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The Land of  
COFFEE  
ANTIQUE OTERO D' COSTA

*"Earth from her lap perennial verdure pours,  
Ambrosial fruits and amaranthine flowers;  
Over wild mountains and luxuriant plains,  
Nature in all her pomp of beauty reigns!  
Stern winter smiles on this auspicious clime,  
The fields are florid in eternal prime;  
From the bleak pole no winds inclement blow,  
Mould the round hail or flake the fleecy snow;  
But from the breezy deep the groves inhale  
The fragrant murmurs of the eastern gale."*

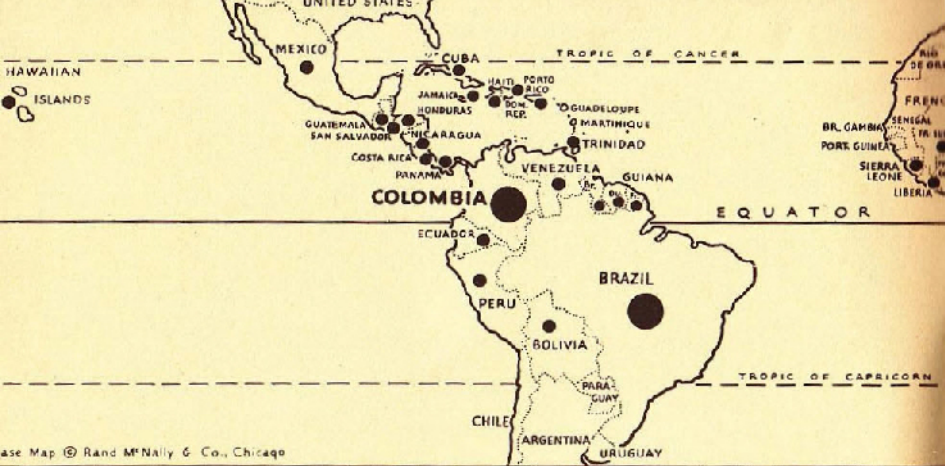
From "Coffee,"  
by Robert Hewitt, Jr.





“*A*T THE very gates of the Panama Canal, lies a country of lofty mountains and snow-capped summits; of fertile temperate valleys and plateaus; of tropical coasts and lowlands; of extensive natural pastures, and of thousands of miles of virgin forests; a country rich with the promise of vast mineral wealth, whose varied climate is capable of nurturing the vegetation of every zone; a country teeming with interest to the historian and archaeologist, possessing a literature and culture second to none in the New World, and whose capital proudly bears the title of “The Athens of South America;” a country in whose remote forests roam savage tribes who have never looked upon the face of the white man—in short, a country of boundless possibilities and of the strangest contrasts—*This is the Republic of Colombia.*”

from “Colombia”  
by Phanor J. Eder



*Coffee Growing Countries Follow the Equator,*

**I**F you were to fly around the world, following the path of the Equator, and if you could look out across the half of the Tropical Zone on either side of your plane, you would behold the fifty or more countries — some of them large, some of them but tiny islands — in which coffee today grows.

But coffee did not always grow the length of this wide belt that circles the earth at the tropics.

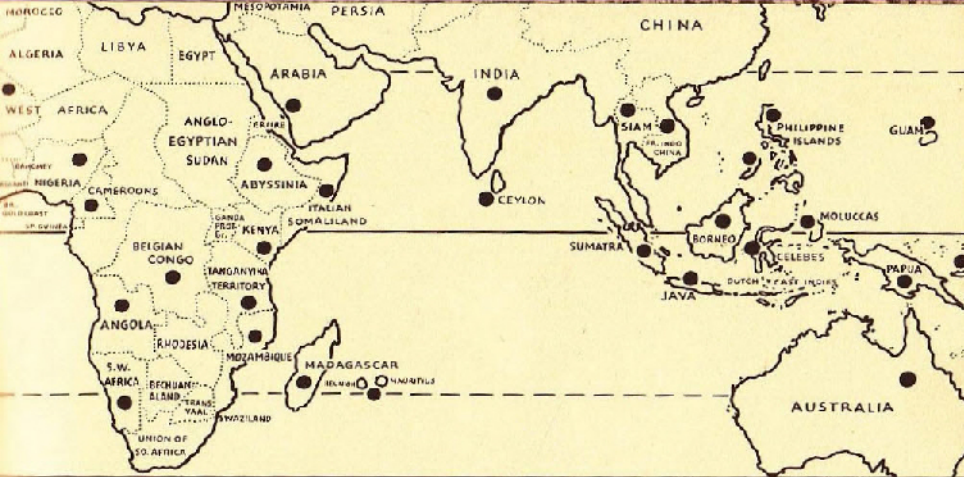
Originally it was native either to Abyssinia or Arabia. Some claim that the coffee shrub or tree was found in the latter country as early as 575 A. D., while others of perhaps equal authority assert that it was not until several

hundred years later that the first coffee tree was brought to Arabia from Kaffa, in Eastern Africa.

