



The most memorable symbol of the great unemployment, and of pride in facing it, came to be the apple. In the autumn of 1930 the International Apple Shippers' Association devised a scheme to dispose of surpluses. It offered to sell the fruit on credit to the jobless, to retail at five cents apiece. By early November six thousand apple sellers had taken their stand on the sidewalks of New York, and the idea soon spread elsewhere. In this early phase of the Depression, the stubborn self-reliance of America—the poor as well as the rich—bridled at the notion of direct relief or a dole, as had been practised since the First World War in Britain. But this meager toll upon the passing throng soon lost its novelty. In 1931 Manhattan began to forbid apple selling upon certain streets. By 1932 people were reported to be “sick of apples.”

THE AGE OF THE GREAT DEPRESSION

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BY

DIXON WECTER

CHAIRMAN OF THE RESEARCH GROUP, HUNTINGTON LIBRARY

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