## Robur profit-sharing catalogue.

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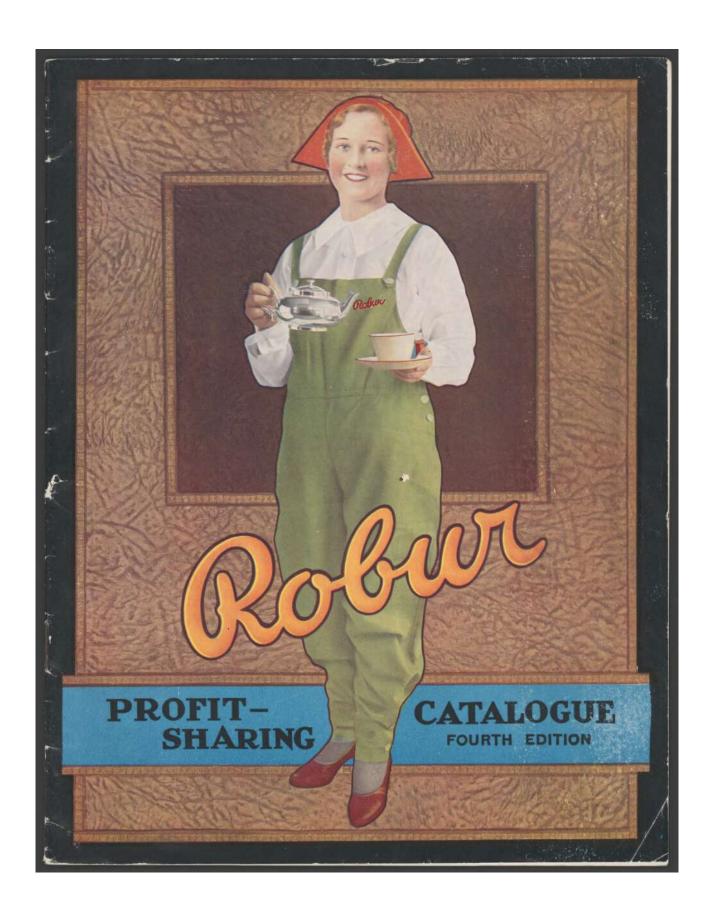
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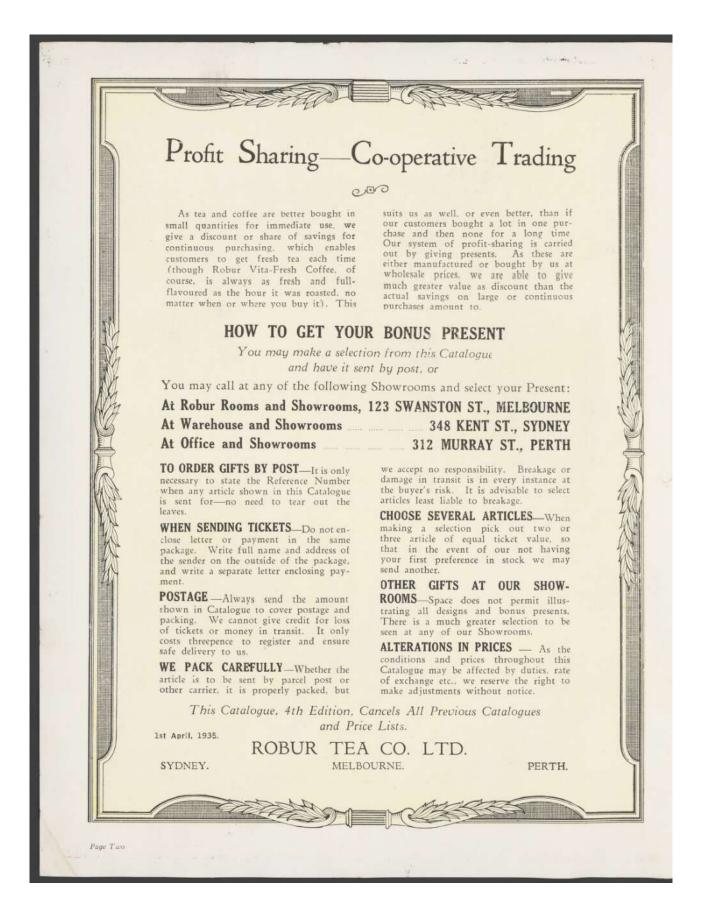
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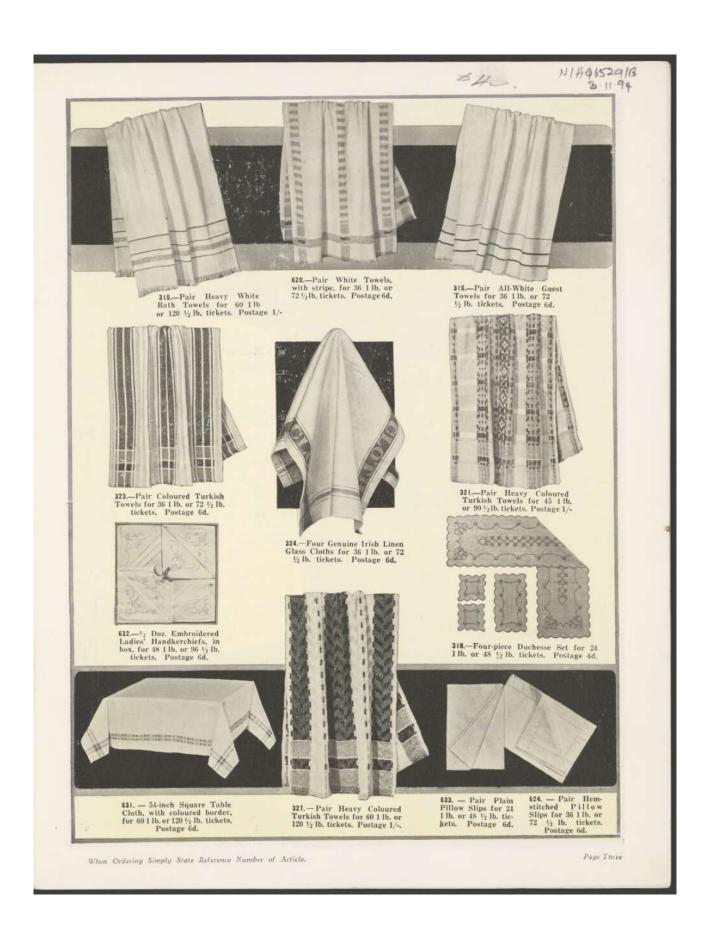
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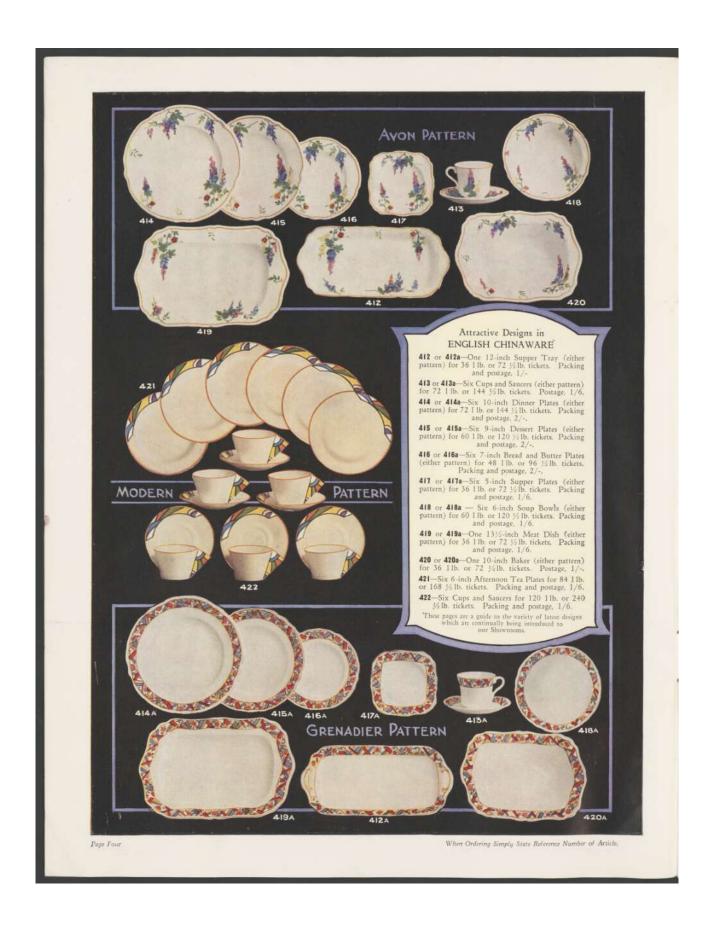


