



Curitiba, the City of Smiles, is also the City of Statues. One of her many statues is shown in the photo above.

wards in the other Southern States, hundreds of thousands of Europeans and some from Asia, chiefly Italians, also Germans, Japanese and Poles, came to Brazil and brought, not only hands to do the work, but also new blood, of high eugenic value and many new commercial enterprises were established. In addition, the technical and cultural advances were of great importance to this new country.

The mass of Italian immigrants which, in Sao Paulo alone, reached the figure of 942,903, from 1887 to

1936, permitted that State to develop its immense expanse of coffee plantations. Some of these immigrants, their children and grandchildren, settling afterwards in the large centres, came to form the basis of the largest industrial center in South America. Although the immigrants were attracted by the Southern Brazilian states because of wheat, grapes and cattle; in Sao Paulo and in the north of Parana, the great attraction was coffee. Coffee was the most important colonizer in Sao Paulo and Parana.

#### More Coffee from Fewer Trees

At this time, increased thought is being given by those interested in coffee to intensive cultivation, particularly in the old zones such as Estado do Rio, Minas Gerais and certain regions of Sao Paulo. Although these zones are classified as "old," there are many trees the production of which could be increased to advantage by the application of modern techniques. The slogan in these areas should be "More Coffee From Fewer Coffee Trees."

It is only in the past ten years that the coffee growers of Brazil have been attempting to restore the productiveness of the soil. As long as new areas were available, this was neglected, resulting in undesirable yields that exhausted and eroded the soil. The trend at present is in the direction of revitalizing many of the older planted areas, it being no longer possible to clear undeveloped forest lands on a large scale, with the exception of certain

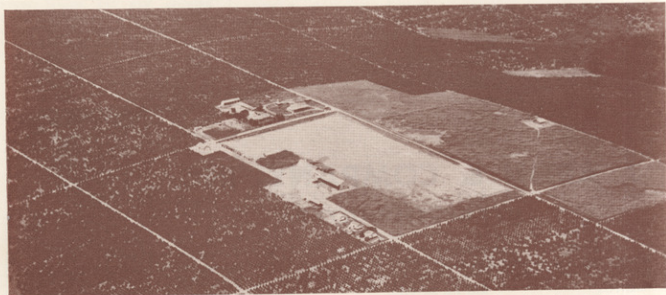
areas in the North and Central portion of Brazil.

The recent frost in Parana and parts of Sao Paulo raised the question as to whether coffee should be planted in zones that are subjected to comparably low temperatures. It is believed that this danger is more than offset by the productive capacity in these regions as illustrated by Parana's remarkable growth and also because the soil conditions in these so-called "cold areas" are most favorable for coffee and there is adequate rainfall. In this connection, it should not be overlooked that some of the old zones such as Mogiana in Sao Paulo, and the South of Minas Gerais, are most fertile and contain all the necessary developments to produce coffee economically and in considerable volume.

#### Brazil Coffee "Frost Areas"

Although very few Brazilian coffee growers have adopted economical and technical methods in their ploughing, there is no doubt about the percentage going higher, year by year. Many of those who believe in progress and culture, not only investigate the best agronomical processes, but also hire competent advisors. Level curves, circular ditches, economical manuring and selected seeds, are no longer the growers only preoccupation.

There are many farms with artificial irrigation; they eradicate the weeds by modern means, and they are even thinking of mechanical reaping and gathering. Artificial drying is also being adopted by many and some are using helicopters to



Throughout the coffee producing regions of Brazil, coffee trees stretch out for miles in serried rows. Pictured above is a coffee plantation on the Sao Paulo-Parana border, and typical of the scene that any visitor flying to Curitiba for the World Coffee Congress and Exhibition may see for mile upon mile.