



IN THE "BOM FIM" FACTORY, MARILLA

the honor of presenting to all of you the most cordial wishes for an agreeable voyage."

Mr. Herbert Delafield said in reply:

ADDRESS BY MR. DELAFIELD

"Dr. Vidal, Mr. Ambassador, Gentlemen: Speaking on behalf of the delegation, it gives me the greatest pleasure to welcome you here today. Likewise this must be a moment of sincere regret to all of the delegates for we are here also to bid farewell to the many friends whose kindness and hospitality have made our visit truly one of the really fine experiences of a lifetime.

"When, some twenty days ago, we were welcomed here by Dr. Vidal, the distinguished president of the National Coffee Department, we were promised that no pains would be spared to make us entirely familiar with the problems of coffee production and exportation. That promise has been most generously fulfilled. Through all our visit no opportunity has been overlooked to demonstrate to the members of the delegation the true problems of Brazil and the methods adopted for their solution in maintaining her position as the world's greatest producer of coffee.

"We cannot therefore, express too strongly our feeling of obligation to Dr. Vidal and his associates, Drs. Oliveira and Lins, for the thoughtfulness and consideration which have made our visit of maximum value to the members of the delegation and through them to the trade of our country.

"In accepting your hospitality and in all our association with your distinguished organizations here it has been the consistent wish of the delegation, as it is the wish of the North American trade, to be considered not merely as customers that happen to buy some of the products of Brazil, but rather as associates in a common enterprise; that is, the maintenance and expansion of the coffee industry.

"The great coffee plantations of Brazil, the wonderful facilities of warehousing and transport, the great manufacturing plants of our country—all have meaning and purpose only to the extent that the great consuming public continues to look with favor on the product of our united efforts. The maintenance and development of the consumer's interest and appreciation is our one most profitable enterprise. In it we are associates on an equal footing. Here the problems of the producer and the importer are as one; that is, the final delivery to the consumer of the best possible cup of coffee.

"In carrying forward our part of this undertaking it has never been the policy of the industry in our country to trade down the product of Brazil. We have always wished the return to Brazil to

be as great as was consistent with the ability of our industry to sell to the consuming public. For, admitting that the future of the industry lies largely in our ability to keep on the market the best beverage available to the public, we must also realize that only a fair return to producers can make possible a continuation of their effective and intelligent efforts to produce always better qualities for export. Likewise, only the availability of those qualities can justify the effort and skill that are used in our country in delivering to the consumer a product worthy of the care given it in the country of origin.

"Throughout all our journey we have noted on every hand evidence of sustained effort to produce coffees which will command the greater attention of the consumer and I can safely say that nowhere else in the world is greater and more continuous effort devoted to the improvement of manufactured quality than is evident in the United States of North America. If honest effort and a sincere desire to offer value are factors in the successful marketing of a product, certainly coffee may confidently count on a successful and profitable future.

"It is also true, however, that in our country a product like coffee is constantly in need of an interested advocate. The strong position held by coffee in the United States does not escape the attention of manufacturers of competitive products. We may always expect, then, that continuous efforts will be made to reduce the consumption of coffee in order to increase the consumption of competitive products.

"In Brazil you have an empire of coffee production—in our country it is an empire of coffee consumption. The defense of your empire contemplates the continuous improvement of quality, the destruction of harmful pests and the constant development of more efficient and economical methods of transport. In the consuming market the defense lies in the education of the consumer to a greater appreciation of coffee—the improvement of manufacturing methods and the definitely consistent promotion of greater consumption.

"We know, of course, that you already appreciate the primary importance of all these methods of defense and aggression. I doubt that there has even been a time when there existed a closer spirit of understanding and co-operation than exists today between the producing and marketing branches of the industry.

"The development of the Associated Coffee In-



MR. HICKERSON STUDIES MARILLA CROP PROSPECTS