

of the dock superintendent, whom I have seen personally in reference to this matter, and who assures me of their keen interest in the apple trade, and of their willingness to do anything to stimulate and assist it.

Here, then, is an opportunity for a combination of growers and shippers to so far *control their own market*, and there is no doubt that this is the thing to do, and that it will be done before very long is almost certain. If some such scheme is well prepared and organized, I believe that this is the system that will bring the exporter a bigger all-round net price for his fruit than he has yet secured.

To sell on f.o.b. terms is, in my opinion, to at once discount and depreciate the price of your fruit, as the buyer naturally must purchase at a price which allows him a big margin for risks.

In these days of quick transit and cool storage, refrigerator cars, and so forth, this risk is in reality now very small, but it is there, and the buyer covers it by the comparatively low price at which he buys, every time he makes a purchase. The grower no doubt loses this extra profit every time; whereas were *he* to take this, now, very small risk, and consign his fruit to reliable people on this market, I am confident that, on the whole, throughout the season, he would find himself a considerable gainer, by selling his produce on consignment terms, as against f.o.b.

Why not put this to a practical test this season and sell half your output on f.o.b. terms as usual, and send the other half to some reliable firm to sell for you, on consignment terms, and on a fixed rate for expenses, keeping separate accounts of prices secured under each system and comparing the results at the end of the season by the net prices as shown by each system of sale?

Just a few words as to the kinds of fruit that sell the best on this market, and that bring best prices. Golden Russet, Blenheim Orange, Cox's Orange, New York Pippin, Fancy Spy, Kings and all other Pippins, and so forth, are amongst those that stand in the first rank; with Baldwin, Greening, Stark, Wealthy, Fameuse, and so forth, running a good second; closely followed by Nonpareil, Canada Red, and Ben Davis, as good, useful apples of the cheaper kind.

Finally, I would impress upon Canadian growers the ever-increasing importance of the British markets as a profitable outlet for their produce. With our combined population of over 43,000,000 people, and our ever open door, the growing and exporting of Canadian fruit and produce generally should prove to be one of the most profitable of commercial pursuits, as the demand here is practically unlimited.—A British Canadian.

## Apples—From Grower to Consumer

J. Arthur McBride, with Geo. Vipond & Co., Montreal

THE apple industry of to-day, to be an intensive and perpetual "money-maker," requires a thorough study of the exacting demands of the consumers (householders) throughout Canada and England, as they are the people whose trade largely governs the markets.

The history of an apple from the tree to the consumer is varied and interesting. Frequently, through someone's ignorance or dishonesty (and neither in these enlightened days is excusable), there is great annoyance and loss of business to the wholesale dealers in the large distributing centres who are selling directly to the private individual through the medium of the retail dealers. The consumers' demands are very exacting, and unless fully complied with, either the goods are returned or a heavy reduction is made. It would be the broadest and most liberal education possible if more of our growers and packers would come in close touch with these people who demand so much in quality and also have their eyes wide open in regard to "market prices." The price must be within reach of all, otherwise the consumption is curtailed.

One cannot travel through the apple orchards of Ontario and Quebec to-day without feeling that there is great room for improvement in regard to the time and attention bestowed on them in pruning, spraying and cultivating the ground. The practical and experienced labor spent on a well-set-out orchard, will certainly yield the owner a handsome dividend on the fruit in proportion to the labor he puts into it.

The apple business, the last few years, has been developing on a firmer basis of packing and distribution. With the general growth of our country, and an improved quality of our apples, the results are certain to be satisfactory, but we must bear in mind that the quality (either good or bad) is remembered long after the price is forgotten.

The responsibility and future of the apple trade rests equally—and sometimes heavier on the packer than on the grower. The apples, being of good quality, will minimize his difficulties, but too great care cannot be taken to make the contents of the package agree with the grade marked on the cover.

The advantage of producing the No. 1 quality is brought very forcibly to our attention and also to our pocket-books, when the yield causes growers to pack a larger percentage of No. 2 goods than the market can profitably handle; consequently the over-supply is sold at a loss—which comes out of the packer or grower. The demands (except at a reduced price) is for the No. 1 grade of fruit. The packing, handling and trans-

portation charges are the same on all grades. The Canadian west insists on No. 1 almost exclusively, and the eastern markets will only handle a proportion of them. The great solution of the question is not to produce poor fruit. The grower, to be successful, will devote his time to good advantage on his orchards.

The Fruit Division at Ottawa, and the apple inspectors, coupled with The Fruit Marks Act, also the "Monthly Fruit Crop Reports," and so forth, are all doing a splendid work in the right direction to the mutual benefit of all concerned. They should have the hearty cooperation of every person who has an interest in the apple business. The Department's field of operation is large, and will undoubtedly be extended both in regard to more inspectors and general equipment. THE CANADIAN HORTICULTURIST's suggestion that a fruit growers' conference should be held in 1908, similar to the one held in March, 1906, should have the fullest endorsement of every grower from the Atlantic to the Pacific. A Dominion conference should be an annual event.

Another phase of the apple business which is coming into prominence is the cooperative fruit growers' associations. While this movement is largely in its infancy, there has already been much good accomplished. The field of their labor is extensive, but with the most careful management and supervision of a responsible head, they should be a great influence for good in the apple-growing district. If the associations work along the lines of the California orange districts, with a central packing-house, uniform and experienced packing, with an established brand and reliable officials, they will command the respect and approval of all liberal-minded business men. Further, if these associations will live up to these requirements, they should place their apples on the market at a price (f.o.b. at the packing-house) that is regulated by the intrinsic present value of the fruit, according to the crop condition and general quality, and not base these ideas by some far distant, imaginary price which may be realized for a small portion of the fruit. Let the price be such that the dealers can make a reasonable turn-over and thereby establish a connection with him for the following seasons. The sales made in the early season, prior to storing last season, were the most profitable, and while there may be exceptions, the fall sales are usually the most satisfactory. The dealers are prepared to buy apples under these conditions and at a good price, which will remove the necessity of any uncertainty of the foreign commission markets.