TEA PLANTS TOO
ARE BEING STREAMLINED

White Rose Tea

by JABEZ BURNS & SONS, Inc.
Engineers
NEW YORK
A Streamlined Plant for White Rose Tea
A New Blending and Packing Plant Is Installed for White Rose Tea

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New York

Seeman Brothers, Inc., New York, Modernize Not Only Their Tea Processing Equipment, But Pack the Product in a Re-designed Tuck-Top Package

"Tea blending and packaging is a processing activity of great importance to the tea packer if he is to deliver into the cups of consumers the exact qualities of flavor, bouquet and clear infusion that have been produced after careful consideration at the testing table," said Sylvan L. Stix, recently elected president of Seeman Brothers, Inc., New York, and the "father of White Rose Tea."

"And it was to assure the continuance of this cleanliness and uniformity in the most economical and efficient manner," continued Mr. Stix, "that Seeman Brothers recently installed a completely modern tea blending and packing plant for White Rose Tea, one of the leading brands in the northwestern Atlantic States."

"The new White Rose Tea blending and packing plant, designed and installed by Jabez Burns & Sons, Inc., New York, and put into operation in May, 1940, represents, we believe, the most modern equipment of its kind, whereby an extremely clean and uniform blend can be produced with the maximum efficiency, assuring the consumers of a quality product at the lowest possible cost."

"Not only have we installed a modern plant," Mr. Stix explained, "but we have re-designed the White Rose Tea package along modern lines so that the tea not only comes to the consumer in a more attractive and protective package, but the new container protects the contents while on the pantry shelf until the last bit of tea has been consumed."

White Rose Tea Is 40 Years Old

Although Seeman Brothers was founded in 1886 and the White Rose brand name was first applied to the "big three" of canned goods at that time—corn, tomatoes and peas—White Rose Tea was first placed upon the market in 1901, when Mr. Stix, who has been in charge of the package tea department since its beginning, felt that it would be desirable to select one key item to be more extensively advertised than the rest of the line, and behind which the salesmen could put their chief efforts.

Until 1901, the people of New York drank China and Japan teas almost exclusively, but black teas were growing in popularity and Mr. Stix capitalized upon this trend with White Rose, although the entrance of Seeman Brothers into tea was on the modest scale of 100 cases each of the 10 cent and 1/2-pound sizes which were at first imported.

After a year's tryout, large quantities were contracted for, and a comprehensive advertising campaign was started, although the package tea department did not show its first profit until 1905, since which time White Rose Tea has grown steadily in popularity.

Gravity Provides Flow Efficiency

The White Rose Tea plant has been designed to utilize gravity in the movement of the tea from one processing department to another. The tea is started on its way to the consumer package on the sixth floor, where the tea chests are brought to the upper end of a large horizontal tray, illustrated on this page, on roller-mounted platforms—known as "dollies"—then opened and dumped onto the tray.

This tray is actually the platform of a Toledo dial scale so that 1,000-pound batches are here assembled in the proper proportions for blending. Here, too, the dust removal system, one of the important features of the plant, is begun. The dust hood above the tray is designed to assure a uniform movement of air over the whole area of the tray, and so remove all flying particles of dust without creating drafts or wasting power.

The new type Keenan cyclone collector used here is but half the size of an ordinary collector capable of handling the same volume of air flow and requires but half the power of an ordinary collector which would provide the same operating efficiency. This collector serves the blend weighing tray, and, through branch

Showing the blending tray, which is actually the platform of a Toledo Dial scale, on the sixth floor. Chests are opened and dumped on this tray in proper proportions for blending in 1000-pound batches. The dust hood above the tray assures uniform air movement over the whole area.

The tea is then pushed on a short conveyor belt at the left
suction piping, the cutter on the fifth floor and the blending machine on the fourth floor.

When a batch of tea has been weighed in the tray, according to the blend formula, it is pushed gently by a wooden pusher onto a short conveyor belt which spreads the tea into a thin layer and carries it over a magnetic pulley. The magnet removes any bits of iron, such as nails, bits of steel strapping, etc. which may fall into the tea.

