

the dealer to throw this tier away than to sell the whole at the value represented by the top. An essential point for the dealer to consider is the selection of a commission merchant to sell his fruit. This being done, he will do well to inform the merchant of the varieties and quantity of each fruit he proposes shipping and to obtain all the information he can upon the best methods of preparing and shipping the fruit ; also, the kind of packages to be used in order to place the fruit upon the market to the best advantage. The dealer is generally much better informed on those points than the shipper, who would frequently save money if he would occasionally consult with the merchant. Every shipper should be on the most friendly terms with his dealer, as their interests are usually mutual. No shipper should hesitate to ask for the information he needs, or take offence when the dealer points out defects in packages or methods of packing. I consider it a part of his duty to note and inform his patrons of these deficiencies, yet I have frequently known persons to get angry at their dealers for mentioning these items, and quit shipping to them. One of the great mistakes shippers make is to keep their dealers in ignorance of the quantity and varieties they have to send, or when they intend shipping. One day a grower may send a small lot of a certain variety, and should the dealer report its sale at a high price, the sale perhaps being because it was a small lot, he may immediately double or triple the quantity, thinking it is just as easy to sell much as little. On its arrival the dealer is compelled to lower the price or let it perish, whereas if the shipper had notified the dealer of the amount he proposed shipping, the dealer could have instructed him as to the quantity to send at once. Not only this, but the dealer could probably have arranged with his customers to take it on arrival at liberal prices. A curious feature of the fruit trade is that shippers demand a daily report of sales from the dealers, yet at no time during the season do most shippers give the dealer any notice of their intentions as to shipments, and be they little or much, a full price is always expected. Nor does it seem to enter the minds of some that the non-arrival of the usual quantity effects the dealer, or would be a disappointment to the purchaser, who had been accustomed to get it regularly. In fact shippers show the utmost indifference to the whole matter.