

visional president of the N.C.C. after the resignation of Dr. Roquette Pinto, thought that Minas would appoint a new representative to the N.C.C., but when the appointee was known to be Dr. Roquette Pinto, a decree dissolved the N.C.C. and created the N.C.D.—MEDEIROS.

THE ONLY JUSTIFIABLE CONTRACT

Special Correspondence

SÃO PAULO, February 16, 1933.—The praise which the National Coffee Council received in the United States for its contract with the firm of N. W. Ayer & Son, publicity experts—to advertise Brazil coffee in the U. S.—places the contract in a class by itself as compared with all the others according to financial observers here. It was the contracts in kind which stirred up storms of protest from the trade and resulted in the fall of the Council. Those who have specialized on modern propaganda are in agreement that a preliminary study of the markets by propaganda experts is an essential preliminary to any such campaign, and that the recommendations made by duly qualified experts should be accepted and adopted.

Where propaganda contracts are made with coffee dealers, the problems presented are certain to be treated from a narrow viewpoint. None of those made with the various exporting and importing firms could ever justify the expense involved, as they gave profit only to those interested, without real benefits to coffee in general.—O. S.

BRAZIL COFFEE PROBLEM UNSOLVED

An Associated Press dispatch from Rio comments that Brazil's coffee surplus problem is as bad as ever after two years in which 1,800,000,000 pounds of coffee have been destroyed, its cooperative National Coffee Council scrapped, and coffee control placed directly under the Federal Treasury Department.

With the destruction program proceeding under the new government bureau, Brazil will soon have destroyed enough coffee to provide a pound for every one of the earth's 2,000,000,000 inhabitants.

The bureau has announced that it will follow the Council policies of purchasing stocks from growers, controlling exports, and attempting to increase foreign sales by direct agreements with various governments.

There was a surplus of about 27,000,000 bags at the beginning of the current crop, last June. The present crop is estimated at about 16,000,000 bags as compared with 19,000,000 for 1931-32. This makes a total of more than 40,000,000 bags confronting the new bureau.

EUROPE BOYCOTTS BRAZIL COFFEE

Special Correspondence

SANTOS, February 15.—According to information published by the *Allgemeine Zeitung*, of Vienna, the majority of the merchants in Central Europe are concentrating all their interest on coffees of superior quality, mainly coming from Guatemala, Salvador, and Mexico, and boycotting gradually the product coming from Santos and other parts of Brazil, as a protest against the high prices of Brazilian coffee.—FERNANDES.

NEW PAULISTA COFFEE PLAN

Plan to Organize All Planters Into Federation of District Syndicates as Basis for the Coffee Institute

Special Correspondence

SANTOS, February 15, 1933.

A GENERAL plan of syndicating the Paulista coffee interests has become known, which is to be executed within three months, and governed by fixed regulations, through the initiative of the new directorate of the Coffee Institute. This plan will start by establishing, in each district, a syndicate composed of all coffee growers. The right of voting will only be given to growers who have more than 1,000 coffee trees, which even so will assure the entrance of the small growers, because the minimum established, it can be said, will be reached by all of them. The vote will be nominal and secret.

GENERAL FEATURES OF PLAN

These syndicates will obey standardized by-laws and will have as a basis an untransferable patrimony, to guarantee their definite existence. The directorates will render their services without any expense to the syndicates.

After the organization of district syndicates a general meeting will take place in which each of them will have a representative. At this meeting a fusion will be made of all the syndicates into a Federation of Syndicates of the State of São Paulo Coffee Growers.

Out of this central organization the Coffee Institute will be established, with its purposes and patrimony, all services being amplified and the number of departments will be increased.

According to rumors the execution of this plan has already been started. As a first step the territory of the State has been divided into 15 zones, with regional inspectors to supervise these services. Their incumbency, for the time being, will be that of indicating names of coffee growers for committees composed of three members, who, without compensation, will carry out the enumeration and syndication of the coffee growers.

With the development of their activities the municipal syndicates will have in view the affording of the most ample assistance to the rural laborer, providing medical help, and other services required by the population.

The syndication has in view rendering the utmost assistance to the entire class of farmers.—FERNANDES.

NEW SÃO PAULO INTERVENTOR

Special Correspondence

SÃO PAULO, February 8, 1933.—General Waldomiro Lima, former Military Governor, has been appointed Interventor in the State of São Paulo. In his official speech he expanded ideas regarding the present coffee problems. In his opinion all the coffee industry should be syndicalized and constitute the electoral college of the Coffee Institute "All those who pay the 1\$ gold tax should