The Arabians called it "Kawah" or "Kaweh." The Turks later called it "Kaveh." Through a further change of pronunciation and spelling "Kaffee" it was but a step to "Coffee" as it is now known throughout the English speaking countries.

### ARABIANS TAUGHT WORLD COFFEE DRINKING

The early use of coffee as a beverage, is likewise surrounded with a lore, rich in romantic interest as "The Tales of The Arabian Nights."



*From Arabia, Coffee Culture Went First East, Then West*

Kaldi, an Arabian goat herder of the 9th century, is credited with having discovered its use as a beverage. Other claims that a Dervish named Hadji Omer, driven out of Mocha in 1285 A. D., lived for days by eating the berries from a coffee tree that grew near his hiding place, and that he was the first to drink hot water in which he had steeped some of these berries after first browning them over his fire.

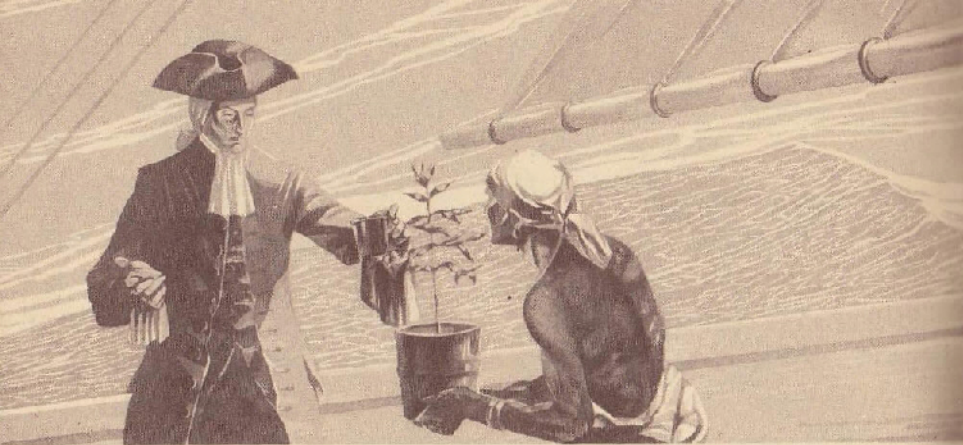
But wherever the coffee shrub may first have grown, and whoever may have been the first to use it, the credit for popularizing coffee as a beverage belongs to Arabia — a Mohammedan priest of that country, having intro-

duced the custom of coffee drinking to his countrymen.

Besides using it as a beverage, the Arabians ate as a food, balls made from ground coffee-leaves and berries mixed with fat.

The early popularity of coffee as a beverage did not continue without opposition. Because of its exhilarating effect, it soon became the object of Mohammedan superstitions and prejudices.

With some Mohammedan tribes, coffee-making and drinking became a semi-religious ceremony — only the man being permitted to make it, and with the pomp of a ritual that required the pouring of some of the beverage on the fire as a libation.



*Scoffed by His Crew, Capt. Des Cliens Saved His Precious Coffee Plant*

Notwithstanding the early religious superstitions and edicts of Mohammedan priests, the drinking of coffee spread rapidly through Syria and Damascus. By 1554 A. D., it had become so popular in Constantinople that Turkish coffee houses flourished and teemed with throngs while mosques were deserted. Again the antagonism of Mohammedan priests followed and brought the pleasures of coffee drinking under the ban of the Koran.

From the City of the Sultan, coffee drinking swept westward over Europe as Italian, French, Dutch and German merchants and scholars, returning from the East,

brought back strange tales about the coffee tree and the delightful new beverage made from its berries. By 1615 the people in Venice and by 1644 those in Marseilles were drinking it. England, Holland and Germany soon followed.

In all the European countries, as in Constantinople, coffee drinking brought with it the development and popularity of the coffee house. The effect of the coffee house on present day world art, literature, music, commerce and even politics can never be estimated. Over their tables and cups the greatest world minds of the 17th and 18th Centuries met with daily regularity.