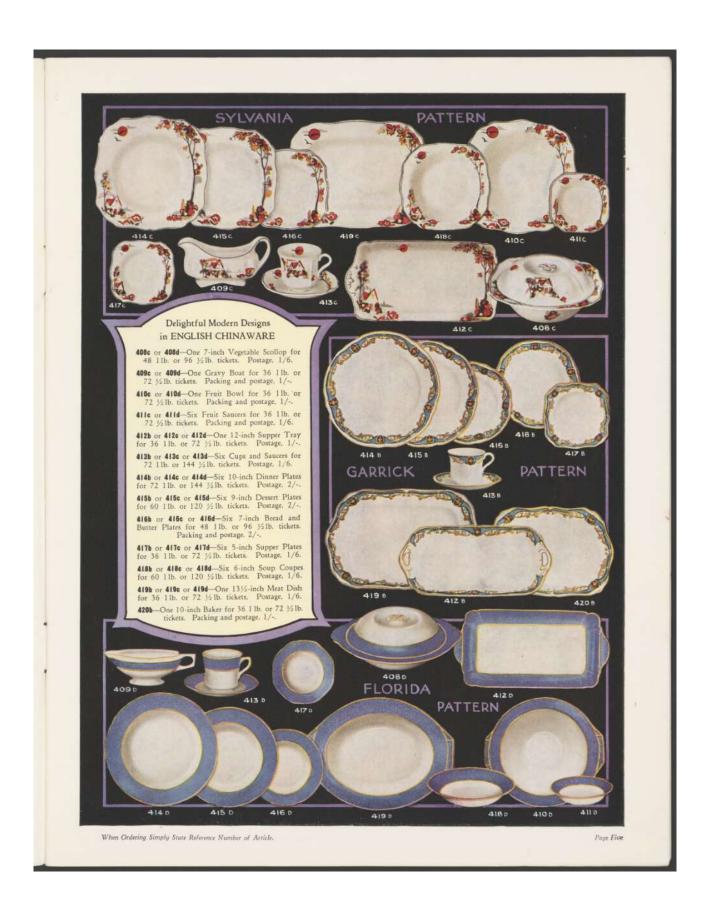
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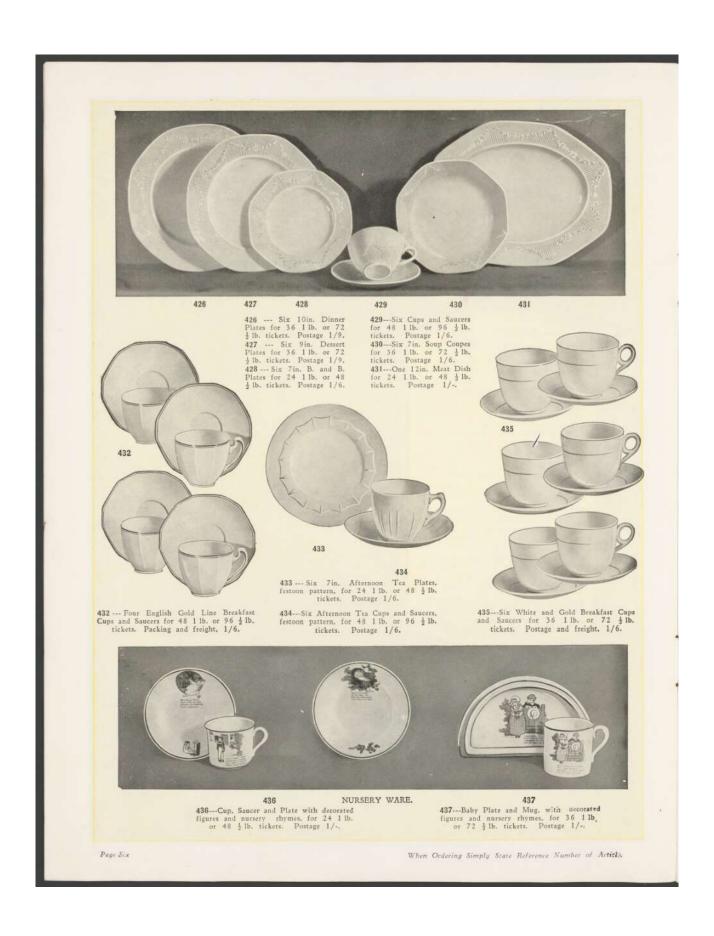




