

Fruit Exports to Europe Growing But Shippers Must Study Markets

GROWING BUT SHIPPERS MUST STUDY MARKETS
WASHINGTON (Special)—Competition from other countries is such that if American growers and shippers are to increase the sales of American fresh fruit in the markets of Europe, they must keep in close touch with production, consumer preferences, and current market conditions abroad, says Ed Smith, until recently a foreign fruit marketing specialist of the bureau of agricultural economics, U. S. department of agriculture. In a publication, circular No. 20-C, "Marketing Fresh Fruit in Europe," written by him and just issued by the department.

In the bulletin the expert discusses foreign marketing methods and opportunities in leading European fruit markets, and makes recommendations to small growers, large shippers, cooperative exchanges, and export agents as to satisfying the European trade. He says that although the exportation of fresh fruit from the United States to Europe has made constant progress, if the possibilities as to production of apples in Europe are realized, Europe can become self-supporting with regard to this fruit, which makes up the largest share of American fruit exports, and in the course of time her imports of apples from the United States and Canada may be only a fraction of what they are today.

The small grower seeking foreign outlets is advised to link his operations with those of other producers, through cooperative organizations or fruit buyers. It usually does not pay to operate independently in a small way, he says, because the few barrels or boxes may reach a market in Europe when markets are glutted and prices are very low. The consignment may be placed in a warm part of a ship and suffer from high temperatures, with excessive ripening and decay, resulting in losses which the small grower can never recover. The small operator may be influenced, also, to consign his fruit to overseas distribution where honesty and sales efficiency he does not know about.

"The large grower, cooperative association, and the fruit buyer, on the other hand, with thousands of barrels or boxes to market, are in a position to ship every week in many ships and to many markets, and they can average losses with profits," says the writer. "They can take the export risks because they can spread their risks as a small grower can not spread his."

The large shipper who attends to the details of satisfactory packing and shipping wins a premium through the establishment of his reputation with foreign merchants. "In general," he says, "European countries will take shipments of any of the standard varieties of apples grown in the United States in season, although varieties which do not have good carrying qualities are not popular. Certain markets will pay more for some varieties than will other markets. The greatest demand for apples in Great Britain is from September to April. Late in the fall comes the Scandinavian demand. Germany and the Netherlands ordinarily do not take heavy quantities until after December 1. Special requirements as to sizes should receive close attention; small sized apples should not be placed in markets in which there is a preference for large or medium sizes."

Discussing the European mar-

ket for other American fruits, Mr. Smith says that cheap oranges received from Spain and Palestine in the winter restrict the demand for American oranges largely to the summer months. Grapefruit has had a rapid increase in demand throughout Great Britain, but has not been well introduced into continental countries. Erratic competition of many shippers in Florida, the West Indies, and California, he says, emphasizes the need for coordination of shipping efforts among producers.

"American pears in Europe meet competition from many countries, but they are marketed in Great Britain much as are apples. The British demand occurs from September until February, and is for intermediate and late varieties of medium sizes. Severe losses are experienced by exporters from the Hudson river valley of New York on account of the unsuitability of the barrel package. Great Britain furnishes an outlet for fresh Italian prunes from Idaho. Shipments from areas of earlier production do not arrive in good condition and conflict with home-grown plums."

The demand for cranberries should grow steadily, Mr. Smith believes, but peaches, lettuce, and sweet potatoes, he says, are beset with handicaps which promise to limit them in export trade.

Copies of the bulletin may be obtained free from the office of information, Department of Agriculture, Washington, D. C., upon request, as long as the supply lasts.

Poison Dust Is Used To Defeat Mosquito Hordes

INDIANAPOLIS (AP)—Success is claimed for a new method of destroying mosquitoes wholesale by clouds of Paris green. The poison is mixed with soapstone or hydrated lime and its discharge resembles wartime smoke screens. As the Paris green is diluted before mixing it is said to harm only mosquitoes.

Experiments have been going on for two years at a proving ground in swamps of Western Tennessee, and now an Indianapolis film company has issued pictures for an educational campaign. Spraying from machines carried in motorboats or automobiles produces dust clouds many feet high that penetrate trees and undergrowth for several hundred feet to windward. This treatment is said to destroy all mosquitoes in the margin named.

Airplanes in a single flight sometimes spray areas a half mile wide. With planes the method is similar to that used in dusting cotton fields. Development of Paris green as a biocide was done under direction of the late Dr. M. A. Barber, former director of malaria research for the U. S. public health service.

Jane Cowl says the theater is on its last legs. There seems to be plenty of 'em, anyway.

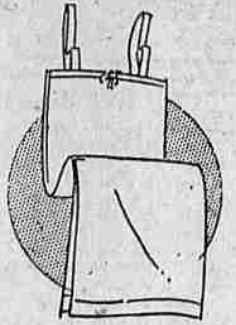
More Customers Every Day SHOP at WARD'S and SAVE

Silk Dance Sets Rich With Lace



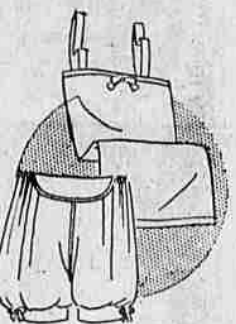
\$2.98
Lovely quality crepe de chine. The bralette has ribbon straps; panties have yoke front. In flesh, egg shell, or black. Other tailored and embroidered styles.

