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MARKETING THE NOVA SCOTIA APPLE CROP

(By A. M. O. Gold.)

In the following article, Mr. Gold, who is manager of the Lawrenceton Fruit Growers' Limited, quotes various reports indicating that the best interests of Nova Scotia apple shippers are not served by the existing arrangements for marketing in London, and suggests that the United Fruit Companies of Nova Scotia have indirectly caused their members a loss of \$250,000 within the past two years, by not adopting the recommendations made for remedying the situation which is commented on.

In 1923, S. B. Moomaw, England, issued a report on marketing conditions in the United Kingdom and the Continental Europe. The following are extracts from Mr. Moomaw's report:

Greater supervision in the interest of owners of our fruit is necessary. At auctions the "Rules of Sales" provide that bulk is not sold according to samples on display in the sales room. Adjustments are made with the greatest frequency, the buyers having the option of rejecting any parcel purchased at the auction, generally within twenty-four hours after the sale. This right of rejection is the buyers' leverage to procure adjustments. Thus the auction sales, while public, are not publicly completed. Completion is a matter of private arrangement between the buyer and broker in many cases. In fact, as often as suits the interest of buyer, in these adjustments, it is to be observed, the owner is not present, unless in the person of a representative.

"Heads," Buyer Wins; "Tails," Seller Loses.

In the ordinary course of auction selling, if the bulk purchased happens to be better than the sales room samples, nothing of course is said by the

buyer. If, on the other hand, there is any excuse for claiming that the bulk is inferior to samples, the buyer will naturally claim for adjustment with a threat of rejection. Thus it is a case of "heads" the shipper loses, "tails" the buyer wins, unless the shipper is personally represented.

There are gilt-edge firms that have been in business, whose words are as good as their bonds, and who are really anxious to secure the largest possible return for the producer and shipper. Unfortunately there are, however, other firms whose carelessness in picking samples for the auction; in putting the fruit up for sale when conditions on the market do not warrant it; in throwing the produce on any market so that "they" can pocket their commission; and even in making private sales at their own convenience, is often the cause of heavy losses.

There is, under the present system, no way of checking these dishonest firms since they can easily say that the fruit arrived out of condition, and that the prices obtained were due to that cause.

Fruit Should Be Reconsign.

Again, fruit is quite often thrown on one market in a period of depression, when it really should have been reconsigned to another. Thus the Glasgow market will be up, and the London market down, the London dealer, however, will throw the produce on the London market at a low price and get his commission, rather than tranship and get a good price for shipper in Glasgow and get no commission.

It is sometimes said by port brokers or salesmen that shippers should not consign to ports without knowing beforehand that there will not be an excess supply when it arrives, as low prices will result. Shippers who wish to escape the consequences of such a glut can do so only by maintaining a representative, who can hold up sale prices for them at any and all ports, and reship as required. Such a

representative, Mr. experienced in marketing fruits, will be able to remove all or part of any shipment to any other market and obtain better prices for shippers' account, instead of leaving his work to be done by the speculators at their profit.

If most competing American and Canadian fruits were consigned to, and placed for sale by, one spot representative in this way, no glut could occur in any port market, no matter how large might be the arrivals.

Frequently prices for the same class and grade of fruit in two port markets will differ materially in the same week, sometimes by as much as \$1.50 for barrels, and \$1.00 for boxes. It is of almost daily occurrence that in one market or another, an advantage of from twenty to fifty cents can be gained for the shipper by holding up the price or removing his fruit from the port of arrival to another port or principal inland market.

Scandinavian Markets.

Belgium, Holland and the three Scandinavian countries have been taking very little America's exports direct, until after the New Year. In addition to these direct shipments, after the New Year, large quantities are exported from the British markets by speculative buyers, and at the time this report is being written Australian apples realizing in the British markets only 8s to 11s, are being sold in the Scandinavian markets at from 15s to 20s per box. The excellent mail, telegraph and telephone services connecting these markets with the United Kingdom makes these markets highly important when handled in conjunction with the British markets, to relieve the latter from glut. But the shippers should have the benefits of these markets instead of the speculators.

Shippers Loss 25c to 75c Per Package

In view of the condition which have grown up in the British Fruit Trade

it is safe to say that many shippers have been receiving from 25 to 75 cents per package less for all their fruits than would have been received if they had had the services of a representative, and controlling the disposition and sale of their fruit on the spot.

