

more desirable, will not suffer by the general decline because they are wanted by the trade everywhere."

THE APPLE MARKET STIFFENING.

CONSIDERING the quantity of apples in our country, it is surprising how stiff the prices hold for good stock. The lowest market is usually in November and early in December, because then everyone is shipping, and inferior stock must be sold, or it will spoil on hand. The foreign crop is very light, and not only England but all Europe is calling out for our apples. Add to this the rapid opening of Manitoba and the Northwest as a market for our fruit, and we have most encouraging prospects for the sale of our fruit products not only this year but in future years. Several fruit men have shipped their apples and Kieffer pears to Winnipeg, and report even better results than by exporting them to Great Britain. Nor is this the only new outlet. This year for the first time, a line of steamers is running between Montreal and Capetown, S. A., and the prospect is for a splendid apple market in that country, and already a shipment of boxed apples is on the way.

There are a great many of the best apples now being stored in cold storage in Montreal, and other large centres, to be placed on sale when the poor sort is disposed of. And no doubt these will bring prices that will compensate for the risk and trouble of storage, unless the unusual quantity thus stored should weigh down the market in early spring, and the early apples from Tasmania should come into close competition with our stored stock.

BOXES FOR CHOICE APPLES.

MR. J. B. THOMAS, of Covent Garden, London, England, recently paid a visit to Ontario, and was greatly taken with our beautiful apples. He writes: "Fruit buyers are clamoring for choice,

gilt edge stock in boxes. But herein also mistakes will arise if care is not used to keep out all ordinary fruit. The buyers of this class require a first-class article, suitable for the English best class trade, who can rely upon the contents where the question of price is of little or no importance. For those who, unfortunately, do not control fancy fruit this year, I would say, do not be tempted to try this new method, as failure is with you before you start. Boxes should measure inside—long, 21 ins., deep, 9 ins., wide, 11 ins. Pack with very thin tissue paper.

"I believe more in small profits and quick returns, on which basis I favor the trade more before Christmas than after. I do not consider now our English markets are safe to reckon upon as being open after the second week of March, leaving the public a fortnight for consuming that supply ere the arrivals come to hand from our Southern Colonies—Australia and Tasmania."

An English correspondent of the Sun writes farther on the subject as follows:

"It is in some cases only when we come to the jobber or retailer and the middle-class consumer, that we meet the man who seriously and reasonably prefers the box. Unless, then, a shipper carefully selects his market (perhaps even his broker), when he sends a consignment of apples in boxes, he must be prepared to continue shipping, even at a loss, until by sheer merit his package forces recognition—until, in fact, the retail demand makes itself felt, and is echoed back along the line of trade, with the result that even the brokers enter into competition to secure his fruit in his package. That will take time and care, and cannot be accomplished by the shipper who sends spasmodic shipments in boxes here and there, and gives up when prices do not at once reimburse him for the extra outlay.

"Above all, whether in markets which are now favorable or adverse, nothing but prime,