 1971	485

8-9 A newspaper advertisement for G. J. Coles & Co. Ltd's packet tea, 1964	495
8-10 An Australian retail magazine commercial for teapot tea bags, 1969	498
8-11 A small pack of ten tea bags developed by Griffiths Bros. Ltd in 1969	500
8-12 The Australian launch of <i>Bushells Instant Tea</i> in Western Australia, June 1969	500
8-13 A publicity event for <i>Bushells Instant Tea</i>	501
8-14 A copy of a coloured magazine advertisement for <i>Bushells Instant Tea</i>	505
8-15 A packet of Griffiths Bros. Ltd tea designed to represent a miniature tea chest, 1962.....	505
8-16 Bushells Ltd's premises in Flinders Lane, Melbourne, displaying an advertisement for the firm's tea, 1965.....	506
8-17 An advertising sign for <i>Kinkara Tea</i> on a Brisbane tram, 1959	506
8-18 A Tuckfields Teas Pty Ltd delivery van advertising <i>Ty-nee Tips Tea</i> , the firm's main brand of packet tea.....	507
8-19 An example of one of the numerous retail magazine advertisements used by the Robur Tea Co. during the 1960s and early 1970s	508
8-20 A very early Australian magazine advertisement for <i>Lipton</i> tea bags, 1959	513
8-21 A copy of a coloured magazine advertisement for the Tetley Tea Co.'s teapot bags.....	515
8-22 A copy of a coloured magazine advertisement promoting <i>Billy Tea</i> , 1962	516
8-23 A Sydney grocer's counter display for Lipton Ltd's nation-wide Melbourne Olympic Games Contest, 1956.....	520
8-24 An image from Dilmah Australia Pty Ltd's television commercial for its products, 1988	528
8-25 A canister of <i>Nerada Tea</i> issued as a souvenir of the Brisbane Commonwealth Games, 1982	534
8-26 A retail magazine advertisement for <i>Tetley's</i> decaffeinated tea bags, 1990	537
8-27 An early Australian retail magazine advertisement for organically grown tea	540
8-28 A "pioneering" commercial alerting grocers to the release of new <i>Highfield</i> teapot and tea cup bags, 1982	544
8-29 A retail magazine advertisement for the <i>Twinnings</i> range of tea bags, 1997	546

8-30 Australian-based Sri-Lankan singer “Kamahl” (Kandiah Kamalesvaran) appeared in a television advertisement promoting <i>Dilmah Tea</i> , 1988	548
8-31 A commercial promoting the free teaspoon offer associated with purchases of <i>Kinkara Tea</i> , 1986	549
9-1 Significant tea-growing localities in Australia, 1880-2000	564
9-2 Harvesting tea bushes with a hand-held hedge trimmer at the Queensland Department of Agriculture & Stock’s South Johnstone Research Station, 1962.....	574
9-3 Jaap Schrieke inspecting tea seedlings in pots at the South Johnstone Research Station, Queensland, 1963.....	576
9-4 Dr Allan Maruff at the Nerada Tea Estate, 1970.....	577
9-5 Boys on school holidays earning pocket money planting tea seeds at the Nerada Tea Estate, c. 1970.....	579
9-6 The original Nerada Tea Estate’s prototype mechanical tea harvester, c. 1968.....	582
9-7 Rear view of Nerada Tea Estate’s prototype mechanical tea harvester, showing the hopper in which the green tea leaves and buds were caught during harvesting, 1968.....	583
9-8 Mechanical harvesting of tea at Nerada Tea Estate, 1971	583
9-9 The original Nerada Tea Estate’s packing factory, 180 Edith Street, Innisfail, date unknown but estimated to be c. 1975.....	587
9-10 A copy of a coloured postcard showing a Teahawk mechanical tea harvester on the Nerada Tea Plantation, c. 1980.....	589
9-11 The Daintree Tea Co.’s tea plantation in the Cape Tribulation district, 1985	590
9-12 Tea Estates of Australia Ltd’s Nerada tea packing factory at the Innisfail Industrial Estate, 1979	593
9-13 A retail magazine advertisement for <i>Nerada Tea</i> , 1984.....	593
9-14 Sorting tea seeds at Sybbie Nucifora’s tea estate, 1985	596
9-15 Harvesting tea bushes at John Garozzo’s property, near Innisfail, c. 1987.....	596
9-16 A copy of a coloured tourist postcard showing Mike and Margie Leyland having afternoon tea at Nerada, c. 1977.....	600

