

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.

HONOR BRAZILIAN AMBASSADOR

Executive Committee of Pacific Coast Association
Holds Luncheon for Dr. Aranha—Coffee
Club Has Golf Tournament—Other
Trade Notes

Staff Correspondence

SAN FRANCISCO, September 4, 1935.

ON August 22 the Executive Committee of the Pacific Coast Coffee Association held an informal luncheon at the Bohemian Club in honor of Dr. Oswaldo Aranha, Brazil's Ambassador to the United States. Dr. Aranha drove from Washington on a pleasure trip via Chicago and Yellowstone Park. He was accompanied by his secretary and interpreter. After spending several days in San Francisco he returned to Washington via Southern California. Dr. Mario Santos, Brazil's Consul at San Francisco, attended the luncheon. Paul R. Simpson, W. R. Phillips, Henry L. Baer, H. D. Maxwell, B. J. Older, R. V. Skewes-Cox, A. C. Glover, R. W. Hills, Jr., B. M. Levinger, Geo. C. Thierbach, J. E. Duff and H. A. Dunn were among those present.

The Brazil Rate Committee is still working on the Brazil contract and are hopeful that all difficulties will be eliminated shortly and that a fair and uniform rate will be established for the Pacific Coast.

The building of the new San Francisco-Oakland Bridge across the bay has made necessary the removal of the plants of the H. E. Teller Coffee Co., and the Geo. W. Caswell Co., roasters. The Geo. W. Caswell Co. is now located in its new building at 642 Harrison Street.

Daulton Mann, executive vice-president of W. R. Grace & Co., was in San Francisco on vacation, and conferred with Edward T. Ford, president of the company.

C. L. King, secretary of the Freight Conference between Colombia and the Pacific Coast and Colombia and Mexico, and the East Colombia North Pacific Conference and Association of West Coast Steamship Companies and West Coast Central America and Mexico-North Pacific North Bound Conference with headquarters in San Francisco, has announced rates from East Coast and West Coast of Colombia to Pacific Coast ports of the United States and Canada are 55 cents per hundred pounds, contract, and 70 cents per hundred pounds, non-contract. The rates from Central America and Mexico to Pacific Coast ports and Canada are 50

cents per hundred pounds contract and 65 cents per hundred pounds, non-contract, in effect from August 31, 1935, until August 31, 1936.

The recently organized San Francisco Coffee Club has a membership above forty. The membership drive is headed by John Roddy of E. A. Johnson & Co. The club received the endorsement of all coffee concerns in San Francisco; practically every coffee company of consequence has one or two members. The first outing was held Thursday, August 29, at Crystal Springs Country Club. The committee in charge included William Morton, C. E. Bickford Co., chairman; Ed. Bransten, Jr., M. J. B. Co.; James De Armond, J. A. Folger & Co. A golf tournament, a horse shoe pitching contest, and a banquet with entertainment supplied by the members was arranged by the committee. Joseph G. Hooper, of Hard & Rand, Inc., is president of the club.

PERSONAL ACTIVITIES

Mr. and Mrs. Tomas Regalado, from El Salvador, are at the Mark Hopkins Hotel. They will remain for about three months. Mr. Regalado is a large coffee plantation owner in El Salvador.

Eduardo Hill, of Santa Ana, El Salvador, son of J. Hill, arrived in San Francisco recently to remain until the end of October. Mr. Hill is visiting San Francisco partly for pleasure and also to become acquainted with San Francisco roasters' requirements.

Mr. Carlos Miron of Guatemala City, one of the large coffee planters of Guatemala, has returned home after a two months' stay in San Francisco.

Richard Quinlan, of Parrott & Co., importers, is leaving on the *Santa Rosa*, September 20th for an extended trip through Central America and Colombia.

J. E. Duff, of Leon Israel & Bros., Inc., is leaving on a business and pleasure trip through the Central American countries, continuing on to New York City.

Ed Johnson, of E. A. Johnson & Co., who has been confined in a hospital in Kansas City since last June, arrived by airplane in San Francisco on August 20th. He is expected back at his post soon.

B. M. Levinger of M. J. B. Co. reports having shot off Brockway Golf Course, Lake Tahoe, at 70, while on his vacation.

Adolfo Aristizabal of Colombia will arrive in San Francisco on the *Antigua*, September 4th, and it is expected that the New York representative of the firm, J. Montoya, will fly to San Francisco at that time.

Joseph G. Hooper, vice-president of the Crocker National Bank, San Francisco, and father of Jos. G. Hooper, Jr., Hard & Rand, Inc., San Francisco, died in Carmel, Calif., on August 15th.