

South African fruit : Summer fruits for Winter health / South African Deciduous Fruit Advertising Committee.

Contributors

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South African Fruit



*Summer Fruits
for Winter Health*



GIVE A WELCOME TO THESE SOUTH AFRICAN



The scene depicted above is a typical South African Fruit Farm, not many miles from Cape Town. There are many such Farms in the Union of South Africa producing Peaches, Plums, Nectarines, Apricots, Grapes, Pears, Pines, Apples, Melons, Mangoes, Passion Fruit (Grenadillas), Avocado Pears, Litchies, Cape Gooseberries, etc., and most of these fruits arrive here at a time when from a trading point of view they are most acceptable.

To-day the South African Deciduous Fruit Orchards cover 125,000 acres.

GREETINGS FROM SOUTH AFRICA.

The mail from the Cape has been laden with Yuletide Greetings and Good Wishes. Trade is on the mend and prosperity within the Empire already in sight, but the efforts made by our own Kinsmen overseas to bring about this should not be lost sight of.

Many will remember that last year the President of the South African Deciduous Fruit Exchange (Mr. Dicey), issued a request to all his Fruit-growers to BUY BRITISH whenever possible. South Africa, despite her comparatively small population now ranks second only to India as Great Britain's best customer. The South African clearly believe in the principle of buying from those who buy from them, and we are confident that the Retailers here will not fail to respond.

TH AFRICAN SUNSHINE FRUITS

It is more than likely last year's record will be again exceeded as regards quantities of fruit shipped.

Notwithstanding the improvements of the past few years, grading and packing is being given still greater care this year: the advice offered by a number of their Retailer friends in this connection is gratefully acknowledged.

The first shipments of Apricots, Peaches and Plums have arrived and have met with approbation from both Trade and Public. While it is Winter here it is Summer-time in South Africa thus making it possible to brighten up window displays with this attractively coloured fruit and also offer customers something fresh and inviting.

This scheme has been made the subject of this year's poster "Summer fruit for Winter's health." A photographic reproduction of this design is given. It is being printed in two sizes, double crown (30" x 20") and crown (20" x 15"), together with streamers to match (30" x 10") for Peaches, Plums and Nectarines, and for Grapes and Pears.

Lettering streamers and Bills on the lines of those issued last year which were so popular will also be available in a different colour scheme, and Price tickets for all fruits with packets of gummed-back price overlays.

You are particularly requested NOT to ask for more advertising matter than you can usefully display as supplies are limited.

ONCE AGAIN we appeal for your esteemed co-operation in marketing this season's Deciduous Fruit and at the same time take the opportunity of thanking you for the support you have given in the past.

SOUTH AFRICAN DECIDUOUS FRUIT
ADVERTISING COMMITTEE.

CALENDAR

APRICOTS	December to Mid-Feb.
PEACHES, PLUMS	December to April
NECTARINES	January to March
PEARS, GRAPES, GRENADIL- LAS, PINEAPPLES	January to May
MELONS	Mid-Feb. to May
APPLES	March to May

SOUTH AFRICAN GRAPES

South African Grapes are grown in the open and ripened only by the sun, hence their wonderful flavour.

Popular varieties are —

Red and White: Hanepoot

White: Waltham Cross, Rosaki, Raisin Blanc

Red and Black: Gros Colmar, Barbarossa, Henab Turki.

SOUTH AFRICAN PEARS

Dessert: Doyenne du Comice, Beurre Hardy, Superfine,
Winter Nelis, William Bon Chretien.

Cooking: Keiffer.

