

HON. SEBASTIÃO SAMPAIO GETS IMPORTANT FOREIGN OFFICE POST

Staff Correspondence

RIO DE JANEIRO, February 23, 1934.—Hon. Sebastião Sampaio, Brazilian Consul General at New York, has been transferred to the Foreign Office



Hon. Sebastião Sampaio

here as Director of the Economical and Commercial Department, in charge of commercial treaties and work for the expansion of Brazilian commerce abroad. Mr. Sampaio began his career as a journalist in this city in 1907. He entered the diplomatic service in 1918 as the first Brazilian consul to the Middle West of the U. S. A. with headquarters at St. Louis. In 1920 he was promoted to the post of Commercial Attaché to the Brazilian Embassy

at Washington. He returned to Brazil in 1923 and served for the next three years as Chief of Cabinet in the Ministry of Foreign Affairs, and in 1927 became Brazil's Consul General at New York. Since his recent arrival in Brazil he has been active in promoting closer commercial relations between this country and the United States in a number of important conferences, one of the first of which was with Dr. Armando Vidal, President of the National Department of Coffee.—D. K.

SNR. LUIZ FARO NEW BRAZILIAN CONSUL GENERAL AT NEW YORK

Private cables received in New York the fore part of this month state that Senhor Luiz Faro, Brazilian Consul General in Liverpool, has been designated to succeed Hon. Sebastião Sampaio as Consul General at New York. Mr. Sampaio has been transferred to the Foreign Office at Rio de Janeiro, as announced in the above news item. It is not yet known here when Senhor Faro will reach his new post, but it probably will be some time in April.

FIRST ANNIVERSARY OF THE DE- PARTAMENTO NACIONAL DO CAFÉ

Special Correspondence

SANTOS, February 14, 1934.—On the 10th of this month the Departamento Nacional do Café passed its first anniversary as the successor of the former National Coffee Council; in other words it is just a year ago since the present coffee policy of the Federal Government went into operation. The Minister of Finance signalized the occasion by the issuance of a note to the press in which he stated that "the program for the acquisition of all excess coffee—stocks and crops—will be carried out, and statistical equilibrium also will be carried out by the extension of our markets. A firm policy will be followed in order to impart a more certain rhythm, and also that the objectives may be the more speedily attained. . . . It is this that the Government proposes to do whether the agitators and speculators in coffee desire it or no."—Fernandes.

THE TRUTH ABOUT TEA AND COFFEE

A department devoted to the correction of untrue and misleading statements concerning the world's favorite beverages. All corrections are based upon historical, scientific, and technical data assembled during 25 years of careful research. Readers are invited to bring to our attention any misstatements about tea or coffee.

FROM recent tea and coffee publicity here and abroad, news and editorial material, letters received from subscribers, etc., the following items have been selected as being of general interest:

WALTER PITKIN ON COFFEE

Walter Pitkin, whose book *Life Begins at Forty* brought him fame, has written another entertaining volume of essays under the title, *More Power to You*. In it he has some kind words for coffee and, among other things, he remarks:

"Again, as any coffee expert will tell you, not one housewife in a score knows how to prepare the drink. Some of the poorest coffee poured down the human throat is obtainable at expensive New York hotels, while the finest ever is to be had for 5 cents at some of the chain restaurants in that same city."

This is far too sweeping and, like all such statements, misleading. It isn't true that "any coffee expert will tell you that not one housewife in a score knows how to prepare the drink." As a matter of fact, few coffee experts are qualified to pass upon the question, which is a marketing one affecting the habits of the consumer and so involving the kind of research comprehended in a marketing or advertising survey. With the amount of educational work done among consumers during the past 20 years by coffee men and manufacturers of coffee making apparatus, it is careless to assume there hasn't been a vast improvement in the preparation of the drink in the average American home. It would be nearer the truth, nowadays, to say that most housewives prepare it properly. Of course there are exceptions. Again, very little poor coffee is served in expensive hotels and the finest brews may be had in practically all first-class hotels throughout America, where, the best foreign observers tell us, one can always obtain a good cup of coffee, and that the country is noted for its good coffee, just as England is noted for its good tea.

All this may seem like splitting hairs in this particular instance, because what the author is saying is not likely to affect the coffee business adversely; indeed, the National Federation of Coffee Growers of Colombia thought it such a boost for coffee as to ask the author's permission