

TEA & COFFEE

TRADE JOURNAL

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OUR BUSINESS CREED

The publisher of a business paper should dedicate his best efforts to the cause of better business and social service and to this end the publisher of THE TEA AND COFFEE TRADE JOURNAL pledges himself:

1. To consider first the interests of the subscriber.
2. To keep his personal opinions out of the news, but to be a leader of the best thought in his editorials.
3. To measure all news by this standard: "Is it real news?"
4. To keep his news and editorial columns independent of advertising considerations.
5. To refuse any advertisement which has a tendency to mislead or which does not conform to business integrity.
6. To promote good will between the tea and coffee producing and consuming countries.
7. To follow standards of practice compatible with public policy and based upon the belief that truthful advertising builds both character and good business.

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BRAZIL MAKES A GOOD WILL GESTURE

Upon invitation of Dr. Armando Vidal, a group of representatives of the coffee trade in the United States will visit Brazil this summer as guests of the National Coffee Department at Rio de Janeiro. This is a graceful gesture of good will on the part of Brazil and the outcome should be of benefit to both countries, leading to a keener appreciation of each other's problems and increased good feeling on both sides.

Those who are privileged to make the trip to Brazil will have a wonderful opportunity to get first-hand knowledge of production methods and to witness the remarkable strides that have been made in scientific coffee culture and preparation in that country.

Years ago coffee buyers were not especially welcome in Brazil. The planters preferred to keep the trade uninformed as to new plantings and other developments. The recent invitation is evidence that Brazil now wants to be frank and is not attempting to conceal the facts as to the present status of the coffee industry there. The visit is fraught with great possibilities for mutual benefit between the world's leading coffee producing and consuming countries.

THE COFFEE TRADE CONVENTION

The annual meeting of the Associated Coffee Industries of America, scheduled for June 18-20 at Chicago, promises a goodly turn-out of coffee men. The new association set-up, comprising representation of all factors in the business, will make for increased attendance. Then, too, "new deal" developments as applied to the coffee trade will be an important topic at the meeting and one that is likely to spur attendance.

The association officials have had a busy time since the last annual meeting in September, 1932. NRA code delays made it advisable to postpone last year's annual session which has given chairman Delafield twenty-one months of active and constructive service to the organization, since his election at the Denver meeting. Whatever the outcome of the NRA codes in general, Mr. Delafield and Messrs. Williamson and Rosenthal are to be commended for their endeavors to develop a code of trade practice intended to further the welfare of the coffee industry along constructive lines.