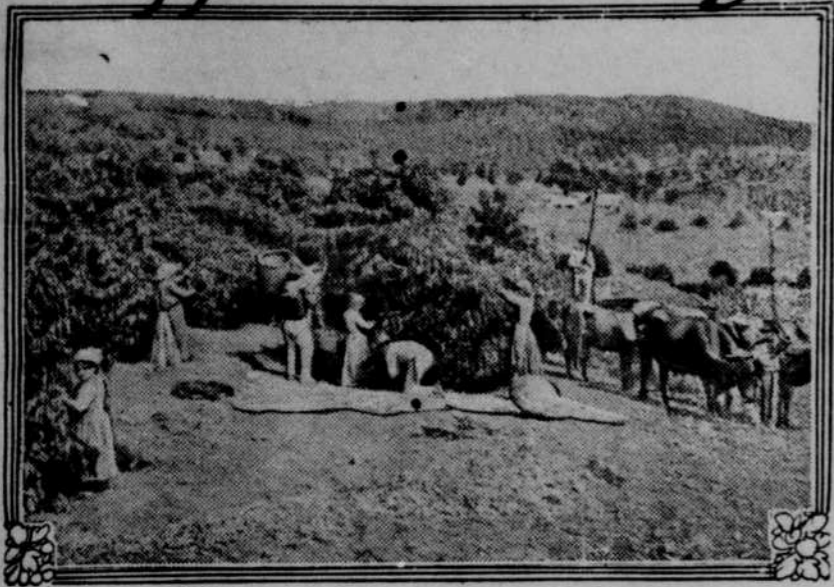


Sao Paulo, Where Coffee Is King



Harvesting the Coffee Crop.

(Prepared by the National Geographic Society, Washington, D. C.)

On the gentle sloping hillsides of the northern portion of a single state of the great Brazilian republic there are some 700,000,000 coffee trees. Here on the famous rich, red soil (terra rossa), under extraordinarily favorable climatic conditions, the state of Sao Paulo is producing annually close to three-quarters of the world's total coffee crop. Small wonder it is that this state ranks so high in the number and in the character of its population; in the development of its railroads; in its general commercial and industrial activity. Small wonder is it that the city of Sao Paulo is so full of life and energy; that Santos has become so famous a port, that the Santos docks and the Sao Paulo railway attract so many visitors. Coffee is the mainspring of all this development. Coffee is the prevailing topic of conversation. Coffee is the key to the financial situation. Coffee is king.

As a famous waterfall, or an immense steel plant, or a great forest, or a wonderful view attracts the traveler, so this remarkable Brazilian coffee district has a fascination all its own for the "globe-trotter," or for the more leisurely traveler who seeks to know something more definite about our South American neighbors; or, more particularly, for any one to whom man's achievements in changing the face of nature by making the earth produce what he needs and what he finds profitable are a source of satisfaction and inspiration.

Heart of Great Interest.
The heart of the coffee country can be reached in less than three weeks from New York. The voyage to and from Rio Janeiro is a delight which cannot fail to satisfy even those who are not naturally lovers of the sea. What can be more ideal for any one who is tired out with the wear and tear of a busy life than that voyage of two weeks from New York to Rio, over the calm seas and under the bright skies of the tropics?

From Rio de Janeiro a journey of about eight hours takes the traveler across the coast range of mountains (Serra do Mar) and along the valley of the Parahyba river to the city of Sao Paulo, which lies in a position of immense advantage to its commercial development. From the city of Sao Paulo the heart of the coffee country is reached in a short day's journey along one of the lines of railroad which go in a northerly or northwesterly direction across the open campos or through the scattering woodlands.

In about two hours after leaving the city of Sao Paulo the traveler begins to see the first considerable coffee plantations, and from that time on the journey is one of the greatest interest. Coffee is everywhere. Miles and miles of coffee trees stretch away, up and down the gentle slopes of the rolling topography, often as far as the eye can see—great broad waves of green, with the narrow lines of the red soil showing in marked contrast with the green of the leaves. It is a sight which is not soon forgotten. Here and there are small patches of forest which have not yet been destroyed to make way for the coffee. And then there come great stretches of rugged grasslands, partly used for grazing purposes, or locally for farming, where the soil is not right for the coffee tree.

Charm of the Fazendas.
On the lower slopes of the hills or on the lowlands, standing out in marked contrast with the green coffee trees, are the white buildings of the fazendas—great, substantial stone and stucco manor houses, with wide verandas and large windows, surrounded by gardens filled with palm, and banana, and orange, and mango trees; the extensive outbuildings, for the stables and for the machinery, for the laborers and for the superintendent, being placed at a respectful distance from the manor house.

