

might be supposed, in fact, they are not trying very hard to compete with us in that way. They are simply laughing at the 'inferior quality' of American apples, and are turning their attention to the production of apples of the highest quality, so they can have the cream of the market, and they get a price for their product such as we have never dreamed of in America. A half dozen apples of first quality attractively put up in a small basket sell for as much in London or Berlin as a whole barrelful of fine apples in America.

"It should be borne in mind that in America we have a great middle class of comparatively well to do people, including millions of the more intelligent laborers, who consume the greater part of our apple product. It is a source of gratification that we have such a middle class and that we can supply enough apples to bring them easily within their reach. In Europe they have practically no such middle class; generally speaking, the people are rich, aristocratic and luxurious or very poor. The former class do not want to eat cheap apples; the latter cannot afford to. There is far greater demand for moderate priced apples in America than there is in Europe.

"It seems to me the future of our European apple market depends upon our supplying only a first-class article. Let us keep all our moderate priced stuff at home. The European grower is turning his attention to varieties of the highest quality, regardless of productivity. It is more profitable here to grow a smaller quantity of apples of high price than a larger quantity of low price."

#### FRAUDS OF SPECULATORS.

IT is not at all fair that the blame for bad packing of Ontario fruit should be laid at the door of the fruit grower, when the fraud is the work of the speculator who buys his orchard in a lump for so much and packs to make as much as possible. Nearly all the fraudulently packed barrels of apples, which have led to the passing of the Fruit Marks Act, were done by shippers, and not by the growers, who unfortunately for themselves have hesitated to undertake the packing of their own fruit. Here for example is a note in the Mail and Empire, of Toronto, along this line, headed:

#### FANCY FRUIT TRADE.

"The Dominion Fruit Inspector at Winnipeg has sent to the Department a box of apples taken from the middle of a consignment shipped to Winnipeg by a firm in Galt, Ont. The apples were described by the shipper as "fancy" Canadian apples. The specimens sent to the department are very

poor quality, indeed. Twenty of them weigh only 28 ounces. Twenty hen's eggs of good average size would weigh 40 ounces. It is considered too bad that Ontario fruit is being shipped to the excellent markets of Manitoba and the North-west Territories in this dishonest manner. It is killing the trade out, and playing directly into the hands of the fruit growers and shippers from California. The inspector has been instructed to prosecute the shipper in this instance and every similar instance which comes under his notice."

Now this kind of thing would never occur if we could educate the grower to pack his own fruit, and encourage a few of these men at every shipping point to combine in shipping car lots to proper consignees, for sale.

#### HOW TO PACK.

FOR a fancy trade in No. 1 apples, the box is the best package. We take out this grade, and the No. 2 goes in the barrel, and is marked accordingly. X, our lowest grade, is No. 1 apples,  $2\frac{1}{4}$  inches in diameter, XX is  $2\frac{3}{4}$  inches, XXX is  $2\frac{3}{4}$ , fruit larger than that we call EXTRA, as indicated last month.

We place a thin layer of excelsior first against the bottom, then row in the apples, four wide, four deep and eight long, with padding of excelsior between every layer, in boxes  $10\frac{1}{2} \times 11\frac{1}{2} \times 22$  inches. These boxes are most convenient for consumers, who seldom want a whole barrel because it is too clumsy for the kitchen or the pantry, while a box of apples is just in place, especially if it be a high grade article. Another note, in the above mentioned Journal, fits in just here about; and we quote it because it is exactly in line with our views.

#### HIGH GRADE PRODUCTS.

"A profitable lesson can be learned from a visit to one of the large fruit markets of the city, or even by a casual inspection of