LIST OF TABLES

3-1 Average apparent per capita consumption (lb) of tea in the Australian colonies, 1830-1899.....	35
3-2 Average per capita consumption (lb) of tea in the United Kingdom, 1800-1939.....	38
3-3 Average prices of tea (per lb) in Sydney, 1830-1899.....	47
3-4 Average apparent per capita consumption (lb) of tea in Australia, 1900-1939.....	59
4-1 Number of “tea brokers,” “tea dealers,” and “tea, coffee and sugar or spice merchants” listed for Australia’s main colonial capital cities, 1870-1915.....	93
4-2 Examples of different types of traders in tea in the Australian colonies categorized according to activity, 1875-1900.....	112
4-3 Amount of tea (lb) imported by the principal Victorian businesses dealing in the product, 188-1890.....	114
4-4 Main importers of tea in Sydney, 1892.....	115
4-5 Percentage of tea imported into the Australia colonies from Victoria, 1870-1900.....	120
4-6 Amount (thousands of lb) and percentage of the total amount of tea imported into Eastern Australia’s colonies categorized according to county of origin, 1880, 1890 & 1900.....	133
4-7 Net profits of Bushells Ltd, 1921-1931.....	158
4-8 Number of “tea brokers, importers and merchants” listed for Australia’s mainland capital cities, 1920-1935.....	164
7-1 Estimated apparent annual consumption of tea (kg) in Australia, 1937-38 to 1974-75.....	402
7-2 Commonwealth government expenditure (£’000) on the price stabilization subsidy for tea in Australia, 1943-44 to 1955-56.....	403
7-3 Apparent consumption of beverages other than tea in Australia for selected years 1938-39 to 1974-75.....	416
7-4 Number of cups of tea served at Australia’s Ceylon Tea Centres, 1965-69 & 1971-72.....	445
7- 5 Apparent annual consumption per capita of beverages in Australia, 1975-1976 to 1999-2000.....	453

8-1 Principal tea importers, blenders and wholesalers in Australia, 1942-46	460
8-2 Profits (£) of selected Australian wholesalers trading in tea, 1941-1945	467
8-3 Amount (millions of lb.) of packet tea sold in Australia, 1949	481
8-4 Names of firms that disappear from lists of tea merchants and/or packers in Australian capital city trades directories, 1965-1975	486
8-5 Annual profits of Bushells Investments Ltd, 1959-1976	490
8-6 Imports of tea (millions of lb) into Australia categorized by source region or country, 1955-56 to 1975-76	492
8-7 The main new brands of packet tea introduced to the Australia market, 1956-1976	493
8-8 Number of Australian radio, television and film advertisements for tea, 1950-1980, collected by the National Film and Sound Archive of Australia	510
8-9 Percentage of market share held by brands of packet tea, categorized by state, May 1974	523
8-10 Percentage of market share held by brands of tea cup and teapot bags, categorized by state, May 1974	524
8-11. Imports of tea (millions of kg) into Australia categorized by source region or country, 1976-77 to 1992-93	526
8-12 Principal tea importers, blenders and wholesalers in Australia, 2000	553
8-13 Retail market value (historical values, Australian dollars) of tea bags and leaf tea in Australia, 1982 -2000	554
8-14 A brand's share (%) of the Australian market for leaf tea (millions of Australian dollars), 1985-2000	555
8-15 A brand's share (%) of the Australian market for tea bags (millions of Australian dollars), 1982-2000	556

LIST OF BOXED INSETS

2-1 Tea harvesting in Australia.....	14
3-1 Recent sales of spurious tea in Melbourne, 1865	51
3-2 Avoiding adulterated tea	52
3-3 Evils of excessive tea drinking.....	55
4-1 The Chinese Quarter Melbourne, 1868	89
4-2 Making <i>Blossom Tea</i> at Adelaide’s City Cash Grocery Store, 1899	109
4-3 Tea blending at the Oriental Tea Co.’s Melbourne factory, 1877	123
4-4 Clifford Love & Co.’s tea tasting room, Sydney, 1882.....	126
4-5 The Hardships of a Tea Taster	128
4-6 Extract from “Fashionable Notes” by Daisy, 1880	130
5-1 Display of <i>Empire Tea</i> at the Charters Towers Agricultural Show, 1887	218
5-2 Griffiths Bros. tearoom, Sydney, 1895.....	221
5-3 Sunshine in Your Tea Cup	241
5-4 The aroma of tea outdoors.....	251
6-1 Auctions of chests of tea in Melbourne, 1895	277
6-2 The allure of Billy Tea	299
6-3 Visiting Lassetter & Co.’s Sydney showrooms, 1892.....	304
6-4 Australian-made tea wares at Harris Scarfe Ltd.....	323
6-5 Tea wares by mail order	325
6-6 Thermos flask tips	338
6-7 Improving the health of the community through better tea making ..	347
6-8 Practicing the etiquette of taking tea: children’s china tea sets	350
6-9 Tea at Anthony Hordern and Sons’ Sydney clothing and drapery factory, 1906	357
6-10 Afternoon tea with Lady Bunbury.....	361
6-11 A noisy Sydney tea room, 1899	366
6-12 Oakrood Tea Gardens, St Kilda, Melbourne, 1910	371
6-13 Café Clairvoyants, 1930	374

