

(3) Plums at present prices seem adapted to large scale production; that is in blocks of from about five acres up rather than in small lots of one or two hundred trees or less.

(4) The tendency is to plant larger blocks of one variety that can be harvested quickly and not interfere with the gathering of other fruits. The idea seems to be to gather quickly as cheaply as possible and get them out of the way to make room for something else.

(5) Plums thrive and produce just as well on the heavier and cheaper lands as on the valuable peach and cherry soils.

(6) Plums have few large yields at high prices to their credit but they give a moderate return regularly for the money expended.

(7) Orchards that have been given reasonable care have repaid the owners well for their labor—and a little besides. If plums are worthy of a place on the fruit farm they are worthy of attention.

(8) The time is ripe for planting selected varieties of plums. The demand will have increased very materially by the time they come into bearing.

(9) Plums are worthy of further study and of more attention at our fruit meetings. Interest in better varieties and better quality marketed in a more attractive manner can only be awakened in this way.

(10) This last suggestion I put in brackets because it is the work of organizations not the work of the producers.

[How many consumers know the best varieties of plums and what season they may expect to find them on the market?

How many dealers allow fruit to spoil on their hands, because of direct exposure to sunlight, rough handling, deep piling of baskets, no refrigeration? What percentage of the great difference between the wholesale and retailers prices is due waste caused by:—

(1) Carelessness on the part of the producer.

(2) Carelessness on the part of the transportation companies.

(3) Carelessness on the part of the retailer.

What percentage of waste is due to exposure to dust, dirt and winds when exposed on the fruit stands?

It is a very easy matter to put all blame for certain unsatisfactory conditions on the fruit-grower—he can stand it because he is accustomed to it, but in the humble opinion of the writer as vigorous an educational campaign is needed among the retailers and consumers as among the growers. They are a large part of the business and also require instruction.

#### ACKNOWLEDGMENTS.

The writer desires to thank the many fruit growers in Ontario and especially in the Niagara Peninsula for their assistance and for the kindness and courtesy extended to him in his visits to their orchards and homes. He desires especially to thank Mr. J. E. Henry and Mr. L. B. Henry for their assistance and permission to use the figures on returns previously quoted.

Thanks are due many growers in New York State who willingly and cheerfully guided me through their orchards and explained their methods, and to the state inspectors who directed me to the leading men in their respective districts.