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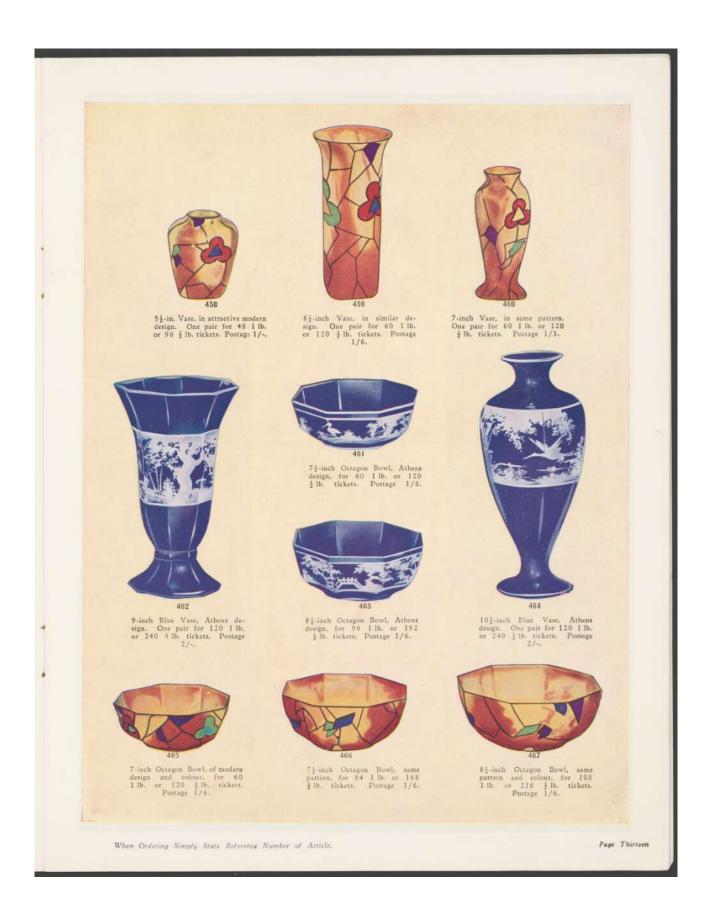






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# The "Perfect" Teapot

The style of the ordinary Teapot in vogue to-day is the same as that used 100 years ago, and, as the only objection ever raised to the use of tea is that it is not so good when overdrawn, one wonders why this objection has not been overcome before now.

As tea specialists, we have come to the conclusion that it is our business not only to provide good tea, but also the means whereby our customers can get the fullest value, as well as the greatest good, out of the tea they buy. Our "Perfect" Teapot, designed by a tea expert of 40 years' experience, can be used to make tea in the ordinary way; but if full advantage is taken of the improvements in this Teapot we guarantee your cup of tea will taste nicer and be better for you in every way.



This illustration is from an actual photograph of a "Perfect" Teapot with the side cut away to show the patent features inside.

#### Special Features:

- 2. Strainer Cage Handle which you hold to revolve the Strainer in the pot and to lift the cage out with the used leaves in it.
- 3. The Strainer on the spout is to prevent leaves of tea pass-ing into the cup in the event of the cage strainer not being used.
- 1. The Strainer Cage—made of high quality Hard Silver Plate, perforated with tiny holes, into which the tea is measured and the boiling water is then poured.

  4. In this cavity a spoonful of liquid tea is retained, in which small particles of tea leaf that may have passed through the tiny holes of the strainer cage are held from leaf that may have passed through the tiny holes of the strainer cage are held from passing into the cup.
  - 5. Ventilation Domes to reduce the heat of the handle.
  - The Strainer Cage is round at the top, but oval at the bottom; this when the cage is revolved agitates the water in such a way as to wash all the goodness out of the tea leaves before they are removed— after drawing five minutes,

To brew tea in the "Perfect" Teapot



Use the blend of Robur that suits you best, and brew it in the "Perfect" Teapot,



When the water in the kettle is bubbly boiling fill the teapot.



