

TELEPHONE:-
1274 REGENT (6 Lines)
J. C. GRIFFIN.



TELEGRAMS:-
"GRIFFINOTA, LONDON."

June 22. 1920.

Dear Mr Lacombe:

Mario wants me to write you about my trip here also about conditions in general on the Continent as well as here and in America;

When I sailed from New York May 22, I expected to be here not more than one week and it is now nearer three weeks, I have sympathised ~~g~~ with Mr Cox and tried to not hurry matters as I wanted to meet his own ideas completely, however as his recovery now promises to be very slow and when he can see me uncertain I sailed on the 21st inst

CEBO.DDA 192 (4)

endeavouring to arrange undivided
N.G. agency for all of your houses
and to leave the J. Macs incident
to be arbitrated, S.L. to act for
me, and trust that ~~such~~ you
will meet me in this matter,

Then there only remains to
close with Spaguer Rhodes and
this cannot be done with out
additional figures from Santa.
the 500 Bags hard coffee con-
signed by Santa can be ar-
ranged by cable, therefore if you
can meet me in the matter
of territory my errand has been
a profitable one for you and
myself.

London. I am pleased to have,
not personally S.L., they certainly
are a most valuable asset to
your community of interests. they
have well thought out ideas for the
future of your business which ap-
pear to me to be most practical.

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especially the Sul de Minas business,
but this mostly depends on your
side, the difficulty will be to secure
the coffee and to be sure that
every bean, is soft, otherwise you
will get into trouble,

My last trip to Brazil was in-
troduced to these coffees by Malta
Sq, and find them second to no
coffee in the cup in the world, and
now I find that you and B.L. have
been working in these coffees
for some time, and with a good
live propaganda behind the coffee
the business should be large and
profitable and materially help
all other lines.

I cannot say too much about
the value of B.L. their position is
unique, they have knowledge gained

by actual experience, a wide out-
let for merchandise, important
financial backing and resources also
they can and will work, and I
am certain that you appreciate
the wisdom of giving them a free
hand and not allowing any one
or anything to up set their organi-
zation, it means you loose them,
and what can you hope to gain
by doing so that will be more valuable,
In N.Y. I cannot go a head prop-
erly as long as I have a competitor
to work for whose interests are
naturally opposed to my own, and
I am certain that you agree with
S & myself in the undivided
territory proposition.

I see that you offer coffee here
in a declining market, there is
only one point to be gained by doing
so and that is to accelerate
the decline, no business can result
at this end, who will buy when
the producing country is breaking
its neck to unload, and the
market is declining. Keep quiet and
the buyers will come to you.

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London has a small stock of coffee but sentiment is bearish because Brazil is weak with small stocks, a small crop and frost.

Rotterdam & Amsterdam: are very bearish on the same reason as London, they have about 500,000 B/C are doing some business with Germany and Austria and U.S. G. all of the time, their finances are very good, but sentiment is all bearish, crops look fine and there will be no demand for rice and beans from Brazil.

Bremen and Hamburg: here I was informed that Germany had not over 50,000 B/C. Ground coffee for sale at all hotels and restaurants and retailing on a

partite with U. S. A. the coffee is
apparently much adulterated,
crops are good - very good - in
Germany and she will import
small quantities of food, there
is no wasting in Germany, every
one works and the government
is going ahead very well, I
am a bull in Germany.

Stocks of beans and rice in
Hamburg are enormous, the im-
porters are over loaded and
many cannot meet their obli-
gations, the banks many of them
could not liquidate their position
and many failures have resulted,
I am reliably informed that owing
to these conditions ~~several~~ several of
your competitors must face heavy
losses from beans and rice and
if you come out with a whole
skin you may thank B.K.

It is my opinion that the
B.A. and Bahia businesses are
very risky undertakings requiring

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enormous amounts of money,
that they are less profitable than
coffee and carry a greater risk,
you know how I feel about Victoria
and I have not changed my
mind. The Brazilian coffee busi-
ness - average crop years -
offers a great opportunity for
business and should you very
important community of interests
concentrate all of their forces on
coffee the power would be ir-
resistable, you know how it has
worked this year divided up
between B.G. Bahia and Maveller,

I think you need a vacation, how
can you take one under
existing conditions with out
shutting up shop, some are who can
and will work must be in Rio.

EPSON 1430 (A)

I have now lived with Mario for
about eight ~~months~~^{weeks}, he has
an idea of American and European
customs which will prove valuable.
I will teach him how to tell
a soft coffee, I have told him
that a blend of soft and hard
coffee results in a pile of hard
coffee, he knows the detail
work but does not like detail
work, what no one can teach
any one is to guess the market
right, and this is the whole of
the coffee business,

The young man's morals,
habits and manners are correct
but only time can tell what
position in the commercial
world he will ornament.

Kindest regards to you and
all of yours,

Sincerely, dear Mr. Scaumb

Vernon J. West