

to act in accord with other countries, provided that they are disposed to accept proportionally the self-sacrifices of Brazil in re-establishing the equilibrium of the coffee business. It is a great pleasure for me to make public that the DNC received yesterday a cable from the National Federation of Colombian Coffee Growers, in which they stated they were animated by a sincere desire to collaborate with the Departamento in order to defend the common coffee interests of both our countries. This declaration may open a new phase making for the equilibrium of the world's coffee culture.

"The DNC thanks you sincerely for coming to Brazil, and wishes you a happy and useful stay. This is the wish of all present here. I take up my glass and drink to the ladies who honor us with their presence, as well as to your eminent chairman, Mr. Delafield, and to the other members of the American delegation."

Chairman Herbert Delafield made a happy response on behalf of the delegation in which he voiced the appreciation of all members for the opportunity accorded them and the many courtesies received.

AT THE RACES

The next day, being Sunday, and the occasion of the "Grande Premio Brasil," the delegates joined what looked like all South America in attending the races at the Jockey Club's famous Hippodrome. It was a colorful picture that the grandstands presented that day and the experience is not likely to be soon forgotten by the delegation. Nor is your humble scribe likely to soon forget the bum tip which A. F. Israel gave him on "Clever Boy." I might have known better than to trust my ten milreis on a French horse with such a monicker.

JOCKEY CLUB LUNCHEON

The day following, after a visit to the Coffee Exchange, our old friend, the Hon. Sebastião Sampaio, on behalf of the Commercial Department of the Ministry of Foreign Affairs, tendered the delegates a delightful luncheon at the Jockey Club, at which he had something pleasant to say in welcoming each member to Brazil and in extending the good wishes of his chief.

ON TO SÃO PAULO

Previous to entraining for São Paulo on August 9, the delegates were received by the Minister of Fazendas, Dr. Arthur Costa, and by Dr. Oswaldo Aranha, who was on the point of leaving for his new appointment as Brazilian Ambassador at Washington. It was the unanimous opinion after meeting Dr. Aranha that his was a happy choice for the responsible post he is to occupy at the nation's capital.

IN SÃO PAULO

Arriving at São Paulo August 9, the delegation was soon pleasantly domiciled at the Esplanada Hotel. At the Automovel Club, the same day, a memorable *almoço* (luncheon) was tendered by the

Instituto de Café do Estado de São Paulo. On the matter of table decorations, menu, and the flair which characterized their handling of the affair, Dr. Cesario Coimbra and Senhora Coimbra received many congratulatory remarks from the delegates. Dr. Coimbra had only recently been inducted into the office of President of the Instituto and his address to the delegates was listened to with rapt attention. He comes from a large land-holding family and owns fazendas at Araras on the Paulista Railway System. Dr. Coimbra spoke as follows:

"The relations between our two countries have always been so intimate that it is at all times a very decided pleasure for a Brazilian to welcome the people of the great North American nation. The fact that these selfsame people are also representatives of the largest distributors of our most important source of wealth, makes it particularly interesting for the President of the São Paulo Coffee Institute to extend that welcome, and lead him to expect that the near future will most certainly show the mutual benefits which would accrue from a tightening up of our business relations—which are, all things being equal, about the best means of uniting friendly countries.

"We have a great thing in common, and that is the fact of having built the two greatest nations in the American continent. We have had to face the same problems to a certain extent, such as the opening up and colonising of virgin country, the establishing and extension of agricultural pursuits, the creation and development of industry, and the acquiring and dissemination of knowledge both in arts and science. It is true that you have attained your objective in this respect to a much greater degree than ourselves, mainly through climatic conditions being more favorable in your country and an infinitely larger flow of emigration. Nevertheless, there exists a strong and common bond between our two countries—that of the same creative spirit driving us forward at the same period and in the same continent.

"You are the largest buyers of coffee in the world. You are about to visit, in coming to this State, the greatest coffee plantation known to civilised countries. It is the visible result of Paulista endeavor and a motive of pride to the entire Brazilian nation. From your visit to Brazil, there may possibly result a meeting ground upon which to base mutual activities towards making our coffee much better known and appreciated in your country, and in this way widening and enlarging the consumption of the coffee which we produce to such an extent.

"During the period from 1912 to 1916, the Paulista planters—mainly through collaboration with your good selves—succeeding in organizing in the United States certain ways and means, known today as propaganda, which attained a large measure of success. In this comparatively short period, coffee exports from Santos to your country rose from 3,600,000 to 6,200,000 bags.

"In view of the fact that all initiative in this respect now flows from the Departamento Nacional de Café (National Coffee Department), the forecasting of an even greater degree of success becomes easy upon considering the adoption of a similar scheme in which both the efforts of the