

A Sample of the Peaches Shipped by the St. Catharines Cold Storage and Forwarding Co.

The Value of Attractive Fruit Labels

E. H. Wartman, Dominion Fruit Inspector, Montreal, Que.

We are living in an age of art and technicalities in our fruit trade. The descriptive labels on our beautiful fruits have become known as "Trade Marks," well established and bringing wealth to the owner who has been honest in all his representations. The old black stencil on anything so beautiful and tender and inviting as fruits seems rather out of place in the twentieth century. The plain black may be suitable for boxes of bolts or kegs of nails or molasses casks or a hearse, but surely it is too dead a color and unsightly on fruits or flowers.

Nothing, in my mind, is better for fruit packages than a bright descriptive label on the contents. Where the colors of the fruits are bright red, yellow or green, let these colors be very prominent on the packages which will rapidly develop a trade that will be lasting. The beautiful labels on oranges and lemons from Spain, Italy and Greece, are particularly attractive. When sixty to eighty thousand of these packages are unloaded from one steamer into steamship sheds in Montreal and piled up regularly, one is struck with the beauty of the picture.

From Florida, the West Indies, West and South West Oregon, Idaho, California, Washington and British Columbia, we also see beautiful descriptive labels. Many carloads of California fruits go through Montreal for Glasgow, and when piled in sheds look very attractive. One California firm, A. Black, of Santa Clara, has labels phenomenally beautiful; so much so that one would really think the fruits pictured thereon were real specimens of green or yellow or blue plums and yellow or green pears.

Our large dealers in many cities in Canada have large show windows to accommodate a half car of these fruits. The labels make, in connection with these displays, a very attractive showing. Those who have seen such displays have carried away in their minds these

indelible impressions—in fact they have declared them simply beautiful.

To design a really attractive label may take some time and study, but when accomplished it is a stepping stone to fortune. What shall I say about boxes and barrels of our own grown fruits stencilled in black? No pains are taken in putting on the label. It is simply a blotted or smeared lot of letters hardly readable. This kind of marketing is no credit to any shipper. Some, however, have clean cut stencils accompanied by some nicely cut figure, such as a cluster of fruit or a beaver or three stars. These may be very good for the coarser packages.

Our fruits when well matured and uniform in grading are worthy of the most artistic labels that man can devise. There are many of this character in use to-day, yet there should be many more beautifully designed labels placed on our Canadian fruits that are sent to many lands.

With sweet cherries I have found that two sprayings of lime-sulphur is a sure preventative of rot. With peaches I find that one spraying with lime-sulphur while the trees are dormant is sufficient. L. Wolverton, Grimsby, Ont.

Pears for Planting

Prof. J. W. Crow, O.A.C., Guelph

There is an increasing demand for pears. This fruit, under intelligent management, offers as good opportunities for profit as any other tree fruit, but in the past the culture of the pear has been sadly neglected except in one or two localities. The best money variety is Bartlett. The market for it is in Ontario and eastern towns and cities and in the north-west. Canning factories also take care of large quantities.

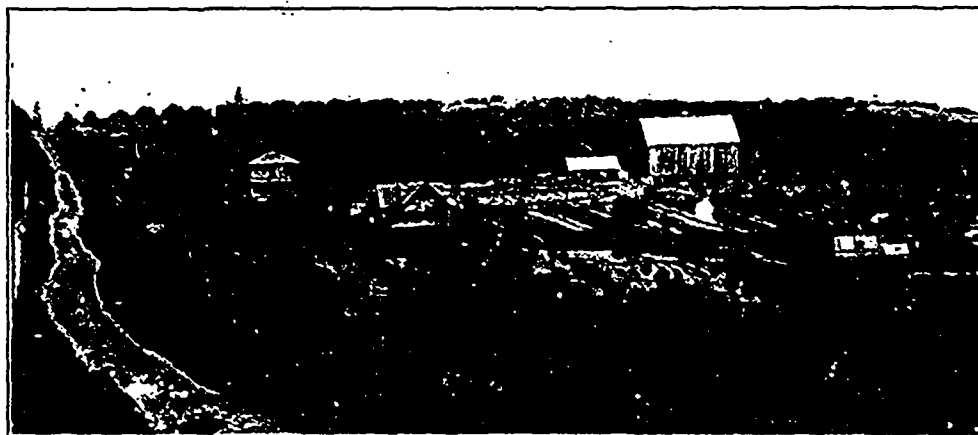
Under skilful management, Clapp's Favorite would be a desirable commercial variety. It blights rather badly, and is, moreover, a variety which is in good condition for only a short time after picking. It requires to be marketed immediately. It is earlier than Bartlett and valuable on that account. Of the varieties which come after Bartlett, there are very few of value. Kieffer is more widely grown than any other, and the principal market outside of the export trade is with the canneries. It blights less than most varieties, but any one undertaking pear culture would do better to take the two varieties mentioned previously, and by giving proper attention to blight control good success can be attained.

The Roadside Problem Discussed

James Sackville, Bewdley, Ont.

That was a most interesting article, "The Roadside Problem," which appeared in the May number of The Canadian Horticulturist. Let a y one observe, as they ride through the country, the number of trees that are infested with these pests, tent caterpillars. While they are allowed to propagate undisturbed on such an immense scale, it is almost impossible for the progressive fruit grower to successfully combat these enemies.

The writer says: "It is the farmer's



Orchard Scene, Knob Hill District, Armstrong, B.C.

The thirty-acre orchard of Mr. W. S. Burnette may be seen and in the foreground Mr. E. I. Petar's fruit and chicken ranch.