

REFERENCES Canadian Bank of Commerce (Market Branch) and Commercial Agencies.

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Apple Advertising Campaign Commended^{*}

D. Johnson, Dominion Fruit Commissioner, Ottawa

N watching this season's operation, it has been driven home to me more and more that for the great bulk of apples there is too great an expense from the orchard to the consumer. I do not for one moment wish to criticize the reason-able middleman or insinuute that there is not a place for well packed apples in boxes and barrels. Well packed fruit cannot be too much encouraged and will receive all possible assistance from the Dominion Department of Agriculture, but Canada is not consuming the amount of apples that she should. Not one-quarter of the fruit is being consumed in our cities that would be consumed were it not for the expense of placing it in the hands of the consumer.

The fact that so many inquiries were re-ceived is also a good indication that the public are giving attention to apples. In Washington I was told by a large association that by the expenditure of ten cents a box in advertising on a certain number of carloads of apples they increased the net price twenty-five cents a box, or in other words, an expenditure of ten cents brought them in this y-five cents.

We know what has been accomplished by advertising in western land booms which have attracted attention from all parts of the world, filling the country with an industrious population and increasing land values two or three hundred per cent. We also know what advertising has done in increasing the consump-tion of bananas and

oranges in Canada is an alarming fact that while apples have not increased in consumption, yet the imports of these fruits have increased in value from \$1,891,539 in 1903 to \$6,525,518 in 1913, or an increase of 325 per cent. in the last 10 years. In view of these facts, I think the time has ar-rived for the Canadian

apple growers to proclaim to the world through the medium of advertising, the value of their product. And, while we would not advocate the adoption of all the methods by which advertising has increased the price of certain commodities, yet the principle of advertising is right. and could be followed with equal advantage to pro-ducer and consumer; and

ous associations had this

Sample Advertisements Used by the Dominion Government in its I believe that if the vari-Recent Apple Advertising Campaign.

The well-to-do people will always buy apples in barrels and boxes, but the work-ing people cannot afford to do this. They may buy a barrel or a box, but they will not be able to cat the quantity that they desire. I believe that 50 per cent. of the population of our cities are scarcely touch-ing apples at all and these wibe are using ing apples at all, and those who are using them are not cating half as many as they should.

The Government undertook an advertising campaign this fall to try and attract the attention of the masses to apples. This campaign was carried on for seven weeks, and at an expenditure of something over \$12,000. The result has been that some \$12,000. The result has been that some-thing like 36,000 letters of inquiry have been received asking where apples can be got, and how they should be served. Of course, it is impossible for the Government to advertise any particular grade of apples or any particular price. If the growers themselves had reinforced the campaign by advertisements as to the price and quality of apples which they could offer, it would have assisted tremendously in the market-ing of the crop. As it is, we are advised by wholesale and retail dealers all over Canada that the demand was greatly increased by the efforts put forth in that way.

"Extract from an address delivered at the re-cont annual convention in Toronto of the Ontario Fruit Growers' Association.

year set apart five or ten cents a barrel for advertising purfive poses they would have brought their names prominently before the public and have secured for themselves a good reward for the expenditure. In addition to the home market, there are also the great fields of Europe to be exploited, South America, Australia, and South Africa, in which a vigorous commercial and advertising campaign would bring an enormous increase in the consumption of our fruit.

I am heartily in favor of the widespread movement for bringing into action up-to-date publicity methods for increasing the sale and consumption of the apple. Widesale and consumption of the apple. awake business has long passed the stage when a doubt existed as to the value of advertising, but fruit growers, as a class, have somewhat lagged behind the van of progress. Growers and shippers everywhere are beginning to wake up to the error of their ways, and to join hands for the long pull, the strong pull together, that should result in making the excellencies of the King of Fruits known throughout the length and breadth of the continent—J. Forsyth Smith, British Columbia Market Commissioner, Victoria, B. C.

Fruit spurs are easily recognized by their short scraggy appearance on the branches. Leave them intact.

