

The New Orleans Trade

☐ A department devoted to news of the activities of the tea, coffee, and wholesale-grocery trades of the Crescent City.

JEANNE E. HOTE, *New Orleans Representative, New Orleans Board of Trade Building*

TRADE ACTIVITIES DURING MAY

President of Delta Line Receives Loving Cup for Civic Service—Various Personal Activities at New Orleans

Staff Correspondence

NEW ORLEANS, May 31, 1934.

THOMAS F. CUNNINGHAM, President of the Delta Line, New Orleans, recently received *The Times-Picayune* loving cup for distinguished service to New Orleans in connection with his efforts toward bringing about the construction of the Public Belt Commission-Louisiana Highway Commission Mississippi river bridge at Nine Mile Point just above New Orleans, now under construction, and scheduled to be completed in November, 1935.

Mr. Oswaldo Ferreira da Silva, head of the coffee exporting firm of Oswaldo Ferreira & Cia., Santos, Brazil, was a New Orleans visitor in late May, making his headquarters at the office of A. C. Ricks & Co.

Mr. Armando de Oliveira Santos, from Victoria, Brazil, accompanied by his wife, arrived on the *Del Mundo*, May 30th. They expect to spend several days in New Orleans, and visit other sections of the United States later, prior to leaving for Europe.

Frank H. Featherston, with Messrs. McKinlay, S. A., Rio de Janeiro, spent several days in New Orleans recently visiting friends.

F. X. Broussard, of J. Aron & Co., is absent from the office on a holiday.

Ray Haydell, in the accounting department of Zander & Co., will be married on June 9th to Miss Agnes Steele.

In honor of the double wedding of the members of the firm of Livaudais Gambel, Charles Gambel and Elmer Livaudais, both young men, who will be married in June, the coffee trade gave a nice "send off" to the coming grooms, on May 30th. A dinner was given at Broussard's Restaurant which

NEW ORLEANS COFFEE STATISTICS

As of May 31, 1934

BRAZIL COFFEE AFLOAT FOR NEW ORLEANS

| Vessel | Santos | Rio | Victoria | Due |
|-------------------|--------|------|----------|---------|
| La Plata Maru.... | 13,500 | | | June 8 |
| Saugerties | 10,800 | | Bahia | June 9 |
| Palatia | 20,500 | | 2,500 | June 20 |
| Delud | 38,600 | | 9,100 | June 20 |

VESSELS ON BERTH FOR NEW ORLEANS

| | | | |
|-------------------|---------|----------------------|---------|
| Saugerties | June 8 | Lorraine Cross | July 20 |
| La Plata Maru.... | June 8 | Phoenicia | July 20 |
| Delud | June 20 | Lages | July 21 |
| Palatia | June 20 | Delmorte | Aug. 1 |
| Clearwater | July 1 | Barbacena | Aug. 6 |
| Tauhate | July 6 | Patricia | Aug. 19 |
| Buenos Aires Maru | July 9 | Delmundo | Aug. 22 |
| Delvalle | July 11 | | |

proved a most enjoyable affair, some forty-eight being present. The dinner was announced as the Livaudais-Gambel "death watch."

Ed. J. Ganuchau, of J. Aron & Co., spent a few days at the local office before leaving on another trip in the interest of his firm.

Albert Hanemann of the Brazilian Warrant Co. has been named to succeed Jules Cathalongne on the Cost Fixing Committee, to serve ninety days.

Leon Israel of Leon Israel & Bros., Inc., New York, spent a few days in New Orleans during May. He came direct to New Orleans from Miami, Fla., where he had spent a vacation.—J. E. H.

AMERICAN COFFEE CO. ACQUIRES THE NEW ORLEANS COFFEE CO.

Staff Correspondence

NEW ORLEANS, May 26, 1934.—The brands and the blends of the New Orleans Coffee Co., for 44 years roasters and packers, have been purchased by the American Coffee Co., of this city, according to an announcement by Richard G. Drown, general manager of the latter firm. The New Orleans Coffee Co., which has been in liquidation since last December, was one of the first roasters in the New Orleans field, having been established in 1890. Their Morning Joy coffee is said to be one of the first vacuum-packed brands introduced

DELTA LINE (THE COFFEE FLEET)

Fast Passenger and Freight Service with American Flag Steamers from Brazilian Coffee Ports to New Orleans.

Owned and Operated by MISSISSIPPI SHIPPING CO., INC.

General Office: Board of Trade Building

NEW ORLEANS

Passenger Office: 221 Baronne St.