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EDITORIAL

Get out of the old rut of average effort and average returns.

Nothing is more valuable to the feeder than early maturity.

Who will be next with a remedy for the scarcity of beef cattle?

Sell the beef cattle at the earliest age possible, but finish them first.

The man who is satisfied with average yields is not improving his opportunity as he should.

The products of the farm are not produced at small cost as many people imagine.

Have you arranged for the seed for next spring's seeding? Buy early and avoid the rush.

The right kind of female in the beef cattle herd is a little gold mine on the farm. Operate it yourself.

The United States has made a success of Parcels Post in one year; Canada is beginning what should prove even a more successful system.

If it costs over \$12.00 to grow and thresh an acre of oats, where is the profit in it for the man who produces an average yield of 36 bushels?

Judging from letters received on stallion enrolment and inspection, the Act will have to be very carefully amended to meet the wishes of all stallioners.

The man who would save all the scrub calves and feed them until three years of age for beef would need to have some other business to make the money to support his beef-making experiment.

The fruit-tree agent works overtime at this season. Do not let highly-colored plates and word pictures of new, untried varieties dazzle your eyes and dim the lustre of the proven standard kinds.

The commission is investigating, but the cost of living remains high. When they settle upon the cause it will likely be so colossal that removal is impossible under existing conditions.

There may be a danger of over-production of apples, but the man who is sure to feel the pinch first is the one who produces fruit of the common order. Remember this when selecting varieties for next spring's planting, and do not forget it when the time for pruning, spraying and cultivating arrives.

The employees, down to the floor sweepers, of a famous automobile firm are, during this year of grace 1914, receiving a bonus of \$10,000,000 in addition to their wages. The amount happens to be the same as the Dominion Government are distributing in ten years for the furtherance of Canadian farming.

Is Over-production of Fruit Impending?

Where demand precedes supply it is comparatively easy to establish an industry that will cater to that market, but where the public must be educated to a desire for a certain commodity the enterprise which produces the article is built up under difficulties but at maturity it is a stronger institution than the pampered child of economic necessities. In the former case, conditions derogatory to the business are overlooked in the summertime of the industry's prosperity, but when the stern blasts of chilly competition must be encountered, then the promoters realize the conditions of the unpaved road over which they have travelled and set about to reconstruct and repair the numerous ruts with fear and trembling at heart. On the other hand, the pioneer institution that has blazed its way into the forest of indifferent demand must look to it that every trail is firm and in the right direction. It must be double tracked, as it were, in order to meet adversity coming in either direction. Canada's fruit industry is an example of the easy growth of an enterprise favored by economic conditions.

In the minds of some growers, over-production is close at hand, but the cry of Wolf! Wolf! has been heard throughout the land on many former occasions. Almost two decades ago Nova Scotians, with very little encouragement, would have removed their orchards root and branch when commission houses in London, England, requested a remittance of money to cover expenses on various consignments of fruit. However, during the last season Kings sold for \$4.00, while Blenheims and other varieties sold for \$3.00.

There is nothing that will hasten over-production more than a tardy or inefficient distribution. Unjust expense is also a heavy contributor to this undesired end, while fruit, unmarketable in closed containers, is constantly being dumped upon the local market in bags, boxes and open baskets. This in itself is legitimate but unjust, for the producer of cared-for fruit must seek his market in other Provinces or other countries. Furthermore, the wayside trash that is collected in the autumn and deposited in the nearest town helps to bring down the price, even if it does not displace altogether the number one or number two on the local market. When the grower sets out to invade other markets, what obstacles does he meet? Delays in supplying cars, rough handling, lack of shelters, pilfering, neglect in icing cars or attending heaters, according to season, and certain privileges that are accorded to shippers of other commodities, but not of fruit. Again, a difference of a few miles makes a difference of over one dollar in express charges, simply because that receiving station happens not to be in a certain block. In addition to this there is the unorganized competitive methods of distribution on the part of the growers, resulting in glutting and starving nearby markets at the same time. Add to these obstacles the necessity of picking, packing and forwarding practically all the output in about two and one-half months, and you have assembled a few of the conditions that make a barrel of apples, valued at \$3.00 in the orchard, worth \$8.00 in the center of Saskatchewan. It is over-valuation, not over-production, that will impede

the industry, and citrus fruits and bananas have already usurped the place of the apple on many Canadian tables on account of their presentable appearance and honest valuation.

The growers of the Maritime Provinces are situated that only the early fall fruit must go forward at once, while the later varieties may be packed and shipped during the less busy winter days. Quebec and Ontario might profit by a storage at home or a distributing warehouse in the West. The idea is beneficial in the East, and apples can be produced and marketed there cheaper than in any other Province. Diseases and insects, especially San Jose scale, will tend to relegate the uncared-for orchards to the wood pile and by so doing relieve the market of much fruit grown under negligent conditions. This in turn will leave a firmer market for the product of the healthy, cared-for orchards. "The market" has a broader significance to the fruit grower than it had five years ago, for now South America, South Africa and the West Indies are being introduced to Canadian fruit. Apparently, the Maritime Provinces can market fruit in Johannesburg as cheaply as Ontario can lay her apples down in the West. Three dollars or three and a quarter will sell a barrel of apples in Johannesburg, while many sell for \$2.75 and \$3.00 in Ontario, only to be resold for \$6.00 or \$7.00 in the West. The cost of marketing in the Prairie Provinces is entirely too high and when transportation and selling are so systematized that the consumer can purchase a good barrel for \$5.00, and dealer, transportation companies and grower get a just share, then there will be a demand corresponding with the increasing production. Ostensibly railroads and commission men have looked upon shipments of apples as a hobby of some eccentric gardener who wishes to bestow a dainty upon a relative or friend and think themselves justified in giving it negligent treatment and exacting any charge they see fit. This was most apparent when loading steamers in the early days of the business. Then it was not uncommon to have the barrels crushed into place with long iron crowbars, and even yet a box of cigars with the lid off is necessary to get the loaders to handle the fruit as it should be handled.

Growers of the Western States were able to lay their apples down in Vancouver at 95 cents a box, including transportation tariff and the like, and out of that they received 45 cents for growing and packing. This in itself proves there must be methods known to those growers that are not in vogue in Ontario at least. Only recently reports of dissatisfaction came back from the West and they were directed towards leading Ontario growers. Unimpeachable conduct on the part of growers and packers has been the cornerstone of all success and at no time in the history of the apple industry was it more necessary than now.

Only the most foolhardy will ignore the immense acreages soon to come into bearing and the effect they must have on the markets of the world. Yet in opposition to this there is still a vast population in Canada our apples do not reach, there are new countries and new peoples open for business, there is room for much improvement in our systems of distribution, marketing can be transacted at a lower figure to producer and consumer, educational campaigns would displace other fruits and luxuries on the