

insignificance when compared with the "magic" bean. Most of the sales are closed in the street, almost entirely in the principal street called Rua 15 (Quinze) de Novembro—and the word "fechado" closes the deal. From 9 a. m. to 5 p. m. men are constantly on the move with little trays of coffee samples.

The town lies immediately behind the docks, stretching southwards to the open sea and thence east and west along beautiful white beaches to the foot of low hills forming a background to the flat line of buildings.

THE SOCIAL LIFE OF SANTOS

The social life takes in cafés, cabarets, gambling casinos, and sports. The Anglo-American Club at São Vicente is a noteworthy institution. Then, there are the Golf Club, also at São Vicente, and the Athletic Club, where cricket, tennis, and bowls can be indulged in as well as anywhere.

Most of the coffee men live as near the sea as possible. Splendid bathing may be enjoyed. The sheltered nature of the beach enables one to take to the water at all times. At low tide, it is possible to motor for miles along the beach at Santos. It is as hard and smooth as the proverbial ball-room floor.

Illa Porchat is a picturesque spot slightly detached from the mainland, where one may indulge in an al fresco meal to the strains of a jazz band.

Guaruja, a nearby seaside resort with a smart

hotel, is much favored by the coffee kings, especially during the winter season. It has all the engaging features of a Monte Carlo or Havana during the season.

COFFEE BUILT SANTOS

Coffee built Santos, and keeps it growing at a marvelous rate, just as cotton stimulates the prosperity of Houston and Galveston, and rubber adds to the wealth of Singapore. Fifty miles inland on the plateau lies the city of São Paulo in the heart of the world's greatest coffee producing area, and from it more than a billion pounds of the green berries annually pour down grade into Santos for shipment overseas. As a result of this strategic economic situation Santos is the greatest coffee port in the world, shipping each year approximately nine million sacks of 132 pounds each, and worth more than \$150,000,000.

This is not the only commercial record that falls to Santos. In total exports it surpasses Rio de Janeiro and so is Brazil's premier port for outgoing trade. In shipments to the United States Santos is the first port in all South America. In most years, the coffee taken by the United States from Santos runs close to \$100,000,000 in value and about 6,000,000 bags in volume.

The wharves of Santos are of concrete, and rat-proof. There are 3 miles of them. Along them are more than a score of immense coffee warehouses and farther from the water front are as



BAGGING AND PILING COFFEE IN A SANTOS WAREHOUSE