6-14 The Duke and Duchess of Cornwall and York on an Australian bush picnic, 1901	377
6-15 Cricket and tea.....	380
7-1 Don't attack now, we are on a tea break	388
7-2 Tea without tea	404
7-3 Eliminating the electric jug or kettle	413
7-4 Concerning teapots and brews.....	419
7-5 Panic buying of tea, 1954.....	425
8-1 Promoting <i>Robur Tea</i> , 1939	461
8-2 Commemorative Coronation Teawares.....	478
8-3 Freshness and success: Bushells Ltd and the grocers.....	490
8-4 Tea bags are expensive.....	496
8-5 Televised tasting of <i>Amgoorie Tea</i> , 1961	511
8-6 Faster tea deliveries.....	529
9-1 The Southern Hemisphere's Premier Tea-Producer.....	562
9-2 Mechanical harvesting at Nerada Tea Estate.....	589

ACKNOWLEDGEMENTS

I have had a great deal of help in writing this book. Many people contributed freely with material, information and advice and by discussion and criticism. Their encouragement and shared interest have assisted greatly, and I here record my warm and sincere thanks to all of them.

I would like to particularly acknowledge the assistance of the following individuals: Heather Santolin, Innisfail, for details about and photographs of Nerada Tea Estate during the 1970s; Genevieve Gibson of the Richmond River Historical Society (Lismore) who located details about the Northern Rivers Tea Co.; John Collins whose knowledge about tea and the operations at the Glen Allyn tea estates, near Malanda, during the 1990s was invaluable; John Garozzo, who shared information and photographs about his tea growing venture near Innisfail; Ian Bersten, founder of Belaroma Trading Co Ltd, for specifics about his importation of tea in the 1990s; Mark Gallager, Manager of Wadda Plantation, near Innisfail, for details about the fate of Nerada Tea Estate in the late 1990s; Sybbie Nucifora, for sharing his knowledge of tea growing at East Palmerston, near Innisfail, during the 1980s and 1990s; and Howard Rubin for particulars about the operations of The Koala Tea Co. at Alstonville, N.S.W.

The book would not have been possible without the generous support of the National Library of Australia. In 2014, I spent three months in Canberra following the receipt of a Harold White Research Fellowship. I am indebted to all those National Library of Australia staff who retrieved research materials for me each day. Without your help and encouragement, this book would never have been completed. James Cook University supported the project during the research phase through some financial assistance and the granting of a period of study leave in 2013.

I owe considerable thanks to the following institutions and their staff for the use of material in their custody and for help over the years: in Victoria, the State Library Victoria and Public Record Office Victoria; in Canberra, the National Archives of Australia, the National Film and Sound Archive of Australia and Australian War Memorial; in Queensland, the Queensland State Archives, The University of Queensland Library and State Library of

Queensland; in New South Wales, the Mitchell Library, which is part of the State Library of New South Wales and City of Sydney Archives; and in South Australia, the State Library of South Australia.

Chapter Three contains parts of my 2015 paper “Black Poison or Beneficial Beverage? Tea consumption in colonial Australia,” that originally appeared in the *Journal of Australian Colonial History*. Some of Chapter 4 includes sections from my 2016 paper “Growing and empire of leaves: the Brisbane years of Bushell & Co., 1882-1910,” that was originally published in the *Queensland Historical Journal* and my 2016 paper “Empires of leaves: tea makers in late nineteenth-century and Edwardian Melbourne,” that originally appeared in the *Victorian Historical Journal*. The detail on tea rationing in Chapter 7 comes from my 2015 paper, “Sharing scarcity: rationing and price subsidization of tea in Australia, 1942-1955,” that was published in *Australian Economic History Review*. I am grateful to the editors of the following journals and copyright owners for permission to reproduce this material: Royal Historical Society of Queensland, Brisbane (*Queensland History Journal*); Royal Historical Society of Victoria, Melbourne (*Victorian History Journal*); School of Humanities, Arts and Social Sciences, University of New England, Armidale, New South Wales (*Journal of Australian Colonial History*); and the Economic History Society of Australia and New Zealand and John Wiley & Sons Australia Ltd (*Australian Economic History Review*).

I gratefully acknowledge the permission given by the many individuals and organizations to reproduce images still under copyright as figures in this book. Their names are listed under the relevant figure. One individual, however, assisted greatly during the very lengthy and frustrating process associated with securing the permissions to reproduce the images that appear in this book. I would like to acknowledge Evie Patrick, Marketing Coordinator, Tata Global Beverages, Australia, who promptly replied to my emails containing questions about various brands of tea.

Adella Edwards, a long-term colleague from Townsville, very kindly drew the map that appears in Chapter Nine. As always, Adella turned my hand-drawn draft map into a more readable and attractive final product.

My greatest thanks, however, are to my partner Tracey, and our children Thomas, Llewellyn and Emma, who accepted the absence of their father and partner during his research trips away from home and throughout the

long periods of writing and indexing with such generosity and patience. Many of Tracey's suggestions, especially the one to write a letter to the *Innisfail Advocate* seeking information about local tea growers, turned out to be excellent advice.

*P.D.G.
Brisbane*