Close the lid and allow to draw for five minutes.



After drawing five minutes---no longer---the strainer with the used leaves in it. tea is then ready for use.

Page Eighteen

Every Piece of Silverware on this page is Guaranteed to be Pure Silver Plated on Nickel Silver Base, 101/3 --- 3-Gill Size Perfect Teapot. Price, 20/-, or 200 I lb. or 400 ½ lb. tickets. Packing and postage, 2/-101/7 --- 7-Gill Size Perfect Teapot. Price, 32/-, or 320 1 lb. or 640 ½ lb. tickets. Packing and postage, 2/-101/5 --- 5-Gill Size Perfect Teapot. Price, 26/-, or 260 1 lb. or 520 ½ lb. tickets. Packing and postage, 2/-101/9 --- 9-Gill Size Perfect Teapot. Price, 38/-, or 380 1 lb. or 760 ½ lb. tickets. Packing and postage, 2/-extra. extra. 102/5 102 9 102/3 --- 3-Gill Size Perfect Teapot. Price, 20/-, or 200 1 lb. or 400 ½ lb. tickets. Packing and postage, 2/-extra. 102/5 --- 5-Gill Size Perfect Teapot. Price, 26/-, or 260 1 lb. or 520 ½ lb. tickets. Packing and postage, 2/-extra. 102/7 --- 7-Gill Size Perfect Teapot. Price, 32/-, or 320 1 lb. or 640 ½ lb. tickets. Packing and postage, 2/-extra. 102/9 --- 9-Gill Size Perfect Teapot. Price, 38/-, or 380 1 lb. or 760 ½ lb. tickets. Packing and postage, 2/-extra. When any article of Silverware is purchased the tickets may afterwards be collected and the amount paid for the article will be refunded—or each time we receive one-quarter of the total number of tickets we will refund one-quarter of the purchase price until the full amount is refunded. When Ordering Simply State Reference Number of Acticle. Page Nineteen Every Piece of Silverware on this page is Guaranteed to be Pure Silver Plated on Nickel Silver Base.



HOT WATER JUGS

103/3---3-Gill Size Hot Water Jug. Price, 16/-, or 160 1 lb. or 320 ½ lb. tickets. Packing and postage, 2/-extra,

103/7---7-Gill Size Hot Water Jug. Price, 26/-, or 260 1 lb. or 520 ½ lb. tickets. Packing and postage, 2/-

104/3--3-Gill Size Hot Water Jug. Price, 16/-, or 160 1 lb. or 320 ½ lb. tickets. Packing and postage, 2/-extra.

104/7---7-Gill Size Hot Water Jug. Price, 26/-, or 260 1 lb. or 520 ½ lb. tickets. Packing and postage, 2/-



#### MILK JUGS

105/12 --- 1½-Gill Milk Jug. Price, 12/-, or 120 1 b. or 240 ½ lb. tickets. Packing and postage, 1/6 extra.

| 105/3 --- 3-Gill Milk Jug. | 106/1½ --- 1½-Gill Milk Jug. | Price, 16/-, or 160 1 lb, or | Price, 12/-, or 120 1 lb, or | 240 ½ lb. tickets. Packing | and postage, 1/6 extra. |

106/3 --- 3-Gill Milk Jug. Price, 16/-, or 160 1 lb. or 320 ½ lb. tickets. Packing and postage, 1/6 extra.

When any article of Silverware is purchased the tickets may afterwards be collected and the amount paid for the article will be refunded—or each time we receive one-quarter of the total number of tickets we will refund one-quarter of the purchase price until the full amount is refunded.

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Every Piece of Silverware on this page is Guaranteed to be pure Silver Plated on Nickel Silver Base.

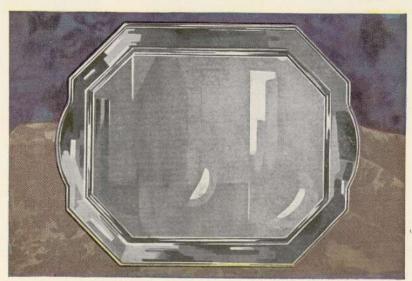


SUGAR BASINS

109/3---3-Gill Sugar Basin. Price, 16/-, or 160 1 lb. or 320 ½ lb. tickets. Packing and postage, 2/- extra.

109/5---5-Gill Sugar Basin. Price, 20/-, or 200 1 lb. or 400 ½ lb. tickets. Packing and postage, 2/- extra. 110/3---3-Gill Sugar Basin. Price, 16/-, or 160 1 lb. or 320 ½ lb. tickets. Packing and postage, 2/- extra.

110/5---5-Gill Sugar Basin. Price, 20/-, or 200 1 lb. or 400 ½ lb. tickets. Packing and postage, 2/- extra.



111---Tray, size 17½ x 12½ inches. Price, 38/-, or 380 1 lb. or 760 ½ lb. tickets. Packing and postage, 2/- extra.

When any article of Silverware is purchased the tickets may afterwards be collected and the amount paid for the article will be refunded—or each time we receive one-quarter of the total number of tickets we will refund one-quarter of the purchase price until the full amount is refunded.

When Ordering Simply State Reference Number of Article.

Page Twenty-One





118 --- Six Egg Cups and Stand. Price, 20/-, or 200 1 lb. or 400 ½ lb. tickets. Packing and postage, 2/-



119 --- Two Egg Cups and Stand. Price, 8/-, or 80 1 lb. or 160 ½ lb. tickets. Packing and postage, 1/6 extra.