Mr. W. A. Wilson, Agricultural Products Representative, both of England.

For the benefit of those who may not read this letter report the writer will quote at length, as it is full of valuable information.

The unsound principle of a consolidated port package charge, including clear profit over and above out-of-pocket expense in addition to the commission rate, also adds its weight in the direction of handling large quantities at the market price on arrival, than in taking measures to secure the top price for any particular lot.

Buyers' Influence Predominates.

Owing to the Predominating influence of the buyers, a system of classifying barrel apples has been adopted for these ports which is certainly unduly rigid, and scarcely fair to the shipper. The final test of a slack barrel is the tapping of the barrel head, a hollow sound definitely relegating the barrel to the slack class, and automatically causing a drop in price from 2 to 3 shilling per barrel. A fair proportion of the barrels thus stigmatized by the very doubtful tap test are as sound as the rights and would be sold as tight on the Glasgow market, where the buyers' influence is less effective. Spanish shippers who are directly represented in this country, have repeatedly proved, notably by securing concessions as regards classification, and as regards facilitating the admission of additional members to the salesroom, that united shippers on the spot can and do, secure consideration not yet accorded to the unorganized apple exporters.

Profits Go To British Buyers.

Apples are sold on the Scandinavian markets, through agents, direct to importers, on a cash sale basis. The whole situation strongly reinforces the suggestion made elsewhere, that business with the Scandinavian should be carried on by re-export by the shippers representative from the U. K., and thus the profits now going largely to British buyers should accrue to the shipper. No risk attaches to such trans-shipment, as selection, delivery and condition can be assured.

A number of important considerations which have been dealt with all seem to indicate that, in order to secure the best results from the marketing of Canadian apples exported to the U. K., and the Continent, it is desirable to develop a system of direct representation of the shippers on the market.

AT THE SAME ALTAR

Funeral Service of Couple in Church Where They Were Married 6 Months Ago.

Rochester, N. Y.—Before the same altar where six months ago they knelt together and were pronounced man and wife, a youthful couple returned again today and in their caskets, placed side by side, again received the blessing of their priest. The two were Paul Sapon and his bride, Carlisle, who were killed Saturday afternoon at a grade crossing crash near miles from Montreal.

At the funeral this morning were many of the guests who made merry at their wedding, but a few months ago. The two were on their way to Montreal to visit relatives when their car was struck by the train.

How Spanish Exporters Do It.

At auctions, the first sale (i.e. the turn of the first broker on a list of three to seven) is sparsely attended, as the full force of inland town buyers have not yet arrived. Similarly the sales that take place at a late hour are made to a dwindling room, the outside buyers having made their purchases and taken train for home.

It is distinctly to the disadvantage of fruit to be sold at such sparsely attended times. The Spanish exporters, in general, have their representatives on the spot, ready to insist that their fruit shall be offered at the most favorable time, and it is only human nature for the broker to regulate the offerings of the far off, unrepresented shipper to the least favorable times, when dwindling competition results in low prices. A shippers' representation service, controlling an important output, could always insist that his fruit should have every reasonable advantage of this nature.

In cases such as those of sales on the London market, where the fruit is removed from the docks before sale, a representative of the shippers should be able to effect

considerable economies in such matters as cartage, and possibly to reduce handling charges to actual out-of-pocket expenses.

Shippers Should Control Distribution.

Mr. Forsyth Smith concludes his report with the following recommendation:

It is therefore recommended that the Canadian apple industry should co-operate to establish a representative organization in the United Kingdom to act as controllers of distribution on this side, and that pending the attainment of such a degree of Dominion-wide unity as would make this possible, any fruit shipping organization controlling sufficient tonnage to warrant this expense should employ a representative in this country to exercise the functions detailed above, with the fullest control over the fruit consigned.

These reports should be in the hands of every fruit grower in N. S., and most decidedly the officials of the various fruit-organizations in N. S. should have enough initiative to procure them and be guided by their recommendations to improve the marketing conditions. B. S. Moomaw's report can be had free from his representative here, Mr. J. B. Barret, Avonport, N. S., and Mr. Forsyth Smith's report, also free, from the Department of Trade and Commerce, Ottawa.

Shippers Lose \$250,000.

