

Many vital trade questions are scheduled for discussion at the convention. The association announced recently that the Coffee Code is not affected by the new NRA price fixing policy, explaining that it applies to pending codes and those submitted hereafter. Nevertheless, the convention gives coffee men the opportunity to register their opinions on this most important question as well as for the discussion of the code in general. It is apparent that the administration in Washington desires to go along with any industry that seeks to better conditions through coöperative effort and the deliberations at Chicago should serve as a helpful guide to both the NRA and the Association officials as to its desire for some permanent form of regulation of competitive practice through industrial self-control.

THE SETTLEMENT OF THE WAREHOUSING CONTROVERSY

It is fortunate for both sides that the rate controversy between the New York warehousemen and the green coffee trade of this city has been amicably settled. For a time it appeared as though the disagreement would precipitate revolutionary changes in the warehousing picture in New York, with consequent confusion, for a time at least, and possible detriment to the coffee business in that city.

Now that the differences have been adjusted, both sides should benefit. The green coffee trade owes it to the warehousemen to coöperate fully so as to give the latter a fair chance to make a profit on the service rendered. On the other hand, the warehousemen should see to it that coffee handling methods in New York are modern, efficient, and on a par with those prevailing at other United States ports.

The satisfactory outcome of this situation gives testimony to the constructive work being carried on by the Green Coffee Association of New York in the interest of trade betterment and particular credit goes to Harry H. Snider, Chairman of the Traffic and Warehousing Committee. It was largely through his untiring and conscientious efforts that the trade was aroused to the seriousness of the proposed rate increases and the warehousemen ultimately came to see the justice of the coffee men's contentions.

THE MOST IMPORTANT COFFEE PROBLEM

This publication believes that the paramount problem before the coffee trade in the United States is how to develop coffee consumption. It is of the opinion that consumption can be increased materially if the trade will work together to that end. Per capita consumption will remain stationary, just as it has for many years, or may drop back if the majority of coffee roasters continue their present tactics of developing sales at the expense of the other fellow; and without making any constructive effort to create new coffee drinkers or to encourage present users to consume more coffee.

Responses to enquiries recently sent to coffee men indicate that there is a fairly large percentage in the trade who are alive to the seriousness of this situation and desire to help remedy it. The leader article in this issue is the first in a series which will discuss the question of "how to develop coffee consumption." The answers received present a variety of viewpoints, but the majority emphasize the desirability of stopping the sort of advertising now being indulged in by certain packers, which reflects on other brands and is calculated to raise doubts in the minds of consumers as to the wholesomeness of all coffee. Many other constructive suggestions are submitted and will be published for the consideration of the trade beginning with this issue. Readers are invited to participate.

THAT LAMENTABLE COFFEE-WHEAT BARTER

The recent sale of 32,500 bags of Santos coffee in New York by the Grain Stabilization Corporation cleaned up the 1,050,000 bags of coffee received from Brazil in exchange for 25,000,000 bags of American wheat.

Most coffee men in the United States will welcome the end of this venture of the Government into the coffee business. It has been a disturbing influence ever since the exchange was consummated and is an excellent illustration of the dangers to legitimate business of governmental incursions into international trade. If it has taught the authorities the folly of such interference, the experience will not be without some value.

The deal was bad medicine for both the United States and Brazil, whatever the final tabulation may show as to surface profits to either country. Both may well say "never again," which will be heartily echoed by the coffee industry.