*When Coffee Came to Colombia . . . a Colombian Plantation on Slopes of Andes Mountains*

## AMERICAN COLONIES TURN TO COFFEE

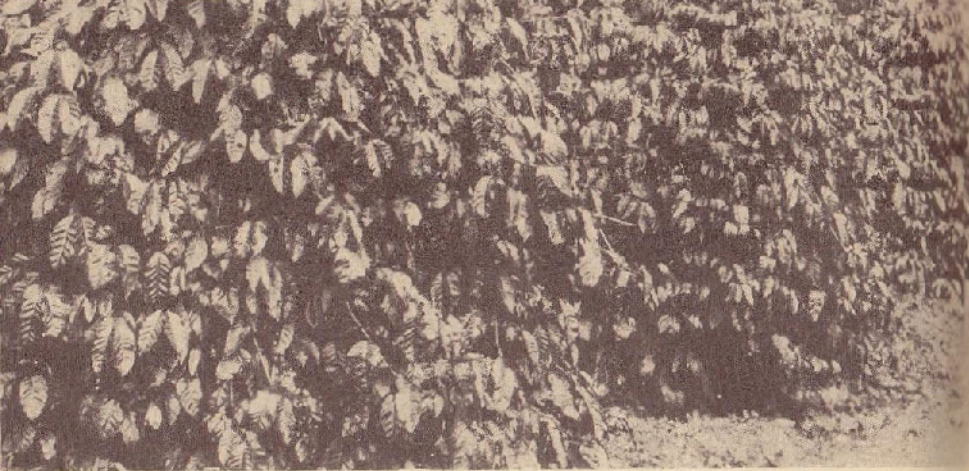
From Europe, coffee drinking made its way westward across the Atlantic into the New World. Whether the Dutch first brought it from their markets in Amsterdam to New York, in 1640, or whether the English did so at a later year is uncertain. But even at the fabulous price of \$4.68 a pound that William Penn is reported to have paid for his coffee, its use in America spread quickly and again the coffee house became the popular centre of business men and scholars.

The name of Burns' Coffee House of New York, located on the west

side of the street now known as Broadway, and the Green Dragon of Boston, among the oldest in the United States, are but two of the many that prospered during the colonial days of America.

As the popularity of coffee drinking spread across the world it was only natural that the cultivation of the coffee tree should also spread to the tropical colonies of those countries that had come to regard this delicious beverage as an essential part of their daily life. By 1696 coffee culture had spread from Arabia to Java. Ten years later, specimens of these trees were brought back to the Botanical Gardens at Amsterdam.





*A Close-up View of a Row of Coffee Trees in Colombia*

## COFFEE CULTURE SPREADS TO NEW WORLD

The gift of some of these trees in 1714, by the Magistrate of Amsterdam to Louis XIV of France, inauspicious as it was at the time, was to become significant later. For in 1720 Louis XIV directed his friend, Captain Des Clieux to take a seedling across the Atlantic to Martinique, one of the island possessions of France in the West Indies.

How Des Clieux was forced to share his own reduced ration of drinking water with his much beloved coffee plant, is told as the outstanding incident of that long and tempestuous voyage.

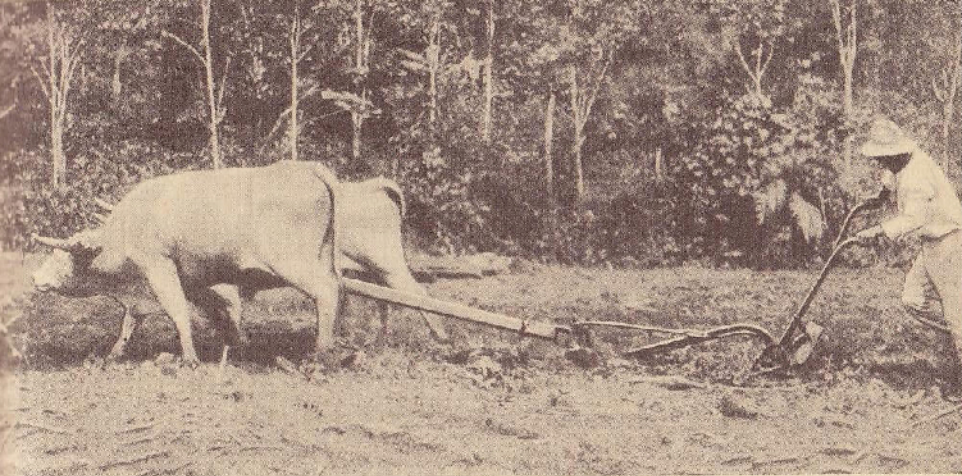
And so from 1720, the map of the

coffee-growing world began to witness a change — a change that in the future was to see the New World countries supply practically all the world's coffee requirements.

## SPANIARDS TEACH SOUTH AMERICA COFFEE GROWING

From Martinique, the Spaniards, in 1750 introduced coffee growing to Cuba, Porto Rico, and their other island possessions in the West Indies. But sugar cane, because less difficult and more profitable to grow, soon replaced coffee growing in these islands.

In 1784 the Spaniards introduced the coffee plant to their posses-



*Preparing Ground for Plantation in Colombia*

sions on the mainland of South America. Soon it spread to her other possessions in Central America.