120, Round Base, or 121, Square Base, Single Egg Cup. Price, 2/4, or 24 1 lb. or 48 ½ lb. tickets. Packing and postage, 6d. extra.



122 --- Four Egg Cups and Stand. Price. 14/-, or 140 1 lb. or 280 ½ lb. tickets. Packing and postage, 2/extra.



123 --- Butter Dish, with White China Liner, Price, 8/-, or 80 1 lb. or 160 ½ lb. tickets. Packing and postage, 9d. extra. 506---Butter Knife, 1/4 each, or 12 1 lb. or 24 ½ lb. tickets.



504 .-- Egg Spoons, 1/4 each, or 12 1 lb. or 24 ½ lb. tickets.

124--Salt Shaker. 125--Pepper Shaker. Price of either Salt or Pepper Shaker, 5/-, or 52 1 lb. or 104 ½ lb. tickets. Packing and postage, 6d.



126 --- Five-bar Toast Rack. Price, 7/-, or 72 1 lb. or 144 ½ lb. tickets. Packing and postage 1/- extra.



127---Seven-bar Toast Rack. Price, 9/-, or 92 1 lb. or 184 ½ lb. tickets. Packing and postage, 1/- extra.



128.—Silver-plated Soup Plate. Price, 8/-, or 80 1 lb. or 160 ½ lb. tickets. Packing and postage, 1/- extra. 129.—Silver-plated Dinner Plate. Price, 7/-, or 72 1 lb. or 144 ½ lb. tickets. Packing and postage, 1/- extra. 130.—Silver-plated Dessert Plate. Price, 6/-, or 60 1 lb. or 120 ½ lb. tickets. Packing and postage, 1/- extra.



132---Jam Dish, with Blue Earthenware Liner. Price, 8/-, or 80 1 lb. or 160 ½ lb. tickets. Packing and postage, 9d. extra.

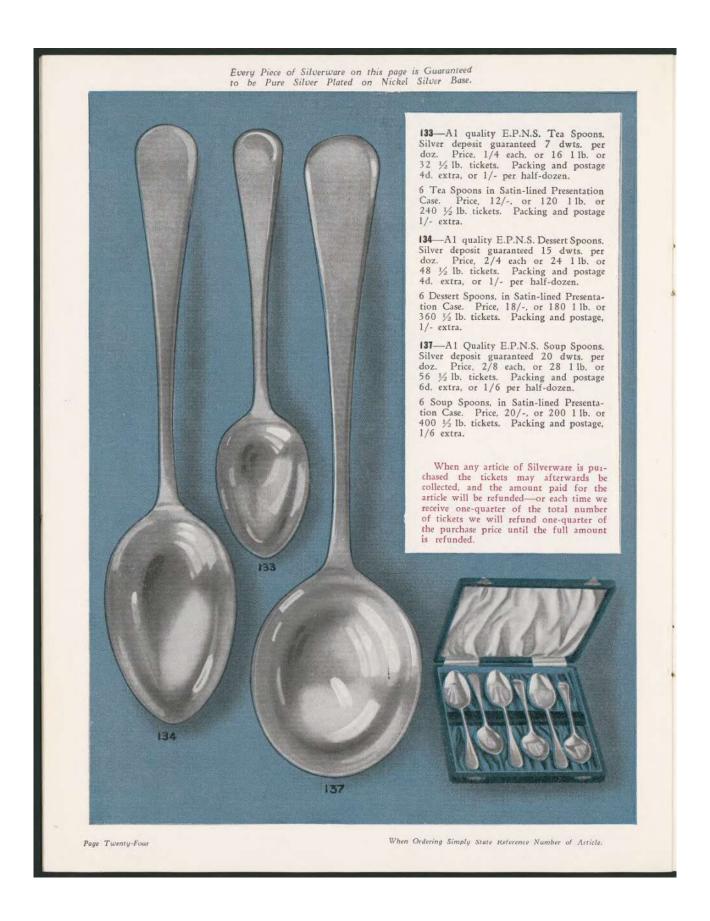


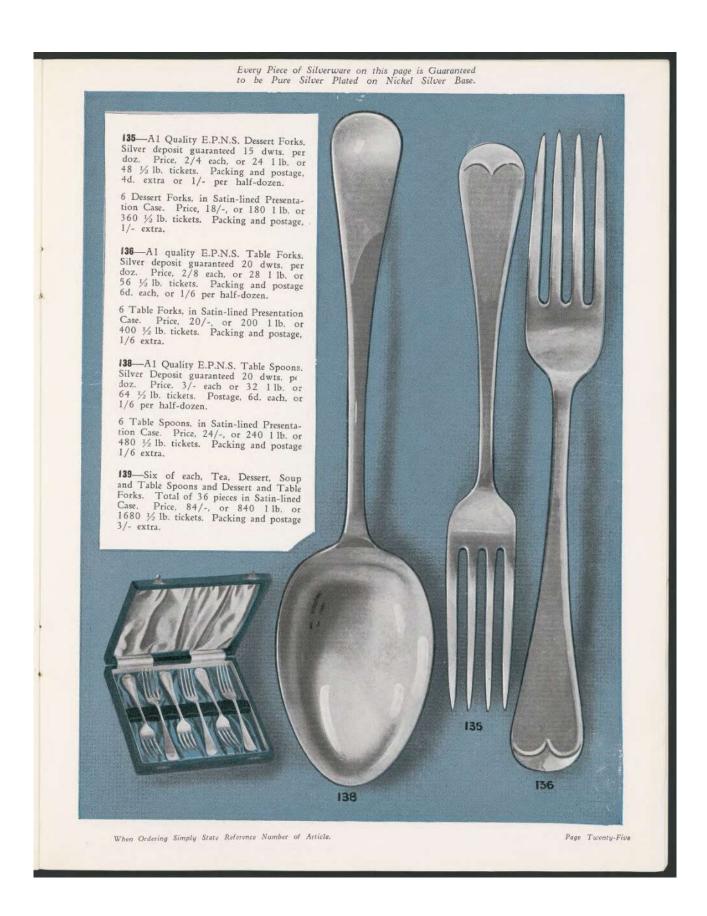
131 --- Five-minute Automatic Time Clock. Price, 16/-, or 160 1 lb. or 320 ½ lb. tickets. Packing and postage. 1/-extra.

