

# The San Francisco Trade

☐ A department devoted to news and interests of the tea, coffee, and wholesale-grocery trades of the Golden Gate City.

CALDWELL & CALDWELL, San Francisco Representative, 206 Sansome St.

## BRAZIL COFFEE IMPORTS ON COAST

As a Result of New Exchange Regulations Prices Have Dropped Materially and Brazils Are Now in a Better Position to Compete with Central Americans

Staff Correspondence

SAN FRANCISCO, Feb. 28, 1935.

THE drop in the price of Brazil coffees due to new Exchange regulations, which permit drafts to be sold to any authorized bank which in turn sells the Bank of Brazil up to 25 per cent at the official rate, makes Brazil coffees now more attractive in comparison with Central Americans, and from now on there will probably be larger importations of Brazil coffee on the Pacific Coast.

At the meeting of the Executive Committee of the Pacific Coast Coffee Association, held February 14th, it was resolved that all dues in the association be reduced 50 per cent effective as of January 1, 1935.

It is probable that the annual convention of the Pacific Coast Coffee Association will be held at Del Monte, Cal., in the middle of May.

The association is closely watching the situation in reference to Assembly Bill No. 535 which proposes to amend the Net Container Act of the state by inserting a new section requiring commodities to be labeled to indicate among other things the date of packing.

### TRADE NOTES

Harry Maxwell, manager of Hard & Rand, Inc., returned last week from a six weeks' visit in Central America. The airplane is revolutionizing travel in Central America, says Mr. Maxwell. One can eat breakfast in El Salvador and lunch the same day in Costa Rica, and within fifty minutes he can travel from San Salvador to Guatemala City. Mr. Maxwell returned home via air. He left Guatemala City at 6:30 A.M., was in Mexico City at 1:30 P.M., via Tapachula and Vera Cruz. Leaving Mexico City the next morning at 6:30 Central Time he arrived in Los Angeles the same day at 5:30 P.M., Eastern time. Mr. Maxwell's opinion is that unquestionably Central America will have to ship more coffee into the United States this year in view of prohibitive exchange relations in European countries.

The Pacific Coast River Plate Brazilian conference composed of the Westfal-Larson Line and the

Pacific Argentine Brazilian Line has announced the extension of the present rate of 70 cents per bag on coffee from Brazil to the Pacific Coast, through March; rate on optional shipments, 75 cents per bag.

Joseph P. Grace, chairman of the board of W. R. Grace & Co., large importer and steamship operator, recently arrived on the liner Santa Rosa, with Mrs. Grace.

Paul Ahrens, of the Japan office and F. R. Davis of the San Francisco office of Irwin, Harrisons & Whitney, Inc., motored north in early March, covering the entire Northwest. Mr. Ahrens is expected to return to Japan the early part of April.

James Otis, of Otis, McAllister & Co., is in Guatemala, and will visit Costa Rica and other points before returning to San Francisco.

J. E. Duff, of Leon Israel & Bros., San Francisco, motored to Palm Springs to spend Washington's Birthday, and the following week-end, with Leon Israel who is vacationing there.

Leo Baruh of Wadhams & Co., Portland, Ore., was a San Francisco visitor in February.

James S. Smart, of the Smart & Final Co., Los Angeles, passed away at Santa Ana, Cal., in January. Mr. Smart was chairman of the board of one of the largest wholesale companies on the Coast.

F. S. Pellas, with Mrs. Pellas, after a short visit in New York, sailed February 22, for Rio Janeiro. They plan to fly from there across the Andes to the West Coast of South America. They will take a boat and travel leisurely up the Coast stopping at various ports of call. They expect to be away four months.

R. E. Wilson, formerly connected with Delano Potter & Co., Boston, is now head of the tea department of Sussman, Wormser & Co., San Francisco.

J. Arthur Dunne, secretary of the Pacific Coast Coffee Association is visiting in New York City.—C. C.

## ORTEGA & EMIGH, Inc.

310 California St., San Francisco

### Importers of Green Coffees

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