

A 'New Deal' in Apples



These apples—literally millions of lower grades—will be made into cider and vinegar, freeing the fruit market for better apples.



An apple and a noon-day rest. These two old-timers resting during lunch should be able to keep that doctor away for many, many days.



Stabilized prices under the purchase plan mean shoes and other necessities for this apple grower's family.

IN A LAND of plenty apple growers faced ruin as the 1939 crop began to ripen. It was the best crop in 10 years, but drastic cuts in the export market because of the war destroyed all chance for good prices. At the same time—in the big cities—school children, families on relief, and other Federal and State charges suffered for lack of minerals and vitamins that apples contribute to diet. To bridge this gap the Department of Agriculture, co-operating with apple growers, developed the surplus purchase program. The Federal Surplus Commodities Corporation was authorized to buy up the better-grade apples for relief agencies. And for every bushel of better-grade apples bought, a bushel of lower-grade fruit was diverted by canning, drying, in juice, or food for livestock. This has helped farmer, consumer, and the man on relief. The farmer is able to buy tools, shoes for his children—the consumer gets the better-grade apples—and the man on relief gets his needed vitamins.



Pastoral. One way of diverting lower-grade apples from a surfeited market is to feed them to livestock.



A smiling lass from the orchards presents a barrel-lid of Shenandoah apples ready to go to market.



Apples bought by the Government in the Shenandoah Valley being loaded aboard a freight car bound for a shipping center to be taken over by relief agencies for distribution.



Better health for young America. Surplus farm products, which might be totally wasted, come to the free lunch table of a school in the poorer section of a large city.



Relief worker at one of the agencies making apple sauce for free school lunches from part of the surplus crop.

U. S. D. A. Photos by Killian.