When any article of Silverware is purchased the tickets may afterwards be collected, and the amount paid for the article will be refunded—or each time we receive one-quarter of the total number of tickets we will refund one-quarter of the purchase price until the full amount is refunded.

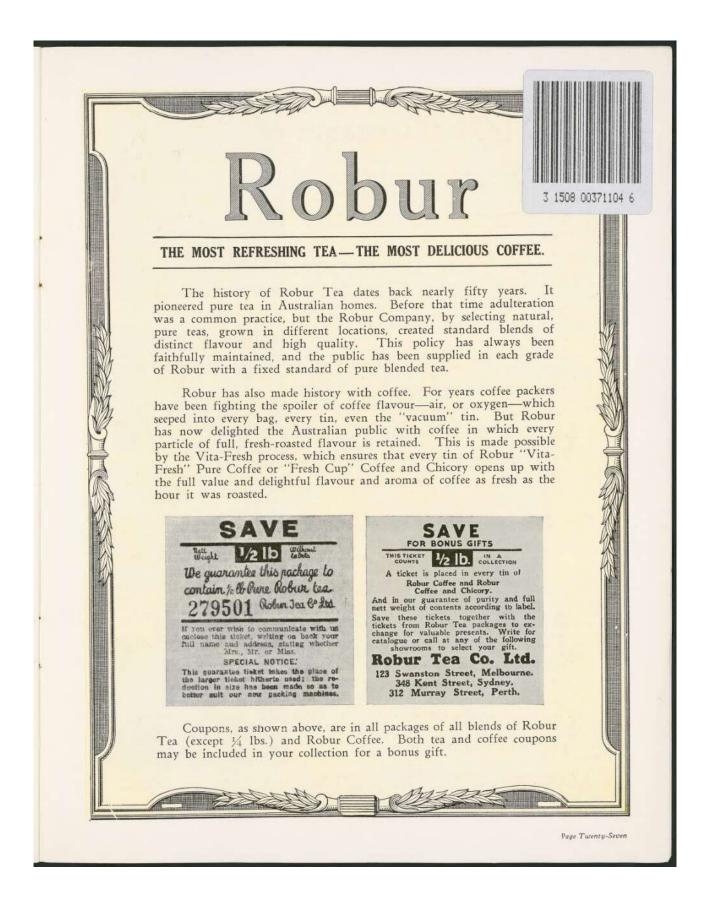
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# The Romance of Tea

The important constituents of the tea leaf are Essential Oils, Theine and Tannin. Oil glands occur under the skin of the leaf and contain the Essential Oils (both fixed and volatile) to which the flavour and fragrance of the infusion are due. The shape of the leaf is elliptical, with serrated and toothed edges, and it is in these edges that enzymes and vitamins are supposed to be located.

When tea leaves are steeped in boiling water the Essential Oils are released almost at once, and the Theine and Tannin more slowly. The volatile Essential Oils appeal to the sense of smell, and the fixed oils to the sense of taste. To Theine is mostly due the remarkable refreshing qualities of tea, but Theine is not readily soluble in hot water unless in combination with a certain quantity of Tannin. Luckily, the tea leaf provides the necessary Tannin within itself, and so the Theine becomes naturally available in a soluble form.

Unfortunately, the Tannin content of the leaf is greater than is necessary to render the Theine soluble, and it is this excess of Tannin that spoils the flavour and taste of the tea by its bitterness, and more or less affects one's digestion by its astringency. All this, however, may be avoided by brewing the tea for five minutes only and then separating the leaves from the liquid.

Five minutes is necessary to allow the leaves to unfurl and give up their goodness. To drink the liquid before the goodness has passed into it is to lose what you pay for, and is therefore waste of money, whilst to overdraw means to spoil the brew, and the longer stewing is permitted to go on the more pronounced becomes the Tannin.

To get tea at its best, remove the liquid extract from the leaves or the leaves from the infusion when it has brewed five minutes.

#### Growing

To visualise a modern tea garden one must imagine a plantation of green bushes, from three to four feet high, growing in rows close together, with just sufficient space for the picker to get around the plants. The earth between the bushes is carefully weeded and hoed by native workmen, and the bushes are kept well pruned down to facilitate plucking and to cause an abundant growth or "flush" of young leaves. Periodically the bushes are pruned right down to a few inches from the ground.

## Picking

As a rule, picking takes place every ten or twelve days in the low elevations, and less frequently in the case of bill-grown teas. In Ceylon, Java and Sumatra picking goes on all the year round; in India and China picking takes place at certain seasons of the year only.

The picker systematically goes from bush to bush, nipping off the new growth from the tip to the third or fourth leaf, throwing the leaves into a basket which she usually carries on her back,



Panoramic view of Tea Garden in the hill districts of Ceylon.



The pickers at work---the young leaves from the tip to the third or fourth leaf are the only ones plucked.



Sketch showing the way in which the leaf grows on the tea plant.



