

by a roaster in the South, and both this and the French Market coffee and chicory have been popular among southern housewives for many years.

No changes in the blends of the brands is contemplated, states Mr. Drown. They are now being roasted and packed in the large plant of the American Coffee Co. at Magazine and Julia streets, and being distributed throughout southern territory by the American Coffee Co. sales force along with St. Charles, Tulane, French Opera and Honeymoon coffees and their line of teas, spices, extracts and cocoa. The only change in the merchandising plans for Morning Joy and French Market coffees is the packing of a premium certificate with each pound. These may be redeemed for a selection of one hundred gifts listed in the concern's catalogue. Premiums were not formerly offered with these brands.

The American Coffee Co. was established in 1904.—S. N.

### MARKING OF COFFEE IMPORTS

In the last issue of this magazine, there appeared an article telling of the Customs Regulation which was to go into effect on May 9, 1934, requiring all imports of coffee to be marked in a specific manner with the country of origin. The effective date of this ruling has been postponed until July 8.

### SANTO DOMINGO COFFEE EXPORTS

Special Correspondence

SANTO DOMINGO, May 14, 1934.—The exports of coffee from Santo Domingo during the calendar year 1933 amounted to 11,794,009 kilos, valued at \$1,832,469.—O. S.

### FRENCH COFFEE IMPORT QUOTA

Special Correspondence

PARIS, May 5, 1934.—According to the *Journal Official*, the quantity of coffee that may be imported into France during the present month—May—is 165,500 metric quintals, of which 40,500 may be from countries other than Brazil and Haiti.—S. P.

### KENYA COFFEE PROSPECTS

Special Correspondence

LONDON, May 10, 1934.—According to the final Kenya crop report of the season, as made public by H. M. Eastern African Dependencies' Trade & Information Service, the estimated acreage planted in coffee in Kenya is 102,670. The estimated yield from this is 227,805 cwts.—MINGING LANE.

### CENTRAL AMERICANS SCARCE

The Central America season is coming to a close and arrivals at San Francisco are now very small. Reports from Guatemala and Costa Rica indicate that they are finished so far as good coffees are concerned and only the usual low grades and mediocre coffees which always turn up at this end of the crop season will be received in this market from now on. Salvador reports a few lots of good coffees remaining although the holders in that country would rather hold their coffees until the fall months as they believe with the scarcity of character Central America coffee, prices are bound to advance on these few remaining lots. The Salvador crop this year was of excellent quality, particularly the high grown coffees.

### NEW ORLEANS COFFEE MEN ON BOAT TRIP TO MOBILE



### WEEK END CRUISE ON "DEL NORTE" ENJOYED BY LARGE GROUP

Members of the New Orleans green coffee trade recently enjoyed a week-end trip from New Orleans to Mobile and Gulfport on the "Del Norte" as guests of the Mississippi Shipping Co. Following is a list of those appearing in the accompanying picture: 1—Austin O'Brien, Nash & O'Brien; 2—J. G. Richardson, S. Jackson & Son; 3—Henry Young, Burch, Inc.; 4—Capt. J. E. Hart, Mississippi Shipping Co.; 5—W. C. Englesbee, Ruffner, McDowell & L. C. Fallon & Co.; 6—H. R. Perez, Steinwender Stoffrezen & Co.; 7—Charles Schmidt, A. C. Ricks & Co.; 8—Paul Fallon, Riverside Warehouses, Inc.; 9—H. A. Lafaye, Lafaye & Arnaud; 10—Sam Israel Jr., Leon Israel & Bros.; 11—John Dupuy, 14—F. W. Bever, W. R. Grace & Co.; 15—H. R. Graf, C. E. Bickford & Co.; 16—L. J. Bright; 17—H. X. Kelly, Hanneman, Brazilian Warrant Co.; 18—F. W. Kunz, F. W. Kunz Co.; 19—T. J. Conroy, Mississippi Shipping Co.; 20—A. 23—F. D. Wilcox, F. D. Wilcox Co.; 21—W. D. Roussel, Hard & Rand, Inc.; 22—W. O. Westfield, Westfield Brothers; 23—F. D. Wilcox, F. D. Wilcox Co.; 24—T. V. Major, Mississippi Shipping Co.; 25—J. J. Morris, C. E. Bickford & Jules Cathalongne of Theodor Wille & Co., on board the steamer were absent when the picture was taken.