

BRAZIL COFFEE AT THE FAIR

Thousands of Cups of Steaming Brazilian Coffee Are Served Daily in Connection with an Impressive Exhibit

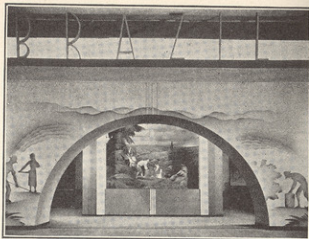
Special Correspondence

CHICAGO, Sept. 23, 1933.

BRAZIL has opened a heavy attack on the coffee consciousness of the millions of visitors to A Century of Progress. In its impressive exhibit space in the Travel and Transport Building at the World's Fair Brazil has a long double-horseshoe coffee bar over which thousands of free cups of steaming, fragrant coffee—sugar and cream to taste—are hospitably handed every day to pleased guests of the Brazil coffee exhibit. The many inviting easy chairs in the adjoining lounges at each end of the coffee bar are always occupied by coffee drinkers, sipping their drink and inhaling its aroma.

A NOTABLE DEMONSTRATION

Coffee exhibit is the right name for the Brazilian display. Although leather, metals, cotton and other agricultural products are featured they are overshadowed by the weight that is put on the coffee exhibits. The striking frieze of enlarged photographs all around the space is almost entirely devoted to coffee culture. The majority of the exhibits are coffee beans from various Brazilian



ENTRANCE TO BRAZIL EXHIBIT AT THE FAIR

states. This in addition to the fact that half the large space is occupied by the thronged coffee bar.

Rich and spicy odor from the coffee makers spreads through all the adjacent aisles. Automatically noses turn that way and feet follow them to the Brazil exhibit. The cups are full breakfast size, with saucers. The cream is rich. The enticing drink is handed over the counter by pretty girls who make the guests feel heartily welcome.

At busy times the coffee drinkers are two and three deep all the way around the counter. The pleasing stimulus of being at a place that is a center of popularity, the good reaction from the expression of pleasure and approval that are voiced on



THE BRAZIL FREE COFFEE DEMONSTRATION AT A CENTURY OF PROGRESS

No word was given out that coffee was being served free, says the management; the crowds simply discovered the fact by themselves, and the Brazil coffee counter soon became one of the most widely popular features at the Exposition. It is open from 10 A.M. to 9 P.M., and the average number of cups served is well over 10,000 daily.