All these Brazilian fazendas have a peculiar charm—an appearance of solidity, of comfort, of peace, and of prosperity—as they lie there, surrounded by the wealth of their coffee trees, with cattle grazing on the neighboring fields, and with ever-busy, picturesque Italian laborers caring for the precious crop, whose market prices are quoted daily in all the important papers throughout the civilized world. The coffee trees on a Brazilian plantation begin to bear in from two to

four years after they have been removed from the nurseries, where they grow in wicker baskets, under shade. The fruit, when ripe, is red, and resembles a small cherry, or cranberry, in general appearance. The coffee which we see in the grocery store is the seed of this coffee berry.

Normally each berry contains two seeds, flat on one side and rounded on the other, the flat sides being together. The seeds are imbedded in a sticky, whitish pulp, and are further themselves surrounded by two envelopes.

Before the coffee bean can be put upon the market the outer covering, the pulp, and the two inner coverings must be removed. It is customary to classify the methods of preparing coffee for market into the wet and the dry. They are alike, after a certain stage, and there is disagreement among experts as to the relative merits of the two in producing the best coffee. In the dry process the berries are dried before the pulp is removed, and then outer covering, pulp, and inner coverings are removed together. In the wet process the pulp is first removed in water, and the drying and removal of the inner envelopes come later. There is no absolutely hard and fast rule, invariably followed on all fazendas alike, in the preparation for market of the coffee beans.

A considerable water supply and a carefully planned system of small canals and of basins is needed in the wet method, and it is partly for this reason, as well as because of the preference of some fazendeiros for the dry method, that the wet method is not everywhere in use.

Harvest Lasts Several Months.
The harvest begins in May and lasts into August, or even September. This is the dry season, so that the weather conditions are very favorable, not only for the harvest itself, but for drying and transporting the crop after it has been gathered. In picking the coffee, the boughs are pulled down with the left hand and held at the outer end while the right hand is run along the bough from the base to the tip, thus stripping off the berries as well as many leaves and twigs. For the upper branches rude step-ladders are used.

The usual method of harvesting is to let the berries, twigs, etc., fall directly on the ground, where they are later raked together with wire rakes with rounded teeth, and the first rough sorting is made. The next stage is a winnowing by means of a wire sieve, the hand being used to pick out the twigs and leaves and the wind blowing away a good deal of the dust as the contents of the sieve are thrown up into the air and caught again several times. In a less common method the results of the harvesting are allowed to fall into cotton cloths spread out underneath the trees. This makes the gathering of the crop quicker. The berries are then assembled in sacks.

Subject to this point on the berries are subjected to various mechanical treatments. Under the "wet method" they are washed, churned with hoses, allowed to soften, and are then run through a mechanical pulper. The seeds, still enveloped by their inner skins, are strained from the "mush" resulting from the pulping operations, and are then placed in basins to ferment slightly so that any remaining pulp will be loosened. They are then spread out on large paved surfaces to dry in the sun. When properly dried the seeds are gathered up and run through ingenious machines which rub off the skin. The particles of skin are sifted and blown out and the coffee beans—hulled, cleaned and sorted—fall directly from the last machine into the bags. When these contain 125 pounds each they are sewed up and are ready for shipment to market.

Along the roads, deep in red dust, six or eight yoke of oxen draw the heavy wagon, loaded with the precious sacks, to the nearest railroad station, in cases where the railroad does not come directly into the fazenda, as it often does.

Off to the south go the trains, first to the city of Sao Paulo, and then down the steep eastern slopes of the Serra do Mar to the world's famous coffee port. In Santos, coffee absolutely dominates the lives of the people. Coffee is everywhere—on the streets, in the warehouses, on the train. Every one is busy with coffee.

FRILLS ARE USED

Decoration Featured on Waists for Tailored Use.

The Jabot Effect or Ruffles in Straight Rows Afford an Interesting Arrangement.

Well-dressed women in search of smart blouses to wear with navy blue suits would undoubtedly apply the term of "real" to one group of offerings noted recently, for they are genuinely attractive. One of the most original designs was a frilled over-b blouse. Frills are almost exclusively offered on waists for tailored use, and a most agreeable surprise is waiting for those who have never seen them in combination with a finished over-b blouse pattern.

One manufacturer has included this frilled overblouse in several highly specialized models. White, flesh and bisque are the color mediums, and a particularly rich effect is found in those of bisque tone because of the shaded lace that is dyed to match it so perfectly.

In developing these frilled styles, one is offered in a typical jabot effect edged with lace in scalloped pattern. Another shows two straight rows of ruffles on either side of a double setting of hand-made Irish lace. This waist attracts immediate attention because the pattern of the lace includes several large rosette stitches that reach the proportion of large buttons and which form ornaments of rich appearance. The peplum parts of these georgette blouses have a finished touch in the employment of horizontal tucks that are found on many.