Today, Brazil, Colombia, Venezuela, Peru, Ecuador and Bolivia and Mexico, Honduras, Costa Rica, San Salvador, Nicaragua, Guatemala and Panama all produce coffee.

Two of these stand out from all of the coffee producing countries of the entire world — Brazil, because she is the largest producer, and Colombia, because she not only ranks second in world production but, because a peculiar combination of nature's advantages and highly intensified practices in coffee culture, have won

for her the additional recognition of the world, as the largest producer of fine coffees. In the trade her coffees are known as "milds."

#### COFFEE CULTURE IN COLOMBIA

Let us study the coffee plant and see why Colombia is so adapted to leadership in the production of fine coffees.

While the coffee tree or shrub is a tropical plant, it not only can withstand low temperatures, but thrives best and produces the finest fruit when grown at the higher altitudes.

Strange to say, climate, temperature, soil and especially altitude, all, are Nature's contributions to,



*From Open-Air Nurseries, Young Shrubs Are Transplanted to Plantation Sites*

and have a direct influence upon the kind of beverage produced by the coffees from the different coffee-growing countries.

The finest coffees, those of richest flavors are grown in the higher altitudes. One might suppose that only constantly high temperatures prevailed in any country like Colombia, located almost under the equator, and crossed by it.

True, her low coast lands are hot, but Colombia is the land of wonders. Here, almost any desired uniform temperature (depending on altitude) can be found.

Here on the rugged hillsides of the Andes Mountain Range, in soil of volcanic origin, in country

so rough that machinery frequently cannot be used, and where even the horse is not sure-footed, you see her groves of well cared for trees.

Most of these plantations in Colombia, are found at altitudes varying from 4500 to 6500 feet above sea level. Nearly every Colombian planter has his own coffee nursery in which the seeds are sown. When the plants are about a foot and a half high they are transplanted in rows twelve to fifteen feet apart.

In order to improve the quality of their coffees, Colombian planters plant other trees — such as the Guamo — between the rows of coffee shrubs. With their lacy,



*Under the Shade of Other Trees, Coffee Shrubs Thrive in Colombia*

umbrella-like boughs, these shade-trees contribute two very important advantages to the coffees of Colombia — they temper the sunshine, making uniform its warmth, and they keep uniformly moist the air surrounding each coffee shrub beneath their boughs. Showered not only with Nature's favors, the coffee shrub in Colombia is likewise courted with every possible human attention.

From the day when the Spanish landlords in Colombia first grew the coffee tree for the enjoyment of its beverage, it has continued to receive every possible care in its commercial culture.

Much as in the breeding of a fine strain of race horse or of blooded

cattle, the culture of coffee in Colombia, started as a pleasure of the aristocrat. Under the favors of such an origin, it is not strange that her coffees should have become the aristocrats of coffeeedom.

Unlike coffee culture in some countries, where its growing is conducted on a large acreage ranching basis, Colombian plantations are, in most instances, small farms or groves. Here every tree receives constant care, in order that its small yield of 1 to 2 pounds a year, may possess that rich body and full mellow flavor, that the planter demands for his own fastidious palate.

And yet, notwithstanding the



*Pruning to Height of Six to Eight Feet Improves Fruit and Facilitates Hand Picking*

fact that coffee culture in Colombia is a hand operation, she produces not only the choicest, but likewise the second largest quantity of any of the world's coffee-growing countries.

Her annual production exceeds 3,000,000 bags — each of 132 pounds, or in excess of 400,000,000 pounds. Over 90 per cent of her coffee is sought after and used in the United States.

In some countries, the coffee tree is allowed to reach its natural height of 14 to 20 feet. In Colombia, it is kept pruned down to a height of 6 to 7 feet. This practice in Colombia is especially important in producing uniformity of ripeness and flavor.

#### THE COFFEE PLANT

Of the more than 20 species of coffee plant found throughout the world, the *Coffea arabica* is the one generally cultivated in Colombia. The plant is an evergreen, with sharp-pointed, oval-shaped leaves 4 to 6 inches long, dark green on the upper surface and lighter green underneath. They are shining and waxlike and resemble very much the common laurel, though not so thick or dry.

At the 3rd or 4th year, the tree starts bearing. From the axils of the leaf, the delicate white flowers emerge in clusters. These flowers have one funnel shaped petal with a slender cylindrical tube that is much longer than the



*Plantations Are Kept Free from Weeds in Colombia*

cup of the flower. Bursting into a profusion of white almost overnight, their beauty fades almost as fast, for flowering usually lasts only a day or two.

In blossom, the trees look much as though they were blanketed with soft fleecy snow, belied of course by their jasmine-like fragrance that fills the air for miles around. Sweeter even than the odors of an orange grove is their delicious perfume. Small wonder that poets have loved to linger in and write of the beauties of the coffee plantation.