If Mr. Moomaw's report is correct, the management of the United Fruit Co.'s of Nova Scotia, has, indirectly, by not adopting and following these recommendations, caused their members a loss of at least a quarter million dollars in the last two years. These three reports from widely different sources are undoubtedly correct, but if not, they should be challenged and proven wrong. However, the sad state of affairs is that only a minority of the members see the drifting backwards of the co-operative movement, while the compact majority as per usual, is blind. This leaves the minority two alternatives only—either to weaken or break the organization by seceding and forming a new organization, or appeal to reason. The latter alternative proved fruitless at the last annual meeting in Kentville.

The writer is as strong a believer in co-operation as any man in Nova Scotia, but co-operation, as effective, must be run on businesslike lines. Every facility for improving marketing conditions must be utilized, and the mere fact that the membership of the U. F. C. has not increased in the last few years, though only 50 per cent of the Valley fruit growers are members now, is evidence of a standstill, and a standstill is equivalent to a backward movement in this connection. This backward movement could easily be turned forward if up-to-date business methods, advertising salesmanship and representation on the market was brought into effect. A good deal of credit is due the past organizers of this co-operative organization and especially to the President, Mr. F. Bishop, who has the well deserved confidence of every member of the U. F. C. (Morning Chronicle).

Rev. P. R. Hayden Held Services

Rev. P. R. Hayden held services here Sunday July 12th.

Miss Helen Todd, who has spent the past year attending school at Dartmouth, is now at home.

Mr. and Mrs. Apollon Buckler, and Mr. and Mrs. N. Buckler, Mr. and Mrs. Gray Gillis, of Hartford, were the guests at the home of Mr. and Mrs. Edward Swift, of Centerville.

Miss Mildred Hannam, is visiting at the home of Mr. and Mrs. William McGowan, of Carlton Corner.

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Mr. Bartlett Gillis Spent the Week

Mr. and Mrs. Leonard Whitman of Waterville, accompanied by her brother, Mr. George Medcraft, spent the week with Mr. and Mrs. George Durling and Mrs. Margaret Durling and other friends.

Mr. Otis Oickle and Mr. Arch Lowe, spent Sunday with Mr. and Mrs. Geo. Durling.

Mr. and Mrs. Walter Scott, accompanied by her mother, Mrs. Harris, arrived on Wednesday from Boston. They made a call on Mrs. Margaret Durling on their way to Mr. Spurgeon Mellicraft, where they will spend their summer vacation.

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The minister of Labor under this measure will regain his power of discretion to allow or to disallow benefits already extended by which it is hoped to check the scandalous abuses and the glaring cases of married women drawing the dole and yet being unwilling to work.

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Most of the Ontario resorts are easily reached from Toronto. The Muskoka and Kawartha chains of lakes are the annual haven of many visiting families who occupy cottages, camps and hotels of varying degrees of comfort and luxury. All enjoy the dry, pine-scented air that is a sure remedy for hay fever. Many vacationists are avid fishermen; others delight in sailing and paddling canoes. The summers are all too brief to satisfy the lovers of Ontario's out-of-doors.

Camps hidden miles deep, away from the railway lines, yield exceptionally good fishing and wholesome food. Such a one is Billy Burke's log camp on Trout Lake, reached by an 8-mile launch ride from Paget station. Ka-Wig-A-Mog Lodge, hidden away from civilization, is about 8 miles from Palesley, and transportation is via the Key Valley Railway, owned by a Milwaukee lumber concern, which operates a railway bus, mounted on railway car trucks, and fitted with a Ford motor for power. At the sawmill town, this mode of locomotion is exchanged for a motor launch that carries guests to Ka-Wig-A-Mog Lodge, an attractive structure devoted to dining and social affairs. In addition to the Lodge, there are a number of cottages built about an eighth of a mile apart, on both sides of the long, narrow lake, thus insuring privacy. Most fishing is good here, and in

nearby waters, while Trout Lake affords plenty of small-mouth bass. Bon Echo, an out-of-the-way resort, is reached from Kaledar, Ontario, by automobile which passes along hillside carpeted with blue flowers and seeming to emanate a blue haze. The Inn is located on a spit of land that separates the Mazinaw Lakes, two lovely sheets of water. They are of great depth and when it rises a sheer rock to over 200 feet, possessed of a three-fold echo. It bears on one face a bas-relief of Walt Whitman, to whom the rock is dedicated. Bass fishing is good. There are two fine beaches; one of deep water that delights divers, and the other has a vast, silver sandy floor with shallow water, and bears a safe, ideal beach for women and children.

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