

fight the plagues. All this progress is prompted by many different factors. The exhausted ground required manure and circular ditches; the borer inspired the aerial powdering; the drought brought the irrigation. If the lands were new and very rich, this evolution would never have been started or at least, it would be now still in a very modest scale. But here are the new and advanced processes, tending to increase in number and efficiency, day by day.

Now, we ask the grower, why not employ these methods in time, while the ground and the plantation are still new, so as to keep them in good condition avoiding the hard and expensive work of renewing them when they are in poor condition? Why not cultivate by the new processes the new plantations of the West of S. Paulo, the surroundings of Rio Doce (in Minas Gerais and Espirito Santo), North of Parana, South of Mato Grosso, and the heart of Goias?

The Need for Propaganda

In the interest of the continued expansion of the exports of Brazil coffee, the growers and shippers recognize the importance of careful preparation and selection of types and grades to promote uniformity and to meet the requirements of the various consuming markets. Good progress is being made in this direction but there continues to be room for improvement.

Another important consideration in the development of new demand in the consuming countries is propaganda which, except in the United States, is at present non-existent. Publicity campaigns for Brazil coffee were carried out some time ago in Europe and Argentina but has been completely lacking in recent years.

This situation should be changed. Before World War II, Europe consumed 12,000,000 bags of coffee as contrasted with 8,000,000 bags today, in spite of the fact that economic conditions have returned to normal in most of these countries. With adequate propaganda there should be no possibility of over production.

The Port of Paranaguá

Parana coffee exports show a most impressive growth. Ten years ago, approximately two hundred thousand bags were shipped from the Port of Paranaguá annually whereas today the exports total between four and five million bags. This advance indicates a rhythm never before reached by any other coffee producing region in the world.

A Special Message

To the World's Coffee Merchants: 'Welcome to the Coffee Congress'

THE TEA & COFFEE TRADE JOURNAL has received a joint statement for this issue from Dr. Brasil Pinheiro Machado, President of the Centennial Celebration of Parana and Ambassador Sebastiao Sampaio in charge of the organization of the two Curitiba coffee events, secretary of the World Coffee Congress and Executive Director of the Coffee Exhibition. The statement is as follows:

"We wish to thank THE TEA & COFFEE TRADE JOURNAL, William H. Ukers, its editor and publisher, and his staff, for their assistance in bringing the World Coffee Congress and International Coffee Exhibition to the attention of coffee merchants and those allied with the industry. We are grateful for their cooperation.

"We are certain that the articles already published in this magazine concerning the Congress and Exhibition, together with the presentation in the October issue, will adequately convey the details of these events and their importance to the coffee industry. Therefore, in this statement we will only attempt to indicate briefly why we believe these events are of international significance and warrant the participation of all concerned with the coffee industry.

"This occasion provides, for the first time, the opportunity for the coffee grower and exporter to meet the coffee buyer and distributor in an International Congress to discuss their mutual problems. The Exhibition represents the first International gathering for the purpose of acquiring an intimate knowledge of coffee growing and preparation and of the intensive efforts of the grower to develop a quality product, one that will promote coffee consumption and thus contribute to the increased consumption of the beverage that contributes so much to the well being of mankind.

"We believe that the Congress and Exhibition will be an indication of the spirit of all those who have had a part in the development of the coffee industry of Parana, as well as in the execution of the plans for the World Congress and Exhibition. While these plans were under way and in the midst of the building operations, many of the coffee producing areas of Parana were visited by a destructive frost with damaging effects upon its coffee trees. Nevertheless, the people of Parana decided that, more than ever before, it was important to go ahead with the commemoration of the State Centenary.

"The way in which our people met this difficult situation and their attitude toward the completion of plans for the Centennial celebration is, we believe, best exemplified by the following statement issued by his Excellency Bento Munhoz da Rocha Netto, Governor of Parana. We believe the Governor's inspiring statement forms a fitting close to this message of greeting to coffee merchants everywhere.

"The sons of Parana," states the Governor, "are a people dominated and impelled by a pioneering spirit. This state of mind coincides with our Centenary. And so great is this pioneering spirit that even the coldness of the frosts cannot prevail against it, cannot extinguish its sparkling flame. What is necessary, above all, is to maintain our faith. We can lose everything, but our Faith; and with it everything can be recuperated. This is our state of mind in this golden moment of our life."

This growth reflects Parana's present economic power and mirrors the miracle of this State's progress as compared with many others in the Brazilian Federation. Although it was natural that the port of Parana would grow with the increase in coffee exports, its superior advantages has contributed to its development. It has an excellent harbor

and is connected with Curitiba, the Capital, by modern roads. Today, Paranaguá may be compared to Santos, Angra dos Reis and Vitoria as important ports, all created by coffee. The public authorities are giving constant thought to further improvement of Parana's coffee handling facilities and thus promote the coffee industry of Parana.