Shortly after the flowering period small clusters of green berries, each oblong in shape, begin to appear. In six to seven months,

when they are about the size of a cherry, the fruit ripens, turning first to a brilliant red and then to a darker red when fully ripe.

Strangely beautiful is the sight of green "cherries," red "cherries" and fragrant white blossoms sometimes seen on the same branch.

#### AS THE CHERRIES RIPEN

As the fruit ripens each ripe "cherry" is individually picked by hand in Colombia — the green or semi-ripe cherry being left to become fully ripe.

This requires constant picking and means going over each shrub many times during the harvest-



*Each Coffee "Cherry" Is Picked by Hand and Only When Ripe, in Colombia*

ing season. But it assures uniform ripeness of the harvested crop so important in the development of uniformity in the rich flavors and aroma of Colombian coffees.

Thus it is seen that keeping the trees pruned not only improves the size and quality of the cherry but is an important aid to hand-picking.

In some countries, the picking is done in a different manner. Instead of picking the ripe berries individually, the branch is stripped of all its fruit, regardless of the ripeness of the different cherries.

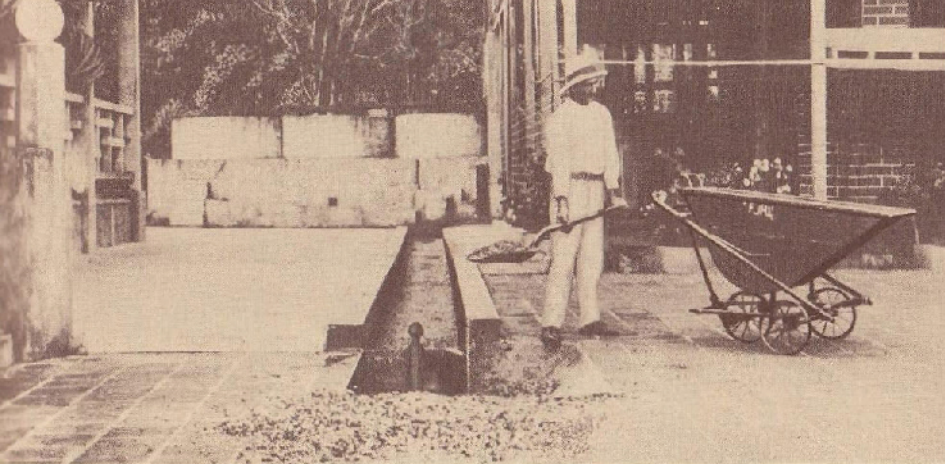
When ripe, the coffee cherry is of dark red color. The coffee beans are the seeds which are contained in the center of each cherry.

Two of these seeds usually grow in a cherry, with their flat sides face to face. They are surrounded by three coverings. The outside one is pulpy. Next to it is a layer much like parchment, surrounding each of the two halves of the seed. When this parchment is removed the coffee beans are still covered by a third layer—the silver-skin,— which is thin, transparent and shining.

#### REMOVING THE BEANS FROM THE CHERRIES

Up to ripening time, Nature, with all her advantages combined in climate, soil and altitude of Colombia has assumed the major responsibility for the inherent distinctive flavor of her coffees.

But preparation, after picking, is



*After Outer Pulp Covering of "Cherry" Is Removed, Colombian Planters Wash the Beans*

important too, and most exacting in its requirements, if the flavor and aroma of each tiny bean is to be safeguarded.

Here the Colombian method of preparation, and the skill and experience of her planters become the final contribution. Instead of drying the cherries immediately after picking and before removing the pulpy covering, as is done in some countries, the so-called "wet method" is generally employed in Colombia.

Immediately after picking, the outside pulp is removed by machines, exposing a sticky substance which surrounds the parchment.

To facilitate washing, whereby this sticky substance is removed,

the beans (still in their parchment covering) are allowed to remain for 12 to 15 hours in thoroughly cleansed concrete tanks. In machines or in concrete sluiceways, but always in constantly changing clear water, the beans are then thoroughly washed.

After draining, they are spread out for drying, in layers several inches deep on open air concrete drying patios or in buildings with removable roofs. During the drying process they are constantly raked and turned so that evaporation may be uniform. On some plantations in Colombia they are dried in cylindrical machines by blasts of hot air.

When the coffee beans are thoroughly dried, they are put into milling machines. Here the tough





*On Drying Patios, in Mountain Sunshine and Air, Colombia's Coffees Are Dried*

parchment coating and the silver-skin which cover each bean are removed, exposing the Colombian coffee bean of rich olive green color, (not of whitish or yellowish hue) the mark of superior coffee "in the green."

