

season like 1914, when so much fruit is going to waste and when local buyers are so scarce. The very existence of the apple-growing industry as a profitable enterprise in Canada depends almost entirely upon the quality of the pack and package that fruit growers offer for sale. This has been the struggle in the past, and after a prolonged campaign of teaching, pleading and exhorting that feeling is still there. "Knowledge comes but wisdom lingers" in this century even as it did in the time of Tennyson, but fortunately the more experienced growers are in the line for a good article; they have learned that "honesty is the best policy."

The former lesson qualifies one for only the first degree of the order. Second is co-operation. This great principle and doctrine has been much abused here in Canada, but in spite of all the disadvantages met with it has saved the position for the fruit-grower. The great trouble has been that the members have been chosen indiscriminately and indiscreetly. When they came they were accepted with the idea that the movement was powerful and efficient enough to mold the whole mass into a workable machine but that was a mistake, for one or two undesirables have often caused a flaw in the mechanism that gave way when the strain came. Members should be examined morally as an applicant for life insurance is examined physically. Growers who do not produce good fruit and pack it, or are willing to have it packed, properly are not suitable members. The orchard and a man's product should be considered first of all, because no transformation takes place in one's character or ability when he pays a fee to become the member of a fruit growers' association. Fruit growers' associations have saved the day; they have weathered the gale when markets were disrupted; they have fought transportation companies and have secured a recognition of their rights to better service; they have sold the growers' fruit over the head of organized brokers who exact a heavy toll and who are not the legitimate middlemen in the system of distribution; they have met the foreign product on our own markets and are securing their lawful place; they have helped to standardize the pack, to invite the favor of the consumer, and in fact they have done more to improve conditions than any other agency, and we cannot do without them, but co-operative associations are but the second degree. Third is the business aspect of the proposition.

Upon this third degree hinges, we believe, the future of the Canadian apple. When we say future, we do not mean the East beating out the West, or Ontario surpassing Nova Scotia on the markets. So much fruit will be consumed at home and so much will go abroad, the idea is to dispose of the entire Canadian product at a profitable price to the grower in both the East and West.

Some, who have given this matter thought, consider that co-operation means the elimination of the middleman, so called. No amount of scathing, senseless epithets will dislodge the dealer from the position he has gained through the centuries while mercantile systems have been developing. Distribution is one of the difficult things to deal with in marketing. Urban dwellers demand a large amount of service and they must pay the price for it, the living of a large number of dealers and distributors. By reducing the number of dealers, co-operative associations have made a saving in their direction; a saving to themselves, but they engage a number of men to handle the goods who are dealers in their employ, and whose living they provide as they do that of anyone engaged in the distribution of fruit. There are too many middlemen, that's all. So far as a reorganization of urban distribution is concerned, it is a matter for the consumer to deal with through municipal government.

In connection with the business aspect of the thought, let us analyse the situation and draw our own deductions. At the present time and under the existing circumstances one cannot recommend to a fruit grower to plant new apple trees. That means there are enough set already. This judgment is not influenced by the European turmoil and disruption which has demoralized the machinery of fruit distribution this year; it is the lesson taught by the sight of thousands upon

on thousands of acres of producing apple trees, and as many more yet to come into bearing. The same advice is applicable in the United States, whose growers meet us on Canadian as well as European markets. Canada has produced over eight million barrels of apples during a single season, but those are exceptional crops, and fortunately we are not obliged to find a market for all of them in one year. It should be understood, however, that Canada has some 25,000,000 fruit trees of all kinds, so in normal seasons we shall not suffer any dearth of fruit.

In 1911 the Province of Nova Scotia produced over 1,700,000 barrels of apples. The crop of 1914 will probably total 1,000,000 barrels, and in the next favorable year she is capable of showing 2,000,000 barrels. Only about 125,000 barrels of this enormous quantity will be consumed in the Maritime Provinces, while the remainder must go through the channels of trade in search of the consumer. Prince Edward Island will not influence markets to any great extent, for her soil is so admirably adapted to mixed agriculture that farmers of "The Island" will not take the chance with fruit to any great extent. On the Banks of the St. John River in New Brunswick are many plantations that will, in a few years, yield quantities of fruit that must be sold outside the province. Quebec has many fruit growers who are paying attention to their

that year the percentage of marketed apples was high, yet there will be seasons when several times this figure must be disposed of. Where will they go?

