



JOCKEY CLUB LUNCHEON, RIO DE JANEIRO, BY THE COMMERCIAL DEPARTMENT, MINISTRY OF FOREIGN AFFAIRS, AUGUST 6, 1934

Ladies and Gentlemen: It is with extreme pleasure that we welcome you to Santos today. During your visit to Brazil you have seen one of the most beautiful cities in the world, Rio de Janeiro; you have observed the activity of one of the finest industrial centers in South America, São Paulo; you have traveled over vast coffee estates and it is now fitting that you can end your tour at the 'contact point' which links you to the largest source of your Brazilian supply, Santos.

"Santos does not boast of beautiful ocean drives, Santos claims no large factories but Santos takes second place to none in capable, efficient and trustworthy organization for the exportation of coffee. Our Commission Merchants (Commissarios) in the majority are descendants of generations in the same business, our Exporters, are mainly houses of years' of existence; our Brokers specialists who have been trained in that line. Our organization as a whole might be compared with an intricate machine, each part dependent on the other for efficient operation.

"This statement is no idle boast and you have seen for yourself the normal process of trading here is for a Broker to bring an Exporter a sample of coffee, the Exporter makes his bid and if acceptable to the Commission Merchants (Commissario) the transaction is closed then and there. No contract passed, no paper signed. Simply a trade consummated by word of mouth through an intermediary and disputes are indeed rare.

"You have also seen the cordiality of our business relations with one another. We are all here for the same purpose, to gain a livelihood and you find that we respect the rights and opinions of each other. The code of Santos is not the enactment of any "New Deal" it is the outgrowth of two centuries of business integrity.

"I feel that you are with me that coffee is such a vital part of the economic life of Brazil that there is need for a Central Organization to deal with that problem. For this purpose, there was created the National Coffee Department. You have seen for yourselves the mechanism of that organization and while you, like many of us, may not be 100% in accord with everything it has done, let us pause for a moment to think what might have happened if we had had no National Coffee Department.

"I believe we have in the present management of the National Coffee Department capable and conscientious Directors. Their task is a great one; on their shoulders rests the responsibility which may shape the destiny of a great nation. It is our duty, as those directly allied with the coffee industry, to lend them what assistance we can, to discuss our mutual problems with frankness, to criticize only with a view to construction and not to destruction and above all to feel interested, one in the other, as an International body working for the common good and without private aims.

"Gentlemen, in the name of the Santos Commercial Association, Santos Coffee Exporters Association and Santos Coffee Commissarios Association, I bid you welcome, a pleasant visit amongst us and a happy and safe journey to your homes, carrying with you a message of good-will and a better understanding between two peoples."

AGAIN IN RIO

On August 22 the delegation departed from Santos by the *Northern Prince*. At Rio the next day they gave a farewell luncheon to their hosts at the Palace Hotel. The affair was splendidly conceived and directed by Mr. Frank Irwin, of Hard & Rand. There were two speeches, one by