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"FLORIDA has about the same size orange crop as last season, probably slightly heavier on early and mid-season varieties and 5% to 10% less on valencias," said R. L. Knox upon his return from a business trip to Florida from the east. Mr. Knox is manager of the Brogden Co., Pomona, a director of the California Fruit Growers Exchange and owner of extensive citrus property. Grapefruit is very short and the crop will not be over 50% of that of last season, he declared. Duncans, the seeded variety, is the shortest, being only 40% of last season.

"This was my first experience in Florida in the summer," said Mr. Knox. "The state was experiencing the hottest summer in many years. Rainfall had not been up to normal in some sections but the rains had been well spaced so that the trees looked in the best condition I have ever seen them.

"The heat in Florida is not oppressive. The humidity is high but temperatures do not go as high as in California. I saw temperature one day of 102° with a relative humidity reported of 92%. The normal temperature would run from 96 to 98°.

# OBSERVATIONS in FLORIDA

## LIGHTER CITRUS CROP EXPECTED, SAYS R. L. KNOX

"I was impressed with the number of summer tourists. This is no doubt augmented by the war conditions preventing travel abroad," commented Mr. Knox.

Florida has a beauty of its own, he declared. The many beautiful lakes, the cloud effects, the gorgeous sunsets and its verdure all have an appeal to the westerner.

Business conditions generally were observed by Mr. Knox. He said: "My trip which took me to New York gave me an opportunity to look into general conditions in the east. We have yet to feel the full effects of the stimulation to business caused by the defense program. In every town and in every industry one sees expansion and it makes one realize the tremendous force that is behind the effort to get the country organized and to work. Many of us fail to realize that underneath the apparent confusion because of the rapid expansion there is an efficiency and a seriousness of purpose that insures a

satisfactory result in what we are endeavoring to accomplish.

"I think, too, we who are of the older generation fail to appreciate the eagerness and enthusiasm of the younger generation for the opportunity that is offered them by the government in technical training that would have been out of reach for most except for the expanded military program. This is expressed by many. They appreciate the opportunity and are taking it in a very fine way. I am convinced that the draft, while it may be a hardship and cause some inconveniences to a few, is for the most part a benefit and an opportunity.

"I believe that the food industries will be given priority ratings that will enable them to operate properly and that all materials will be available for maintenance of equipment. Expansion in the form of new plants unless justified by a real need will be prohibited."

Florida is expanding her canning

operations especially in orange juice, said Mr. Knox. There will be a substantial increase in concentrates for shipment to Great Britain and to allied countries under the lend-lease bill, he added. Straight canned juice, both grapefruit and orange, will be used extensively for the U. S. Army and Navy.

"Florida is improving its canning technique, especially in orange juice, and I believe within three to five years two-thirds of the Florida citrus crop will be canned," declared Mr. Knox. "Last season they canned more grapefruit than the estimated crop now on the trees.

"All agriculture is in for a decided upswing in volume and in prices realized. This favorable condition should maintain for several years. Prices for all citrus fruit will be maintained on a satisfactory level.

"In my opinion the demand for canned juice will enable Florida to establish a base price on the lower grades and reduce its volume shipped in fresh fruit channels so that a profitable price level can be maintained for the oncoming California navel crop," Mr. Knox concluded.