The Canadian apple is looked for in South Africa, but not after the middle of December, for then the home-grown product comes on the market. Apples consigned to that port by reliable growers or associations have a good reputation there, and one that should be guarded. South America is being developed this year, but what the prospects are it is difficult to say at this time. British Columbia has some chance in Australia, and this year they will probably send them 60,000 boxes. These are the chief outlets for our apples with the exception of the European peoples where the demand is almost unlimited, but unfortunately for us the possible supply is large, and when fruit begins to flow through the Panama Canal with its consequent reduction in ocean rates the Western orchards of this continent will send no small amount direct to the Eastern Hemisphere. Liverpool, London, Glasgow and Hamburg eat up enormous shipments, for they are large distributing centres and Canadian growers, we believe, may still look forward to them with considerable optimism.

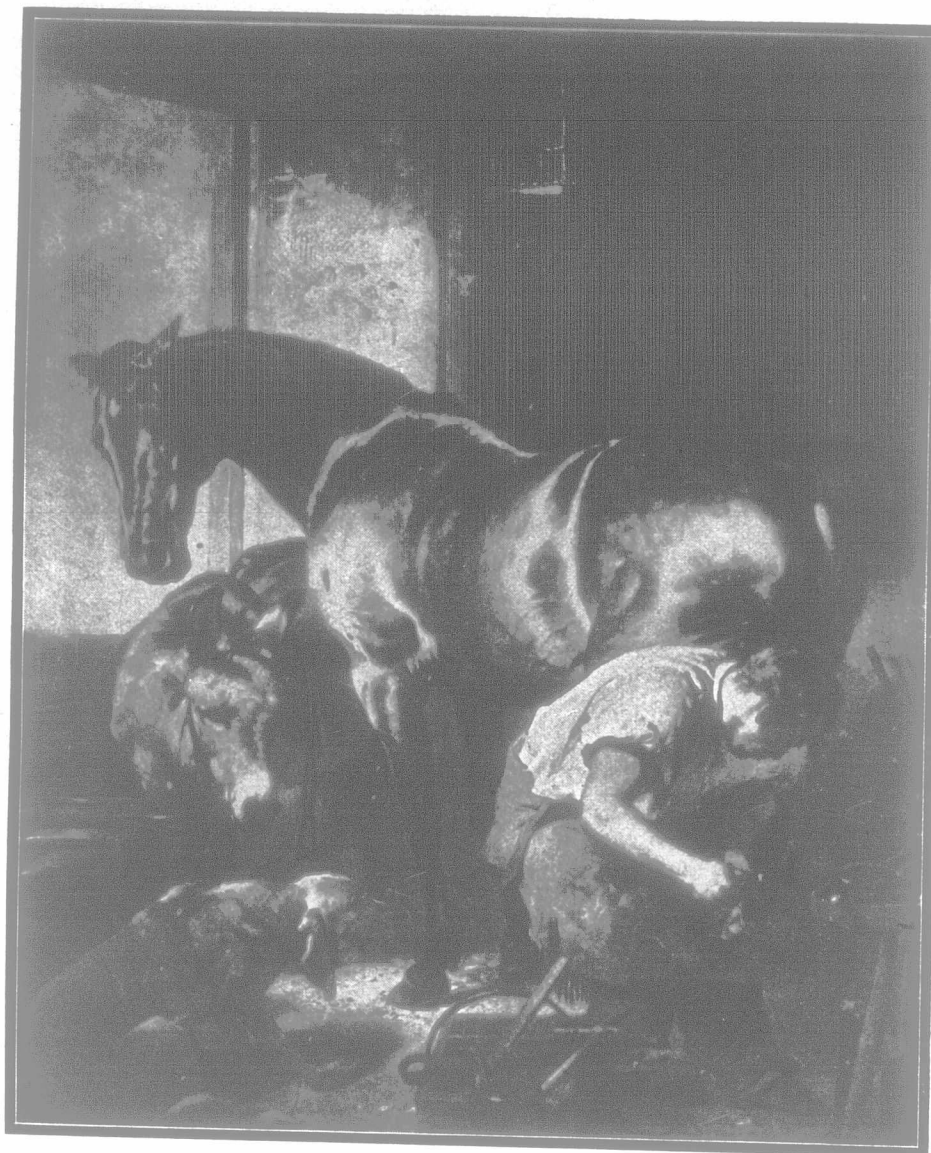
The first and all important move for our fruit growers to encourage and for every one to get behind is to place more apples in the cells of