Constantly sorted at every stage of preparation, in order to remove foreign substances as well as imperfect cherries, the hulled beans are subjected to the further scrutiny of hand sorting after machines have graded them for size, weight and shape.

Now, that the care and patience-requiring task of preparation has been completed, Colombia's coffee is ready to go into sacks of jute or fibre and start to the export markets of that country.

#### ON ITS WAY TO YOU

So down the mountain slopes by mule pack, over deep ravines and gullies by strange looking aerial cables, and finally by train and steamboats that ply up the Magdalena River for six or seven hundred miles, and other rivers for lesser distances, it is brought to the cities which are the coffee centres of Colombia.

From the cities of Barranquilla and Cartagena on her Atlantic coast, and from Buenaventura, leading Colombian seaport on the Pacific, ocean steamers take it to the various ports of the coffee-consuming countries of the world.

When it arrives in the ports of the United States or other countries, it must still complete a third lap



*Watchful Eyes and Deft Fingers Remove Imperfect Beans*

and a most important one, before it reaches you.

Still in the green bean state, and still in bags, it makes its way from the seaports of the United States to the plants of the many roasters who are to manufacture it into your coffee.

AFTER IT HAS LANDED  
IN THE  
UNITED STATES

Two or three generations ago, coffee users went to great trouble in order to get their coffee for drinking. They bought the green coffee beans and did their own coffee roasting. Good coffee as we know it today was the exception in those days.

Today the preparation of your

favorite brand of coffee from the green coffee beans as they come from Colombia and other coffee-growing countries has developed not only into an exacting science, but into one of the leading food industries in the United States, totaling from three to four hundred million dollars annually.

In the many roasting plants, it is the experts of every type — men experienced in blending, roasting and packing. Large investments in modern plants with mechanical equipment, and every necessary facility assist these men in their work.

The coffee expert knows at a glance the country of origin of the various green coffee beans as he looks at them. He also knows the flavor and aroma advantages



*By Mule-Pack from the Mountain Plantations, Colombian Coffee Starts to You*

of coffees from different countries or from various sections of the same country.

From various types of coffees, he blends or mixes the green coffee beans in just the required proportion.

After careful mixing or blending of various types of green coffees it is ready for roasting.

Here again expert skill, born of long experience is necessary. Coffee in the "green" bean state has practically none of the "coffee" flavor and aroma. It is the roasting that develops these qualities. That is why constant care must be exercised to avoid "under" or "over" roasting.

After roasting, the rich brown coffee beans require only grind-

ing to make them ready for coffee making. While some people still prefer to grind their own coffee at home, the roasting plants with their much better facilities for grinding "Fine," "Medium," and "Coarse" are producing more and more coffee in the ground state from year to year.

### COLOMBIA'S COFFEES BECOMING MORE POPULAR

From the time that Colombia's coffees were first imported into the United States, their superior qualities have been recognized. In this country, practically all of Colombia's coffees are blended or mixed with coffees from other parts of the world, not so mellow or rich.



COURTESY - PAN AMERICAN UNION

*And by River Boats It Reaches the Coffee Markets of Colombia*

Increasing appreciation of and demand for richer flavored blends has resulted in the blending of various types of coffees all from Colombia.

To the connoisseur, the full richness and mellow flavor of such a blend is immediately apparent. In brewing, too, its distinctively fragrant aroma can be detected. Particularly are the characteristics of blends made entirely from Colombian coffees apparent in the demi-tasse or to anyone who prefers his coffee clear.

Another outstanding feature of Colombian coffees is their economy. The greater richness of

those oils in Colombian coffees, which produce flavor and aroma permit the use of smaller quantities of blends comprised in large part or entirely of her coffees.

To bring you the fine coffee from Colombia is a long and care-requiring task. Including preparation and aging of the green beans after they are picked, more than a year is required from the time the flowers appear to the time that your coffee greets you on your table, with its delicious fragrance absorbed from the tropical rains, sunshine and soil of Colombia, the *Land of Coffee* — the *Land of Wonders*.





*Capitol Building in Bogota . . . Where "Spring and Roses Are Eternal"*

**T**WENTY hundred and sixty-five miles due south of New York City and 610 miles nearer to the Statue of Liberty than San Francisco, lies the Republic of Colombia. Her northern shores are also 140 miles closer to New York than is Mexico City.

Nestling at the northmost tip of South America, and crossed by three ranges of the Andean Cordilleras that slip silently into the waters of the Pacific on the West and the Atlantic to the East, Colombia is the only country of South America with shores washed by the two great oceans.

To the east and south, these mountains fade into vast fertile plains and jungle forests drained by the mighty Amazon and Orinoco rivers.

