

THE STATE OF SÃO PAULO

Buenos Aires Newspaper Pictures the Industry and Trade of Brazil's Premier Coffee Producing State with Comparisons

Staff Correspondence

SÃO PAULO, July 11, 1935.

THE economic activities of the State of São Paulo are reviewed by *Critica* (Buenos Aires), along with numerous items on culture, history, and general development, in a special number intended for sale on the streets of São Paulo and Buenos Aires in honor of the Ninth of July.

Thus: "The state of São Paulo, in a comparatively small area of 247,239 square kilometers (95,425 sq. miles) has under cultivation 4,000,000 hectares yielding some 5,000,000 tons of produce, valued at 2,100,000 contos (1 conto equals 1,000 milreis) of which coffee represents about 55%. The state possesses the most complete and modern system of transports in the country, and one of the best in Latin America, including roadways connecting all the municipalities, and steam and electrical railways totaling nearly 8,000 kilometers. Receipts from these railways total 300,000 contos. That of the state-owned Sorocabana Railway in 1934 exceeded the revenues of seventeen different states of the Union (twenty-one states) and the total receipts are greater than any of the state revenues excepting that of São Paulo, Rio Grande do Sul and Minas Geraes.

"Agricultural properties number 210,000, representing an investment of over 5,500,000 contos giving work to 1,200,000 laborers. Coffee is represented by 1,700,000,000 trees, cultivated on not less than 1,000,000 *alqueires* (5,979,820 acres) out of a total area in these properties of 6,700,000 *alqueires*. Cotton is grown on 100,000 *alqueires*, cereals on 900,000. Production of coffee averages 15,000,000 bags, exports through Santos 12,000,000, valued at 1,500,000 contos, of about £18,000,000. In 1930 São Paulo cotton was in tenth place among the producing states of Brazil (3,934,000 kilos) increasing to 105,000,000 kilos in 1934, or 2,600%, thus taking first place. Among the cereals produced are 4,100,000 bags of beans, 3,100,000 bags of rice, 2,900,000 of corn, the three covering some 400,000 *alqueires* (2,400,000 acres).

"Fruit culture is represented by 7,000,000 orange trees, producing 15,000,000 boxes per year, 450,000 lemon trees, 900,000 boxes; 40,000,000 banana plants, 39,000,000 bunches; 24,000,000 pineapple plants, 24,000,000 fruit; 7,000,000 vines, 20,000,000 kilos of grapes; over 1,000,000 pear trees, 2,000,000 boxes; 550,000 mango trees, 1,400,000 boxes; 350,000 alligator pear trees, 800,000 boxes. Exports amount to 8,000,000 bunches of bananas, worth £260,000; 1,200,000 boxes of oranges, £300,000; and various other fruits to the value of £100,000. In the extensive breeding camps of São Paulo are some 2,750,000 head of bovine cattle, 3,500,000

BRAZIL PROPAGANDA ABROAD

Special Correspondence

RIO DE JANEIRO, August 10, 1935.—According to plans now being perfected, Brazil will shortly open propaganda bureaus in a number of American and European countries, the purpose being to acquaint foreigners with the large variety of Brazilian products of every kind. Among these coffee will occupy a prominent place. Success thus far in such ventures, whether in extended campaigns or at international exhibitions, has suggested the advisability of establishing such facilities on a permanent basis. Samples of the products in question will be shown under the most favorable conditions, with an expert personnel in charge to give full explanations. Literature will be provided in the various corresponding languages and full information regarding each commodity and its commercial availability will be given to interested inquirers.

For the immediate future it is planned to establish a propaganda bureau in New York, France, Germany, Italy, Poland and Argentina. Upon their results depends the establishment of others elsewhere.—CARIOCA.

swine, 50,000 horses, 500,000 mules, 50,000 sheep, and 200,000 goats.

"Total production of wealth in 1934 (not including untaxed items, which were not recorded in statistics) amounted to 4,300,000 contos, of which nearly 2,000,000 contos were from agriculture, 2,300,000 from manufactures, and 200,000 from breeding. Exports (including payment of taxes) were valued at 2,000,000 contos, of which 1,600,000 were to foreign countries and 400,000 contos to other states of Brazil.

"Capital invested in the 7,000 manufactures of São Paulo is reported at 1,600,000 contos; hands employed over 200,000, using some 220,000 h.p. electrical and steam, and production in 1934 was valued at 2,400,000 contos. The textile industries turned out 250,000,000 meters of cotton cloth, 6,000,000 meters of woollens, and 1,000,000 kilos of silk goods. Hats are made to the number of 3,500,000 (felt, woolen and straw); footwear 18,000,000 pairs; hosiery 30,000,000 pairs; cigarettes, 3,000,000,000; cigars 30,000,000; matches 250,000,000 boxes; cement 20,000,000 kilos; paper 30,000,000 kilos; vegetable oils 16,000,000 kilos; china-ware and porcelain, 15,000,000 pieces; soap 35,000,000 kilos; preserves 10,000,000 kilos; chocolate and sweetmeats 6,000,000 kilos; pastry 25,000,000 kilos; beer 40,000,000 litres; various beverages, 100,000,000 litres; furniture 1,100,000 pieces; machines and implements for agriculture 45,000,000 kilos; enameled ironware 20,000,000 kilos; hardware, tools and cutlery, 10,000,000 kilos; electrical apparatus, including radios, 6,000,000; tiles, bricks, etc., 40,000,000 kilos; glass and crystal 100,000,000 objects; chemical products 10,000,000 kilos; paints, varnishes, enamels, 2,000,000 kilos; toys and small objects, 5,000,000 units.

"The meat industry is one of the most important in Latin America. In 1933 40,000,000 kilos of