To Wear Under Sheer Frocks \$2.98



Costume slips of crepe de chine have inverted plait. Slimly tailored in pastel shades and spark red.

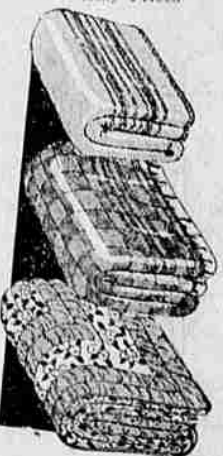
Rayon Set of Lasting Loveliness \$1.96



Panties, bloomers, vests, one piece combinations in a choice of pastel tints—each at this special price.

Wool Bedding to Keep You Warm in Winter

70x89 inches. Visit Our Linen Section. Economy Prices.



Blankets

ALL WOOL—Colorful block plaids. Live, springy wool. Satin-ven bound edges. Size 70x89. Each **\$7.15**

Comforters

FINE QUALITY—Flowered double. Satin border, double insert. Size 80x90 inches. Good value at **\$3.98**

Cotton Batts

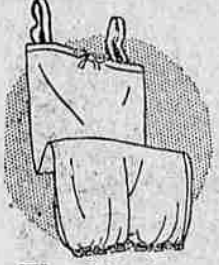
Soft white carded cotton, stitched in green rows. Each **95c**



The Smartest Sport Frocks Use Warm-Hued Tweeds \$9.75

Tweeds and novelty wools have come into their own this season. There is a charming variety in styles and weaves. One and two-piece frocks are trimmed with buttons, narrow belts, plaids, scarves, and touches of bright color. They may be had in tans, browns, purple, wine, blue and hunter green.

Tailored Silk Frocks \$5.95



The Modern All-in-One Garment \$1.49

A bloomer combination of soft-textured rayon is molded to the lines of the body. Bloomer leg, with opening at left leg.

Rayon Bloomers Specially Priced

Well tailored bloomers with elastic at knee and waist. Flesh, peach, Nile green. Pair, **89c**

Our Strongest, Longest Wearing WORK PANTS

\$3.00 Values \$2.49

Gray and black striped cotton worsted. A hard, tight weave of twisted threads that wears long. Material full 5-ounce weight. Sizes 32 to 44.

Dress Pants \$2.98 - \$5.98

A Mighty Fine Value All Wool Pull-Over Sweaters for Boys \$2.98

V-shape shaker knit. Firmly knit with snug-fitting cuffs and bottom. Gives you warmth and wear at a low price. Cardinal or Navy.



New Winter Coat Fashions For Dress and Sport Wear

Choice of Colors **\$19.75** Choice of Styles

There's a suggestion of Paris in the lines of these stunning coats just received from New York. Swaggering roadster coats, like the one pictured at the extreme left, are smartly tailored of warm, deep piled fur fabric. More dressy styles come in smooth broadcloth or silk plush, trimmed with great collars of soft fur.

Other Coats \$14.75 - \$39.75



Cozy Chinchilla Coats

For 3 to 6 Year Olds **\$4.00**

Sturdy, warm little coats of a good quality chinchilla. They are trimly tailored with cozy button-up collars and patch pockets. Double breasted, satin lined. Choice of navy blue, brown, tan, light blue.

Little Girl's Panty Dress 98c

Attractive all-wool jersey in bright colors. Hand smocked or embroidered, with white collars. Long and short sleeve styles. Panties have cuff bottoms. Sizes 2 to 6 years.



Intriguing New Costume Jewelry

Necklaces, bracelets, earrings. Each **69c**

Handbags to Match the Ensembles \$2.85

Have smart details that make them very new—ornaments of metal, leather, crystal. Many styles in soft leather.

Slipper, Featuring Cutout Design

\$4.98

A patent leather with a narrow strap and a smart center buckle. Because it is a Beau-Arch shoe it offers the utmost in comfort.



Comfortable All Weather Footwear

The "Wonder Wear"—A Boy's Shoe for Dress or Hard Play, pair **\$3.19**

Neat enough for dress wear, sturdy enough for every day wear. Goodyear sewed Wonder Wear Composition soles. Sizes 1 to 6.



Here's a Dependable Work Shoe for Men

\$4.29



A comfortable all solid leather shoe for outdoor workers who spend many hours every day on their feet. Black grain leather uppers, rubber heels. Sizes 6 to 11.

Keep Warm and Dry with these Heavy Rubbers \$1.17

Be ready for the bad weather that is coming. Semi-storm proof style, extra heavy soles for miles of wear. Sizes 6 to 11.



BOYS' RUBBERS

Sizes 2 to 6

Pair **69c**

MAN-O-FASHION OVER COATS



\$24.50

START THE SEASON RIGHT

You'll do more than just start winter right with a Man-O-Fashion Overcoat... You'll finish it right, too. The Man-O-Fashion box and semi-fit cuts and flawless tailoring get you off on the right style foot, and the fine wool fabrics have the stamina to finish the season like champions... little the worse for wear.

The fabrics are 100% wool, fleeces and

plaid backs—deep, thick, warm. The patterns are the season's best in just enough variety to assure satisfaction to every taste. In fabric, fit and style they're the kind of overcoats most stores price at \$35 and call them "exceptional values."

See our complete line of overcoats and suits... \$19.50 and \$24.50. Extra trousers, \$5.00.

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