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B.C. Fruit Growers' Convention at Penticton

Interesting Two-Day Convention Held During Past Month—Strong Plea Made for More Advertising—Government to be Asked to Continue Appropriation

Meetings of the British Columbia Fruit Growers' Association are always interesting and helpful and the two-day convention held at Penticton during July was no exception to the rule.

Secretary R. M. Winslow, in making his report, said that the association now boasted of a membership of 547, which was being added to daily. There remains all told in the association treasury for this year nearly \$5,000. He said that white labor was scarce and this was one of the difficulties which faces fruit growers. The demand is being met as well as can be expected by the growers doing more work themselves and by employing orientals. He announced that the association had been successful in securing an express rate of \$1.50 from Penticton and Summerland to Vancouver via the new Hope cut-off.

Agricultural Education.

Speaking to the gathering on "Agricultural Education," Dr. F. F. Wesbrook, president of the University of British Columbia, confined himself more to the general need of educational facilities in a growing province such as British Columbia and the need of trained men to go into the country districts and foster the new idea with regard to the general trend towards social betterment. He told of the work of the new provincial seat of learning and what his faculty hoped to accomplish and said that in all probability the university will establish agricultural short courses to teach returned soldiers the fundamental principles of agriculture, so that they will be able to hold their own with the more experienced farmers. Two and four year courses, said the doctor, would be later established.

Dr. Wesbrook deplored the fact that agricultural officials, educationists, and others who served the state, are paid such small salaries, and asserted that if the people of Canada are to expect such service in future they must expect to have to pay, as men cannot be expected to remain in state positions when more lucrative commercial opportunities are so often placed before them. That the west must adopt one standard of ethics is essential if it is to be the country that we are striving to make it, said the educationist. He discussed the work of the university and told of the results expected by the co-operation and co-ordination of all departments for the betterment of the province in particular, and Canada in general.

Opportunities for Canadians.

R. C. Treherne, field entomological officer of the federal department of agricul-

ture, and secretary of the B. C. Entomological Society, told of the opportunities there are for Canadian boys to study this profession. At present all the scientifically trained men come from the Old Country, while Canadian lads pass the opportunities by. Russia, he said, leads the world in economic entomology, and that we have much to learn from that country. Mr. Treherne emphasized the growing importance of the entomologists' work, telling how they had been able to stamp out pests which have infested many districts.

James Dougall, general agricultural agent of the C. P. R., declared that the most important problem facing the grower today was that of marketing. He said that prairie people would eat more British Columbia fruit if the price were lower, and this should engage the attention of growers so that the difference between the price the grower receives and the price the customer pays may be made less.

Wants Money for Advertising.

President Abriel, in his address, dealt with the work of the association since the annual meeting in Victoria last March.

He referred to a meeting of representative grain and fruit growers held at Moose Jaw and said that a new interest had been developed at this conference. He said that an advertising appropriation of \$5000 was sufficient when production of the fruit was less, but now that production has increased likewise the appropriation must be increased. He advocated the adoption of the idea of all fruit shippers contributing \$1 to a general fund for every car shipped and in this way the general and advertising funds of the organization will be increased. Mr. Abriel told of difficulties to be encountered in securing privileges from the transportation companies for there are two sides to every question. He paid a tribute to work of the secretary Mr. R. M. Winslow whose efforts have been so readily placed at the disposal of the association.

Standardization of packages is being given consideration and a detailed report will be submitted later, said Mr. James Rooke, of Grand Forks, in speaking for Mr. J. J. Campbell, chairman of that committee who was unable to be present. Mr. D. Johnson, Dominion fruit commissioner, delivered an address on the marketing of fruit. He told of the splendid crop outlook on the prairies, and said that it was better than last year. To match this, the quality of the fruit in British Columbia from what he had seen, is much better than a year ago. He predicts a successful season for British Columbia fruitgrowers

in the markets of the west if they in their part do their share, for the prairie farmer is better off than ever. He paid a tribute to the packing of the Northwestern States and said that it was only excelled by that of British Columbia and when the two packs were to be seen side by side one was as well packed as the other.

Mr. Johnson emphasized the value of advertising and complimented the association on what it had done in the past. He made it clear that no financial assistance need be expected from the Dominion department. He advocated co-operation and told of its benefits. All the heads of the various shipping concerns should get together, he said, and set aside all petty jealousies and then price cutting, which was so common, would be done away with and the grower would receive a much better price for his fruit.

The convention was brought to a close by a trip to the Dominion Experimental Farm at Trout Creek.

Mr. Turnbull's Address.

One of the features of the last day was a brief address by Mr. J. H. Turnbull, of the Alberta Farmers' Elevator Company, of Calgary, in which he stated that his organization was desirous of establishing a closer relationship with the fruit growers of British Columbia.

He had come to the convention to get acquainted with conditions on the ground, and perhaps one reason why in some quarters there was a sentiment not wholly favorable to British Columbia fruit growers, was because the grain men were not acquainted with conditions. His visit to the Okanagan Valley had been a revelation, in so far as its productive capacity was concerned.

Dwelling on the necessity for an aggressive advertising campaign, Secretary R. M. Winslow pointed out that the fruit growers of the province had upwards of twenty million dollars invested in their business, and that if they could increase their market by advertising it was money very well spent. There was upwards of a quarter of a million dollars invested in packing houses in the Okanagan Valley alone. Production had been increasing by leaps and bounds. From 1901 until 1911 it trebled. In the next two years there was a large increase, and the 1915 crop was double that of 1913. At the close of his address a resolution, moved by R. M. Palmer, of Victoria, asking the Dominion government to continue the advertising appropriation made last year, was carried unanimously.