After passing over the pulley the tea drops through a short floor chute into the Savage tea cutter on the fifth floor.

The Savage tea cutter is operated by a simple lever control at the front of the machine which enables the operator to direct a continuous stream of tea through the cutter, or to bypass it if it is not to be cut.

**Blended in 1000-Pound Batches**

After cutting, the tea is transferred by gravity directly into a feed hopper above the blending machine on the floor below—the fourth story. This is a standard Burns tea mixer with a capacity of 1,000 pounds per batch. It secures a thorough and accurate mixing of the several types of tea and, at the same time, removes dust and any linty material that may be released in the mixing process.

Since the cutting is a continuous operation, the batch of tea accumulated in the feed hopper above the mixer is only released into the mixer drum when the full batch has been assembled in the hopper.

After blending, the finished tea is distributed by gravity to storage hoppers on the third floor of the building. Some of these hoppers, sufficient to hold a full batch, are mounted on rollers so that the tea may be directed through any one of several spouts to the weighing and packaging machinery on the second floor below. Other storage hoppers are suspended from the ceiling of the third story and discharge into flow piping which connects directly to one or another of the weighing and packaging machines.

**After passing over a magnetic pulley which removes any bits of iron which may fall in the tea the stream of tea drops through a short floor chute into the Savage tea cutter on the fifth floor, shown above. A simple lever control in front enables the operator to direct the tea through the cutter or by-pass it if it is not to be cut.**

The automatic weighing and carton packaging machinery, made by the Pneumatic Scale Corporation, Norfolk Downs, Mass., is served by an elaborate system of ducts for dust removal. These ducts discharge into another small Keenan cyclone collector suspended from the ceiling between the two machines.

A major feature of the plant is the remarkably effective system for dust removal, embodying principles.

At the left is shown the standard, 1000-pound capacity, Burns tea mixer which thoroughly and accurately blends the several types of tea and, at the same time, removes dust and any linty material released during the mixing process. At the right is shown the automatic weighing and carton packaging machinery of the Pneumatic Scale Corporation, served by an elaborate system of ducts for dust removal which discharge into a small Keenan cyclone collector suspended from the ceiling.
for controlling and equalizing the movement of air, for accumulating dust, for its separation, and for saving space and power, that have been developed recently by the research department of Jabez Burns & Sons, Inc.

Re-design Consumer Package

Believing that the new White Rose Tea plant produced a superior product, Seeman Brothers decided to pack this product in a modern package, designed to give protection to the product until entirely consumed and, at the same time, be of maximum convenience to the consumer while in use.

For many years White Rose Tea has come to the consumer in a foil package which, while it protected the contents until opened, was not a modern pantry package. The new tuck-top package is a paper-board carton with a foil liner. The tea is contained in the fully-sealed liner, which is protected by a carton of smooth-finished, coated board, with a tuck opening at one end.

A seal of paper is placed over the tuck opening so that the consumer is assured that the package bought is one not previously opened. After this seal is broken and the foil liner cut, the carton may be closed again conveniently so that it is unnecessary to transfer the tea to a canister or jar.

The smooth-finished board does not stain easily and dust may be wiped away without smudging the yellow, blue and white carton. The familiar White Rose Tea name appears in white on a blue background as on the old package, and the side panels are yellow.

This carton is used in four sizes: the small or 1½-ounce; ¼-pound; ½-pound; and 1-pound. In addition to these packaged teas, White Rose is also packed in tea bags in cartons of 10, 20, 40 and 100 bags, and in tins of 300 and 600 bags. Large-pot bags are packed in units of 15.

Large Tea Bag Sales Volume

White Rose tea packed in individual tea bags has grown to a large percentage of the total tea output of this concern. Tea bags under this brand are understood to enjoy the largest distribution in Metropolitan New York. The bags are packed in a wide variety of sizes and have the exclusive non-tangling tag feature. The distribution of the tea bags is just as complete as the White Rose cartons, being available in practically every retail outlet in Greater New York, including the chains.

The new White Rose Tea package is being stressed in all fall advertising on billboards, car cards, station posters, and a radio program.