

It Takes More Than a Green Thumb

The above statement appeared as the title of an advertisement published by California Spray-Chemical Corporation which supplies fruit growers with spray materials. The company then pointed out that the orchardist should keep abreast of the latest developments in pest control. An excellent piece of advertising!

The successful fruit grower is constantly attempting to keep up-to-date on all phases of his enterprise. This objective is accomplished by reading magazines, bulletins and books containing information on fruit growing, and by attending meetings where he can swap experiences with other growers and hear discussions on timely topics.

Plan to Attend Centennial Fruit Congress

The above comments lead us to the main point of this editorial. Plan to attend the Centennial Fruit Congress at St. Louis on February 17, 18, and 19, 1948. This is an unusual opportunity to become acquainted with the latest developments in fruit production and marketing. Consult President Johnston's announcement on the following page.