In area, her 444,270 square miles slightly exceed that of Germany, France, Austria and Belgium combined. Her equivalent in the United States would comprise the Eastern Atlantic states from Maine to Florida plus Ohio and West Virginia.

Here, within the boundaries of this third largest country of South America, strange extremes and contrasts meet. Even to the seasoned traveller, they afford a constant succession of entrancing surprises.

Though crossed by the Equator, climate here is simply a matter of elevation. From tropical temperatures at her sea-level to continual snows on her mountain crests, there is here a range of perpetual temperatures of which few countries may boast.

In Bogota, her capital, 8600 feet above the sea, springtime and roses are eternal.

At her northern gateway on the Atlantic Ocean, lies the city of Cartagena, "Jewel of the Centuries," drowsing lazily under a tropical sun, sheltered by the same walls and fortresses that proclaimed their might to the marauding explorers of a 16th century world.

Beyond, and in the cities of her interior, as in Cartagena, the romance and culture of a medieval yesterday are colorfully



*A Page from History of the Sixteenth Century . . . The House of Inquisition in Cartagena*

woven into the vigorous pattern of a modern today.

"In Bogota," says the Hon. Samuel H. Piles, former United States Senator and Minister to Colombia, "are long and curiously wrought narrow streets, old Spanish houses with overhanging balconies and iron-grated windows through which beaux and belles whisper as in days of old, while yonder are broad avenues skirting a semi-tropical park smiling at the foot of a strangely beautiful but somewhat jagged range of mountains, which encircles the city at an altitude ranging from 750 to 2500 feet above the plain, (itself 8600 feet above sea-level) standing like a grim sentinel above the majestic city it guards.

"Here it is, that the finest cultivated Spanish is spoken. Here it is, that unusual culture and refinement are to be found; here it is that gallant men and beautiful women are to be found; here it is, that true Castilian hospitality is to be found

with a sincerity of feeling and purpose that is not to be misunderstood."

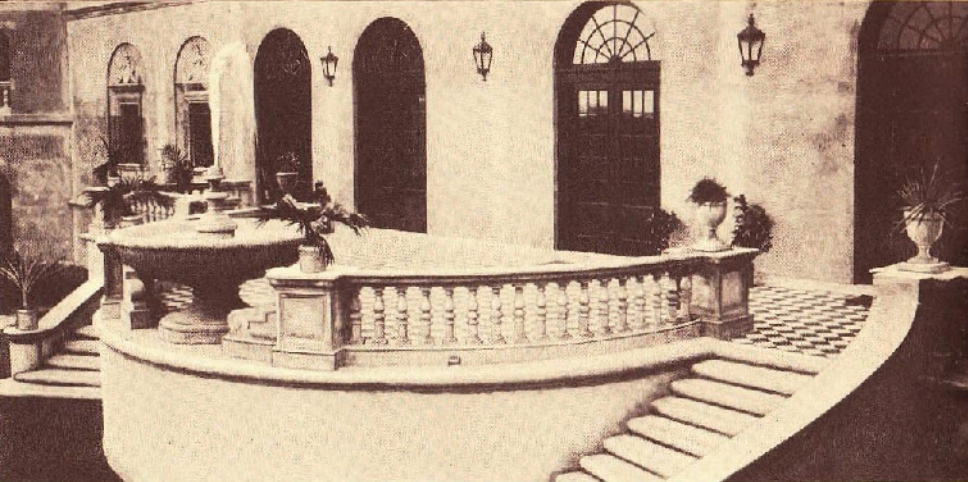
And Bogota, with her 250,000 population is but one of her many cities whose contrasting beauties charm the tourist.

Barranquilla, Cali, Medellin, Manizales, Santa Marta, Buenaventura and many others dot her plateaus, ocean coasts and river shores.

Between them, railroads, riverways and highways thread their courses under the spell of ever changing scenery.

In Colombia, one of the first commercial air lines in the world was inaugurated. From one of her many airplanes that fly in daily mail and passenger service between her leading cities, the view below, of ribbon-like rivers and frozen peaks, of luxuriant valleys and tropical forests with their myriad colored foliage such as only nature here can paint, is but another expression of the contrasting mysteries of this Land of Wonders.

Stalking her forests and plains, are big



*Entrance to Hotel Del Prado, in the City of Barranquilla*

game, the jaguar, tapir, wild boar, deer and others, native to both tropical and temperate zones. Her rivers and lakes teem with boundless varieties of strange fish, while in her lower tropical waters the alligator reaches the size of the crocodile.

In her mountains, forests and streams lies wealth unbounded, and untapped save enough to prove its existence. Precious minerals and jewels are still being taken today from the same deposits that once brought wealth and power to the Conquistadores of another century.

In the production of that most costly of jewels — the emerald, Colombia leads the world. In platinum, with vast stores still undeveloped, she stands second in world production. Greater than that of any other country of South America is her gold production.