Canadian consumers. If every two individuals ate one barrel that would dispose of nearly 4,000,000 barrels, but, of course, many are producers and could not be looked upon as consumers of apples. Cut off 1,000,000 barrels, if you will, for these apple growers and there are 3,000,000 barrels gone into use at home. If fruit growers can accomplish this the remainder of most crops can be taken care of by the export trade. How can this be accomplished? The three Prairie Provinces provide homes for nearly one and one-half million of people. Provided they could be supplied with apples at from \$4.00 to \$4.50 per barrel on the average, they should consume in the vicinity of 700,000 barrels. Seeing that upwards of 200,000 barrels come in annually from the United States, Canadians might make an effort to replace them with a Grow-in-Canada article. During the season of 1912-13 British Columbia gave the Prairie Provinces 75,000 barrels, Ontario sent 238,000, and the United States 164,000 barrels. There is no reason why that 164,000 barrels should not have been grown in Canada. The Prairie Provinces provide homes for only a small part of Canada's people, and the remainder should dispose of what is left of the 3,000,000 barrels allotted to them.

The Federal Government this year initiated a propaganda that should be developed with zest. The expenditure of \$12,000 in advertising has brought over 40,000 enquiries to the office of the Fruit Commissioner in eight weeks. This exceeds their greatest expectations, and demonstrates the enormous possibilities of increasing consumption through systematic advertising. Wholesalers and retailers all over Canada declare that consumption has been

enlarged greatly through these efforts, and growers should take the matter up and continue it with vigor as the fruitmen in the south have done in their successful effort to place bananas and citrus fruits in every nook and corner of this country. Growers and associations might devote one cent per barrel to this campaign, and with the assistance of the Government the amount might easily be raised to \$50,000. If this amount were expended each year, as it should be, there would be less talk of overproduction. One association alone in the Western States spent \$60,000 in one year in this way. Surely Canada as a unit can afford fifty thousand for such a worthy purpose.

Any grower knows full well that Northern Spys cannot be laid down in remote Western towns for \$4.00 or \$4.50 per barrel and return a profit to the producer and dealer. There are numerous good varieties beside Spys, but the majority of consumers do not appreciate the fact, and ask incessantly for that particular apple. When 33-1-3 per cent, of each shipment must be Spys, the price of all is sure to be high. A feature of any advertising campaign should be to banish that conception of the apple, and teach users of fruit that for cooking, and at some seasons for desert, other standard varieties are quite



Shoeing the Bay Mare.

After the painting by Sir Edwin Landseer.

orchards, and who expect a market for many thousands of barrels. Ontario, last year, exported about 2,000,000 barrels of apples of which approximately 175,000 barrels went into the Prairie Provinces, while the remainder went abroad. From 1901 to 1911 the acreage of bearing orchards in Ontario decreased a little over 25 per cent., and non-bearing trees increased about 6.6 per cent. This was due to canker, winter injury, San Jose scale, and that great destroyer of orchards, neglect. All are still busy and doing, what many consider, a good work, so we need not look for any great increase in production in the next five years or decade in Ontario. The Prairie Provinces are consumers in every sense of the word, but there is yet British Columbia to be considered. True it is, they produced only about 1,000 car loads of apples this season, but as yet two-thirds of their trees are under five years of age, and the other third practically only beginning to bear. There must be a great increase in that province during the next ten or fifteen years, an increase that will influence Canadian markets to a very large extent. The Department of the Dominion Fruit Commissioner estimated Canada's crop of 1913 at 3,197,000 barrels, of which 2,906,100 barrels were actually packed and shipped. Owing to the light crop

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