

American roasters and distributors—and the Brazilian planters, would be united towards a common objective.

"Your country purchases 47% of the total Brazilian exports. Taking 1933 as a basis, we find that said exports rose to £35,800,000, of which £16,716,000 went to your ports. The possibilities shown by these figures are so favorable that I am certain that a large increase could be brought about by a decided and well planned campaign for increased consumption. Quoting 1933 once more, we find that among other merchandise—you bought from Brazil 8,000,000 bags of coffee, i.e., 66% of your total coffee imports for that year from all sources—which were 12,000,000 bags. Reference to the fact that in 1931 the United States of America imported 13,193,000 bags, shows that last year your coffee purchases fell far below that which could be sold to your consuming public.

"The above remarks show that there is, therefore, a great deal of ground open for much larger sales of Brazilian coffee, without directly affecting your other sources of supply and which, depending solely upon our mutual activities, will richly recompense the effort expended in this regard. All the coffee growing States in Brazil have been strictly employing every effort towards improving qualities and we are therefore able to offer prospective buyers all types of coffee demanded by their clients.

"You are now visiting the state which supplies 74% of the coffee which you import from Brazil. Your visit is a source of hearty contentment to us. I hope and trust that your stay among us will be one which will linger long among your most pleasant memories."

After the luncheon there were visits to the Technical Coffee Service of the Department of Agriculture and the offices of the Instituto. Later in the afternoon of the same day the delegates were received at the presidential palace by the Interventor, Dr. Armando Salles de Oliveira.

An August 10 another luncheon in honor of the delegation was given by the American Chamber of Commerce in São Paulo. This was presided over by Major I. D. Carson, of N. W. Ayer & Son's São Paulo office, and was a pleasantly informal affair.

While not on the official itinerary, Mr. Ukers of THE TEA AND COFFEE TRADE JOURNAL paid visits of courtesy to the offices of the São Paulo Coffee Growers' Cooperatives and the Sociedade Rural Brasileira.

Mr. Eugene Nortz, of New York, who came to Rio by the *Graf Zeppelin* from Germany, joined the delegation at São Paulo.

At São Paulo, Secretary-Manager W. F. Williamson of the delegation was stricken with a heavy cold and was unable to accompany the delegation up-country.

At São Paulo, also, the delegation was joined by Mr. and Mrs. F. Sa Rocha, the latter the widow of the late B. F. Simmons, editor of the *Spice Mill*. Mr. Sa Rocha has been representing the São Paulo Coffee Institute in New York, where he married Mrs. B. F. Simmons shortly

after the coffee delegation sailed on the *American Legion*. The newlyweds followed on the next sailing.

AT MARILIA AND LINS

At 6:30 on the evening of August 10 the delegates entrained on the Paulista Railway at São Paulo for their first visit to the fazendas. At Itirapina they transferred to the Paulista narrow gauge and so continued on to the newly developed coffee district at Marília (344 miles), arriving there early next morning. First a visit was paid to the nearby "Bom Fim" estate, Coronel Galdino proprietor. After lunch in the Hotel San Bento, a stop was made at the estate of Dr. Paulo Moraes Barros (Chantenblem) on the way to Lins (50 miles) where, that evening, a dinner was tendered by the municipality. The delegation returned to São Paulo via Noroeste and Sorocabana so that members had a fine opportunity to see considerable of the fazendas in this section. At São Paulo again an opportunity offered to view the burning of condemned coffee at nearby Aguabranca.

AT SÃO SEBASTIÃO PARAÍZO

On August 14 the delegates again departed by the Paulista & Mogyana Railway for São Sebastião Paraízo (286 miles), in Minas. They arrived there on the morning of August 15 and, after visiting the Boa Vista estate, continued on (some by train, and others by motor) to Riberão Preto, 80 miles across country and in the heart of São Paulo's best-known coffee district.

AT RIBERÃO PRETO

Several excursions were made out of Riberão Preto, August 16-17. One of these was to the famous São Martinho estate, 30 miles out. On the return some of the delegation visited Guatapura. Stopping overnight at the Hotel Central offered an opportunity to visit Franca, 57 miles further along, and here the delegation was astonished to find a highly efficient cleaning and grading plant designed to serve all the planters of the district. They also paid a visit to the model estate being run by the widow of the late Dr. Andrade Martin, one of the pioneers of the Franca district.

IN SANTOS

Returning to São Paulo the party rested up for two days and then pushed on to Santos where they put up at the Parque Balneiro Hotel. Two more days were devoted to visiting with the exporters, viewing the nearby coffee burning, visits to the Commercial Association and the Bolsa, not to mention a gorgeous ball at the Clube XV.

At the Club Quinze ball the following address of welcome was delivered by Mr. Achille Francis Israel:

"Mr. Delafield, Friends from North America,