Grains and other crops of temperate climates grow here in Colombia at one elevation while a few miles away in what, judging by climate, one might think was a different country are rubber, sugar-cane and cotton and other tropical plants and trees.

Among her variety of multi-colored flowers, fruits and vegetables, are many unknown to the American tourist.

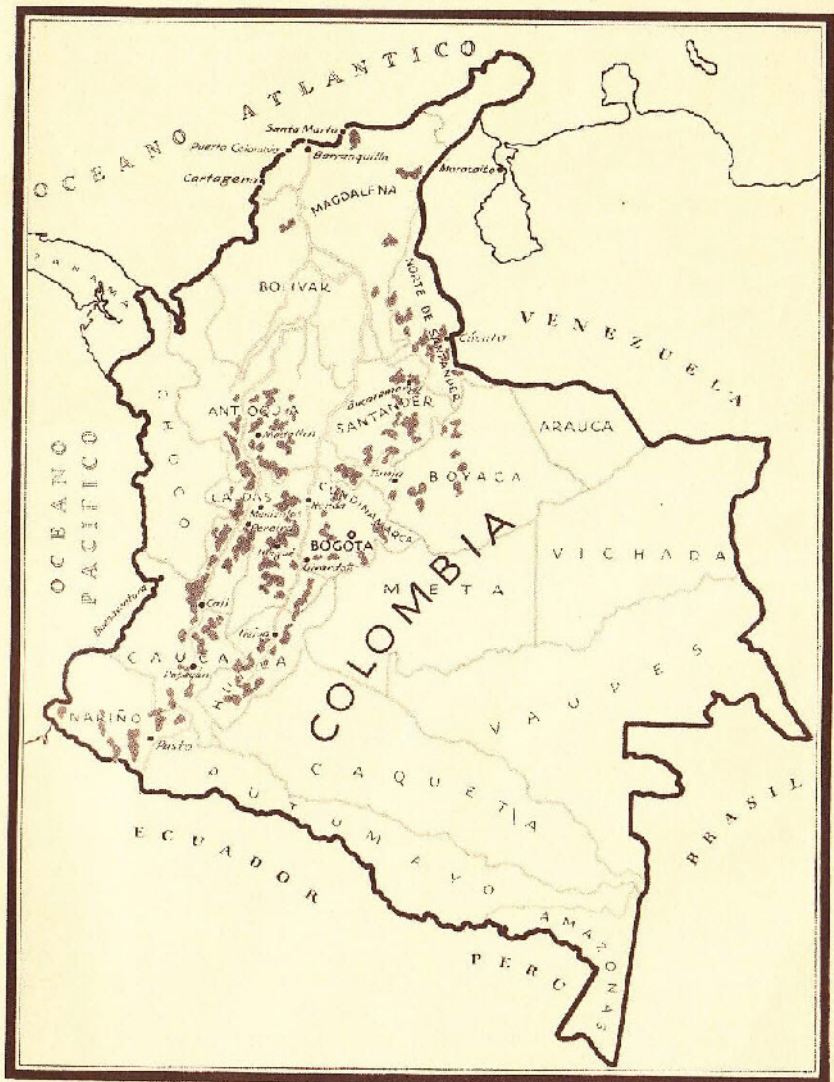
Here grows in abundance the delicious banana. In its production Colombia stands third among the countries of the world.

Here, native sports, turmeque, jai-alai or the bull fight, call the tourist to join the gay holiday crowds. Or if he prefers, he may enjoy his own sport, be it polo, golf, tennis, swimming or football. Further thrills—the glacier climb, here await the intrepid traveler.

Throughout Colombia fine country clubs with their rich natural settings contribute generously to tourists' stay.

Hotels of which any country might well be proud, greet the traveller not only with every facility for luxurious comfort but with a hospitality that is most genuine.

Colombia is truly the sportsman's and tourist's paradise, destined to be one of the world's greatest playgrounds, because it is not only the *Land of Coffee* but likewise the *Land of Wonders*.



Colombia . . . Shaded Areas, Showing Regions of Andes Mountains  
Where Finest Coffees Are Grown



TO THE many authorities on the history and development of coffee, whose works have been of assistance in the preparaton of this book, we acknowledge a most grateful appreciation.

The works of Robert Hewitt, Jr., Joseph Walsh, B. B. Keable, Edward Robinson, Wm. E. Ukers, Prof. R. H. Cheney, also the U. S. Department of Agriculture have been of valued assistance.

To the Consulate General of Colombia, we likewise acknowledge an indebtedness.



Federación Nacional de Cafeteros de Colombia  
*Bogotá, Colombia, Sur America*

National Federation of Coffee Growers of Colombia  
*New York City*