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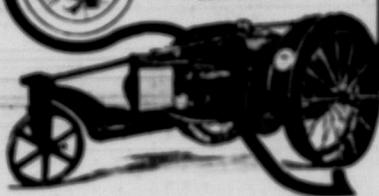
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FRUIT CROP PROSPECTS

A few months ago when the British government placed an embargo on all apple importations into Great Britain it was thought that fruit marketing conditions generally this season would be very much upset and abnormal. Due to the peculiarities of Nature this will not be so. Districts that were expected to yield heavy crops of fruit will market but small quantities. Throughout Canada those directly concerned in the marketing of the fruit crop are losing no time in arranging for the widest possible distribution of the season's surplus in Canada in order that none of the crop may be lost in the event of the British embargo remaining.

New York State, by virtue of its exceedingly large apple tonnage, governs the apple prices on the North American continent. This state with, of course, the neighboring states producing apples, sets the price because so many apples grown here are carried across the Atlantic and because here is to be found the largest exportable quantity.

From reports received it is safe to assume that New York will not set a low price for apples this season due to the fact that the crop is short. This short crop will balance the market, that is to say if there were no British embargo there would be but very few apples, comparatively speaking, to market on this continent. In Nova Scotia the apple bloom this year was exceedingly good, but the spring was cold and wet and a lot of the fruit has been destroyed. However, it is reported that the crop will be heavier than last year, but to what extent has not yet been ascertained. It is very doubtful if any large quantity of apples from Nova Scotia will find their way to Great Britain; this being the case every effort will be made to sell the Nova Scotia apples in the American market and in Western Canada. The Ontario apple crop is almost a complete failure, there being a very serious outbreak of apple scab in all sections of Eastern Canada, particularly in orchards which have not received thorough attention. Weather conditions have been ideal for fungus development and there is certain to be a large percentage of third grade fruit. Canker worms have seriously infected the Annapolis Valley in Nova Scotia and there have also been slight outbreaks in New Brunswick.

C. E. Barnes, president of the British Columbia Fruit Growers' Association, after a trip to Eastern Canada, reports on apple conditions generally as follows:

"None of the trees in B.C. are bearing heavily but a sufficient number of young trees are bearing for the first time to ensure a crop equal to and possibly somewhat exceeding that of last year. The apples promise to be of unusually good quality and will pack a high percentage of Number Ones."

"The prospects for a good market for the B.C. apples are improving steadily. The latest advices from Nova Scotia indicate that fungus and the canker worm will reduce the quantity and quality of their crop very materially. The Ontario crop is almost a complete failure, so it would appear that instead of a large surplus of apples in the autumn there may not be sufficient to meet the demand. Such a condition will naturally result in higher prices than the average especially for the good keeping varieties."

"Conditions in the United States are reported to be very similar. The north-western states will have a good crop but the crop in the east will be very light. This is especially true of New York State, where the crop of winter apples is almost a failure. It is probable that in view of the large purchasing power of the American people, aided by the efforts of the food controller to increase consumption of fruits and perishable foods and improve the distribution of such products, the U.S. apple crop will all be consumed at home."

"It would appear, therefore, that the prospect for any surplus of apples in Canada is rapidly disappearing."

In some districts in B.C. buyers are already on the ground and are offering good prices for apples. Extremely hot



Why I Lunch On Puffed Wheat

A man on a train, a few weeks ago, told a friend why he lunched on Puffed Wheat. And we think that thousands of men will endorse his view.

He said, "It saves me a dull hour or two. The brain doesn't work well when the stomach is taxed."

"Here is whole-grain food,* steam exploded. Every food cell is blasted. I know Prof. Anderson, the man who invented it. And he tells me that no other process makes whole-grain so easy to digest."

"Then it makes a great dish. Note these bubble-like grains, thin and toasted. They taste like puffed nuts. And a dish makes a meal, because they are clear nutrition."

For the same reason—though he did not say it—they make an ideal night dish for a child.

Puffed Wheat

Puffed Rice

Both 15c, Except in Far West

These are the premier breakfast delights—puffed to eight times normal size. Serve with cream and sugar or mixed with fruit.



With cream and sugar or in bowls of milk



Flavorful tidbits to mix with any fruit

For breakfast or supper, float like bubbles in a bowl of milk. Salt or drizzle with melted butter for between-meal confections. Use like nut meats in candy or on ice cream.

Keep plenty on hand, and both kinds, for there are no other foods like these.



Let hungry children eat like peanuts

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