Bruising and rolling the leaf by hygienic machinery. Once the leaf is plucked Robur is untouched by human hands until the packet is opened in the home.

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Chests of tea for Robur arriving at the "Go-down" at Colombo for shipment to our warehouses in Australia.



The main Robur warehouse, where million of pounds of Robur are blended and packed each year.



The tea-tasters' room, where all shipments are carefully tested. It is from this room that all blending is controlled.



Blending machines---These huge revolving drums slowly mix 1500 lbs. of tea at the one time,

so as allow her to use both hands. The leaves grow on the tea plant as shown in the accompanying diagram. By it one can see that each leaf grows from an eye out of the stalk.

The younger or unopened leaf is usually called a "tip," and it is these "tips" one can observe as golden specks in a sample of dry tea. No tea of commerce is comprised of these tips alone. The flower of the plant is creamy-white, with yellow stamens; it is not of any commercial value, either in its full bloom or bud state. There is a form of Chinese tea known as tea buds, but these are only ordinary leaves rolled into small pellets instead of the usual form.

## Curing

When the green leaves have been plucked they are taken to the factory on the estate and spread on "tats," or light, openwork shelves of hessian, and allowed to remain there until they wither. As soon as the correct degree of flaccidity or leatheriness is reached the leaves are transferred to the rolling machines, which, by an eccentric motion of two discs, working face to face, bruise, roll and twist the leaves as they pass through, until they emerge a sticky mass.

The mass is broken up and the leaves spread on trays and left to oxidise or ferment, which is, perhaps, the most important part of the process in curing the leaf, for on its efficient accomplishment depends to a large extent the flavour and strength of the infusion and its keeping qualities. During fermentation the leaves give off a peculiar odour and change from the natural green to a reddish copper. When the correct odour and shade of colour have been attained the leaves are "fired" or baked in a drying machine, which takes the moisture out of the leaves, rendering them dry and brittle and in a state to keep good for a considerable time.

Great care must be taken when drying that the heat is not too great or the drying too rapid, or part of the valuable extracts of the tea will be driven off, and if the leaves are scorched or burnt the value of the tea is much reduced. By this process the leaves are changed from reddish copper to a greyish black colour and become the tea of commerce as we know it.

### Grading

The production of various grades of tea in the garden is not, as one might imagine, the result of special growing or separate picking, but is a mechanical operation consisting of sieving the crop (after curing) through different size meshes, and by this means separating the leaves into grades, the size of the leaf being the determining factor. Generally speaking, that portion of the crop which is composed of the smallest leaves brings the highest price. It does not follow, however, that all small leaves make expensive tea, for larger leaves grown in some locations are often of more value than small leaves from other gardens.

When the grading has been completed it is usually packed into metal-lined chests, and despatched from the garden for shipment to various parts of the world, where (in nearly every instance) it is blended to suit the taste of the people of the country to which it goes.

### Blending

The secret of a good cup of tea does not depend altogether on the age or the size of the leaf, but upon the type of plant, the quality of the soil, and the elevation of the place where it is

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grown, as well as the care taken in its curing, and, still more, its scientific selection and blending. Without blending it would be impossible to mantain a regular standard of goodness, distinctiveness and flavour, because no two pickings, even from the same garden, are ever exactly alike.

A good tea must have certain characteristics—the leaf should be dry, crisp and even, and the extract should have aroma, flavour, strength, richness and a nice colour. It must, of course, possess excellent refreshing properties.

There is very little tea drunk unblended, because a plucking from any one garden seldom contains within itself all the attributes that go to make the ideal tea. Tea from one district may have a lot of flavour, but its extract may be thin and watery; whilst the extract of a tea from another district may be rich and full of sap, but have little flavour. A mixing of these teas in proper proportions may form a blend of such desirable flavour and rich extract as to please almost everybody, whereas neither tea of itself would satisfy anybody.

Because a blend that suits the taste of one person might not be liked by another, Robur offers several blends, each distinctly different in flavour and quite unlike. From this it can be seen that successful blending depends on the ability, knowledge, experience and judgment of the blender. For over forty years the Robur Tea Company has been specialising in tea only—has been perfecting blends—until to-day Robur blends are well known as the best value that can be got in tea.

Robur tasters are really tea experts—men who have spent their lives testing, blending, buying, and generally handling tea. So careful is the Company in this connection that before any tea is allowed to pass into the packing machines two tea tasters must separately agree that the tea to be packed is exactly as it ought to be, and the managing tea expert must approve and confirm their judgment.

## Refining

The process of refining, if it can truly be called refining, is nothing more than removing the dust from the leaves. There are two kinds of dust. One is composed of small particles which have broken off the leaves; this is removed by sieving. The other is a brown kind of "fluff dust," composed of "down" or small hairs that grow on the very young "tip" leaves, and it is on them when they are plucked and dried. Every time a parcel of tea is moved the millions of leaves rub together and the goldy brown down is displaced and accumulates. If this "fluff dust" were not collected it would float around everywhere and become objectionable to the workers employed in the packing of the tea. There is very little tea value in this dust, and therefore it is better to remove it.

Some people have an idea that this "fluff dust" is tea tannin in the form of powder. It is not anything of the kind. There is nothing injurious in this dust, and no excuse for its removal apart from its being a nuisance. As a matter of fact, there is no such thing as tea tannin dust. Tannin cannot be removed from tea except by infusing it, and there is no "tannin free" tea. The process of removing the "fluff dust" is by sucking it out by powerful air suction fans.