Medallions of antique filet lace in its novel design are used as trimming on several styles. These medallions are set in irregular fashion to give a pointed effect to the sleeves and are used in foursomes to form a novel collar. Tucked squares cover the surface of one overblouse, and hand-made lace medallions are centered in these to good advantage.

To point out the fine detail in executing these blouses, one waist offers a bosom front formed of embroidered net combined with Irish lace. It is the season for georgettes, and for that reason they have been emphasized. Crepe de chine of a fine quality are also presented in the same models for those who prefer this material.

THE CREPE GOWN UNADORNED

Frock Made of Canton Material in Popular Caramel Shade, With-out Trimming.

Just how attractive a gown made entirely of one fabric and practically without trimming can be is shown by a frock made of canton crepe in the popular caramel shade. The only touch of contrasting color is in the thread used to hemstitch the tucks and form the little openwork border around the neck. Brown silk thread is used for this purpose.

Both back and front sections of the frock have rather wide tucks running practically their entire width. Four panels, two at the side front and two at the side back, are laid in inch-wide flat plaits; the sections between these panels are plain. The sleeves are about three-quarter length and slightly flared. These also are finished with tucks. A sash belt, to be tied at the side or back, holds the frock in at the waistline.

BLOUSES OF LINEN REAPPEAR
Different Weights and Varied Manipulations Characterize Some of the Favored Garments.

With this frock is worn a small hat of brown braid or taffeta trimmed with foliage or flowers carrying out the color scheme of the frock. The crepe weave silks are used to make dresses that are smart and practical and so light in weight that they may be worn with comfort throughout the summer, as the majority of them are entirely unlined. The leaning to straight lines and to simplicity in style design is very friendly to the development of unlined frocks, as few are so closely fitted to the figure as to require lining unless it is actually preferred, and certainly the unlined dresses are much easier to get into than the ones that are lined—another advantage in this age of hurry and flurry.

WITH CREPE PLAITED SKIRT



An interesting importation that might be dignified by the name "sweater blouse" is brocaded and has a wide sash with fringed ends. Of orchid, it is especially attractive with a crepe plaited skirt.

LIKE IT KNITTED

Craze Exists for Dresses, Suits, Blouses and Sweaters.

Sport Clothes Play Important Part in Two-Piece Suits Are Given Decided Preference.

Women ever have been accused of fickleness, especially in the fancies that they take for certain types of dress. Very likely, observes a correspondent in the New York Tribune, if we took the trouble to investigate what lies behind fashions, we would find women less fickle in this respect than mere man supposes—for it is man who always accuses us of this.

This leads up to the costume of knitted materials, for which a veritable craze has developed. They won't last long was the prediction of many people when knitted dresses, suits, blouses and sweaters appeared in such profusion in the latter part of the winter, but the fashion has endured and will continue to endure for a long, long time because of the ability of a group of people to lift this type of costume entirely out of the humdrum category of the merely practical and not at all beautiful outdoor costume. They have done it by combining beautiful colors, by broadening knitted wool materials in patterns of silk in both contrasting and harmonizing shades and also through the introduction of wonderful embroideries on knitted fabrics. Consequently, we find ourselves in the midst



New French Sweater of Dull Gray Wool, With Brocaded Pattern in Red Silk.

of a season, where pastime clothes play a more important part than ever before in the history of fashions. Two-piece suits of knitted fabrics are preferred by the conservative woman. These consist either of a skirt and coat or a skirt and over-b blouse, the latter in Russian blouse style. Attractive sweater coats in slightly blousing form are developed in silk and wool.

LINE HAS CUT MORE OF A FIGURE in blouses this season than it has for several seasons, reappearing in different weights and different manipulations. At one big city store this fabric, in a medium soft weave, has been chosen for the development of a new series of overblouses to which is given the name Bretalla.

The models are supposed to fill the need for a waistcoat or gilet, but built on ample, long-waisted lines, instead of cleft after the manner of a man's belt. They come, therefore, with sleeves and without, but with the sleeved more in the majority. A feature is made of wide box plaits, the whole blouse being constructed in a tailored manner, hanging straight from the shoulder and finished with a three or four-inch band. This treatment has come to be known as a Renee idea, with the band fastened to one side of the front in such a manner that it lends itself to adjustment.

There is some use of hand-drawn work in addition to the more severely box plait fronted effects, and it comes in several different collar shapes, but nearly always swung high. The color range includes orchid, blue, rose and green. The styles are also made up in white, these introducing color in collar bindings and pipings.

Jewelry Fads.
Black and white is again the high peak of fashion for jewelry. With the summer sleeveless gown the wide jet bracelet is to be used with its sparkling crest of brilliants. Jet daggers, long and of romantically Bedouin aspect, are used to slash through a fold of silk and give an air to the exact front of a high little turban. Black and white brooches and black and white combs for the evening coiffure vie in favor with black and white little finger rings.



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