



MR. DANTAS, MR. DELAFIELD AND DR. CESARIO
COIMBRA AT MARILIA

dustries in the United States has brought to our trade a greater degree of understanding and a greater capacity for aggressive action than has even before been possible. Likewise, there exists now the greatest possibility for complete understanding with producing countries. It is needless to say that in the past many of the difficulties that have existed between us have had substance only in a failure to understand the purpose or necessity of certain policies adopted either here or on the part of our trade. It is safe now to predict that we will need no longer to exhaust our energies in disputes, arising only from misunderstanding, and may work consistently together in the one primary enterprise of improving the position of coffee in the great market represented by our country.

"You have invited here representatives of all branches of the trade in the United States and representative men from all sections of our country, as well as representatives of the American Brazilian Association and the editors of our leading trade papers. They will carry back with them the story of Brazil's greatness and enterprise as well as her extraordinary kindness and hospitality. From this trip I am confident good will result beyond our present capacity to estimate.

"If time permitted, I know each member would like now to express his personal gratitude for the opportunity this trip has afforded him. That being impossible I will have to undertake the responsibility of expressing adequately our individual pleasure at having been with you during this wonderful trip, as well as expressing once more our appreciation as a delegation for the splendid experience you have given us. May I, in closing, express the hope that soon a delegation from Brazil may be our guests in the United States so as to afford us a practical opportunity of demonstrating our genuine feeling of obligation to you all."

RECEIVED BY PRESIDENT VARGAS

On the afternoon of August 23 the delegates were received in audience by President Getulio Vargas at the Guanabara Palace. President Vargas (who suggests Napoleon) shook hands all around in nice

democratic fashion, made a short speech which Mr. Delafield translated and to which he replied on behalf of the party. In effect, President Vargas said that businessmen had it in their power to do more to promote good-will among nations than even statesmen and ambassadors.

PROPAGANDA FOR COFFEE IN THE U. S.

At a meeting of the delegation in Santos, Chairman Delafield announced that a proposal had been received from the DNC to place a tax of 10 cents a bag on all coffees shipped to the United States—the money to be collected by the steamship companies and paid into a fund for advertising coffee in the United States. In other words, the freight on all coffee would be 60 cents instead of 50 cents. It was thought it might be possible to put this plan into operation by December or January, 1935. It was estimated that collections would yield from \$700,000 to \$800,000 a year and, with the addition of a further contribution from Brazil, an advertising fund of a million dollars a year could be realized. The delegation accepted the proposal and left the further development of the plans with the DNC.

RETURN TO NEW YORK

With several exceptions, the delegates returned from Brazil on the *Northern Prince*, arriving in New York September 6. Mr. and Mrs. E. C. Joannes continued on to Buenos Aires and expected to return by the *Southern Prince* on September 19. Mr. and Mrs. D. E. Frömm and Mr. Eugene Nortz stayed over in Santos for several weeks. Mr. B. Friele stayed over in Rio. Mr. and Mrs. Traver Smith will visit Europe and return to the United States later this month. Mr.



IN THE ORCHARD AT SÃO MARTINHO