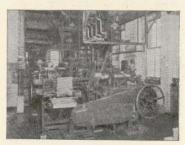
The small leaf tea dust is as good tea as the leaf from which it breaks, and there is no reason for removing it, except, as it is small, it passes through the spout of an ordinary teapot and forms a sediment in the cup. As illustrated on page 18 the construction



A portion of the suction plant for dust extraction. These units are installed throughout the warehouse wherever the tea is moved.



Two-colour presses for printing the famous Red and Green Robur packet.



Electric packing machine, which weighs the tea, makes the packets, fills and seals them at the rate of 40 per minute.



Hermetically sealing Robur in airtight tins and caddies.

Page Thirty



Case-makers' shop, where all cases in which Robur Tea is shipped are made.



Packing packets of Robur in cases for despatch to all parts of Australia and N.Z.



Distribution to Merchants and Grocers -Deliveries are made frequently so that only
fresh tea is stocked by the retailers.



The nicest drink, you will agree, is a wellmade cup of Robur Tea.

of the patent spout in the "PERFECT" TEAPOT prevents even the fine leaf from passing into the tea cup.

When Robur is packed there is no dust in it. Frequent squeezing or careless handling of the packet after it goes out of our warehouse will, however, break the leaves, and thus fresh dust may be found in the package in spite of all that is done to the contrary. This especially applies to Robur because of its being composed almost entirely of tender young leaves, which break easily.

## Packing

When Robur is despatched from the Robur warehouses it is just as it ought to be. Robur is put up in sealed packets and tins, with the full weight of tea in each, the packets having a vegetable parchment lining inside the paper wrapper. This paper packing is intended for those who purchase tea often and in small quantities. The patent tin packing protects the tea, so that it will retain its freshness whilst being transported up country or by ship, and for customers who buy in large quantities. These tins cannot be opened without the buyer knowing, and yet, although it is not possible to close them in the same way as you buy them, when a tin is opened and some of the tea taken out of it, the lid can be fitted into place so as to seal up securely the remainder until it is again required.

Packeting is done by electric machines, which make the parchment-lined wrappers, weigh the tea, and fill and seal the packets without anybody touching or even seeing the tea. To watch these machines at work is most interesting. If a packet of tea misses being filled, or is over or under weight, it is automatically thrown out. Metal fingers, closing and sealing the packets, are almost human in their action, and the whole performance of turning out packets complete and ready for sale at the rate of 40 packets per minute is most fascinating.

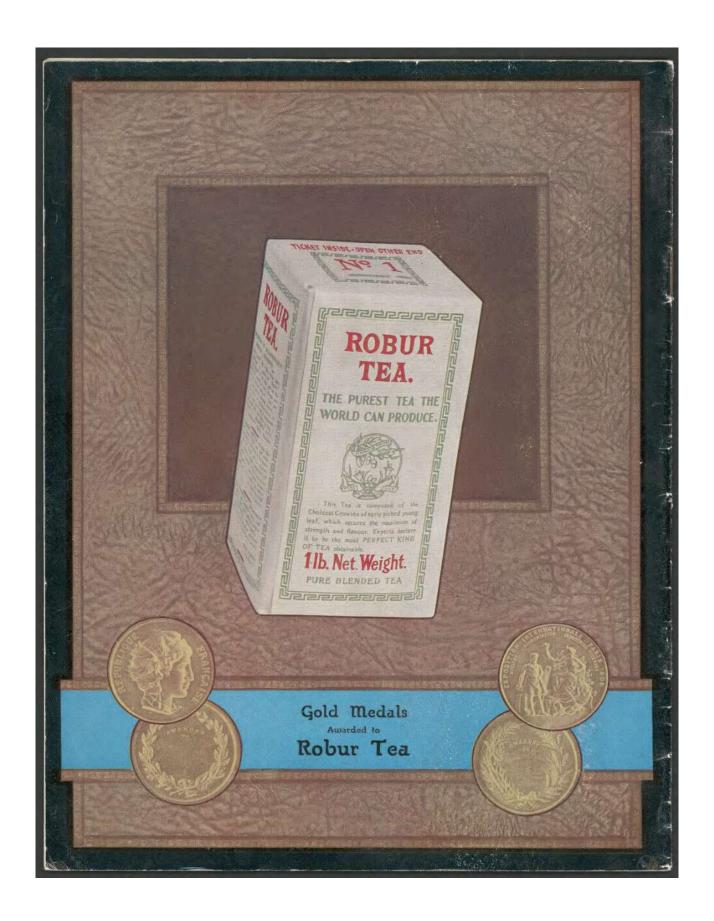
The packets, after being sealed up and passed out of the packeting machines, are put into cases and are then ready to be sent out to grocers and merchants for distribution to the public. We would particularly like to emphasise the fact that from the time Robur Tea is dried until the user opens the packet or tin it remains untouched by human hands, and is cured, blended and packed in modern hygienic factories. It, truly, is the purest tea the world can produce.

#### Value

The Robur buying organisation extends wherever tea is grown. The Company's capital is large enough to contract for and buy tea under the most advantageous conditions. Their warehouses are fitted with the most modern packing machines and plant, and are self-contained. Almost everything used is made on the premises—cases, tins and caddies (the printing is done there, too)—and in this way every penny that can be is saved in the cost of production of Robur Tea. This explains why we are able to pack and sell Robur Tea at a price that makes it wonderfully good value.

There are several blends of Robur. Each is distinctly different in type and flavour. One of these will be sure to suit your taste. And, finally, if you brew the tea in the "PERFECT" TEAPOT the way we advise people to do, you will discover a new tea enjoyment—you will have tea in perfection, a refreshing and healthful beverage.

Wholly set up and printed in Australia by Cyril Dillon and Wilke & Co. Pty. Ltd., 241-45 William Street, Melbourne, Cl



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