

DOMINION FRUIT GROWERS' CONVENTION

Apple Grading Methods Under Revision—Legalization of Half Barrel Requested.

The formation of a Canadian Horticultural Council, the need of which has been stressed by leading horticulturists throughout Canada of late, was one of the most important and significant achievements of the sixth annual convention of the Dominion Fruit Growers' Association held in Ottawa, Feb. 22-24.

Of wide national interest was the decision to discard the present method of grading apples packed in boxes as numbers one, two and three and to recommend the adoption of a higher standard, viz. extra fancy, fancy and C, and also to adopt grad: definitions superior to those recommended by the Western United States fruit growers at a recent conference in Spokane, Washington.

New Size for Small Fruit Boxes Unanimous approval was given a resolution which called upon the convention to recommend the adoption for use in Canada of the United States quart berry and current boxes. It was the desire of the conference that the boxes now in use be recognized as lawful packages until Oct. 1, 1923, in order to permit of stocks on hand being utilized.

A resolution was adopted, recommending that the three quart basket for grapes be changed to one of the same size as the "pony" basket, used in the United States. On motion of G. A. Walstead, St. Catharines, seconded by A. M. McCallum, Winnipeg, it was recommended that the fruit branch be given power to issue permits to growers to use the so-called 12-quart basket for bulk shipments of grapes in Canada. It was also decided to recommend to the Government the legalization of the half-barrel for use in Canada. Discussion on this subject revealed the information that growers in the Maritime provinces had been using the half barrel, although illegal.

A resolution was adopted urging upon the Dominion Government the fixing of standards for jams, jellies, etc., with regulations enforcing adherence to the same, both by the home manufacturer and by manufacturers of such products imported into Canada.

Canned Fruit Criticized That the laws respecting the canning of fruits were not being enforced was contended by James Wagstaff of Hamilton the well known jam manufacturer. He stated that in some cases jams labelled "pure" contained only 18 per cent. fruit whereas the law requires 45 per cent. The remainder, he declared was largely commercialized pectin.

Under the heading of "Transportation" a number of important resolutions were adopted. One recommended a reduction in minimum car loads from twenty thousand pounds to seventeen thousand pounds for large express refrigerators and fifteen thousand pounds for the smaller cars on both domestic and export traffic. Another called attention to the fact that protective service was being granted on all railway lines west of the great lakes covering shipments from British Columbia, and recom-

mended the extension of the service to and from all points in Canada at a reasonable charge which would be calculated on the cost of the insurance service.

One of these resolutions stressed the necessity for wider distribution of Canadian fruits, and called upon the carrying companies to establish express carload commodity rates from producing centres to distributing points in local territory and from British Columbia and Ontario points to various points in the United States.

The conference went on record as being opposed to any increase in railway classification of fruit and vegetables.

Want Lower Freight Rates That substantial reduction in freight rates on fruits and vegetables was essential to the future progress and welfare of the industry, was the effect of another resolution which will be passed on to the railway companies.

The formation of a bureau of fruit markets within the Department of Agriculture, was given serious consideration and a resolution was passed urging upon the prime minister and the minister of agriculture, its immediate consumation. Such a bureau it was explained, would be far more economical and efficient than the present system of issuing reports from each of the ten branches of the Department of Agriculture.

Chemicals in Fruit Juices Hearty support was given to the following resolution "Resolved that a regulation be adopted to prohibit the use of chemicals in the preparation of beverages such as cider, fruit juices, wines, etc., such practice being detrimental to the best interests of fruit growers generally."

The formation of a Canadian Horticultural Council was proposed by Hon. W. R. Motherwell, Minister of Agriculture, in his address at the luncheon which took place on Thursday, 23rd. He suggested that it be operated along the same lines as the National Dairy Council, and that it be self sustaining. Touching on cold storage also, the minister said he hoped to live long enough to see a reversion to the old Act which provided for a bonus of thirty per cent. to individuals and associations that desire such assistance for the erection of cold storage plants.

A splendid spirit of harmony and co-operation prevailed throughout the proceedings which was presided over by C. W. Baxter, Dominion Fruit Commissioner.

Council Representatives The representatives of the various interests on the Canadian Horticultural Council will be as follows: Ontario growers, James E. Johnson, Simcoe, and Lt. Col. H. L. Roberts, Grimsby; British Columbia growers, W. J. Manson, Mission, and C. E. Barnes, Vernon; Quebec growers, Peter Reid, Chateauguay Basin; Maritime provinces' growers, F. W. Bishop, Paradise, N. S. and A. G. Turney, Fredericton, N. B.; wholesale dealers, R. R. Scott, Winnipeg; package manufacturers, W. A. Fraser, Trenton; nursery-men, S. E. Luke, Montreal; jam and canning interests, James Wagstaff, Hamilton; provisional secretary, Capt. L. F. Burrows, assistant Dominion fruit commissioner.

The following is a list of official delegates: Fruit growers—Rev. G. P. Raymond, Berwick, N. S.; E. H. Johnson, Greenwich, N. S.; J. Howe Cox, Cambridge, N. S.; W. C. Spurr, Melvern Square, N. S.; A. E. Dewar, Charlottetown, P. E. I.; W. B. Gilman, Fredericton, N. B.; N. E. Jack, Chateauguay Basin, Que.; Wesley Montgomery, Brighton, Ont.; W. F. W. Fisher, Burlington, Ont.; W. L. Hamilton, Collingwood, Ont.; A. Craise, St. Catharines, Ont.; C. E. Barnes, Vernon, B. C.; Thos. Abriel, Nakusp, B. C.; W. J. Manson, Mission, B. C.; and J. T. Mutrie, Growers' shipping organizations—F. W. Bishop, Kentville, N. S.; T. J. Mahoney, Grimby, Ont., and C. L. Low, Vernon, B. C.

WHY DO MEN ADVERTISE? The man who conducts his business on the theory that it doesn't pay and he can't afford to advertise, sets up his judgement in opposition to that of all the best business men in the world. Says an experienced advertising authority: "With a few years experience in conducting a small business on a few thousand of capital he assumes to know more than thousands whose hourly transactions aggregate more than his do in a year, and who have their millions by pursuing a course that he says doesn't pay." If advertising doesn't pay, why is it that most successful merchants of every town, large or small, are the heaviest advertisers? If advertising doesn't pay why do the business firms in the world spend millions in that way. Is it because they want to donate those millions to the newspaper and magazine publishers, or because they don't know as much about business as the six-for-a-dollar merchant who says money spent in advertising is thrown away or donated to the man to whom it is paid? Such talk is simply ridiculous, and it requires more than the average patience to discuss the proposition of whether advertising pays or not with that kind of a man. His complacent self-conceit in assuming that he knows more than the whole world is laughable, and reminds us of the man who proved that the world doesn't revolve by placing a pumpkin on a stump and watching it all night.

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WILL HARDING BE MORE SUCCESSFUL? Illustration of a man digging a hole with a shovel. Labels 'RUSSIA' and 'GERMANY' are visible in the background. Caption: —Morris in the Omaha Bee.

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