

that the local papers will be glad to give each reports publicity. The success the Hamilton Horticultural society is meeting with this year in the publication of descriptions of local gardens demonstrates this fact.

Once a society recognizes that the value of its work can be greatly augmented by interesting the public in its doings through the reading columns of its local papers and then undertakes to supply its papers with short and newsy reports of its proceedings, it can depend upon obtaining an increase in its power and influence.

Year by year our record of the causes which have led to the success or failure of different cooperative fruit growers' associations increases in value. It demonstrates that has long been realized by our leading growers that the principle of cooperation is sound. Failure results only where the principle is not properly applied. More and more it becomes evident that the chief corner stone of every successful cooperative association is its manager. Where other conditions are reasonably favorable a cooperative association that has a good manager and values him at his true worth is assured of almost certain success.

Standardizing Canadian Fruit Packages

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It would appear that it might be possible to make the outside dimensions of the apple box the standard for two outside dimen-

Simply Immense

"We might add that we have never received such results from advertising as we have had from The Canadian Horticulturist this year. It is simply immense. We are getting enquiries and orders from Prince Edward Island, Nova Scotia, New Brunswick, Quebec and Ontario. It only goes to show that The Canadian Horticulturist is the right journal in which to advertise to reach the fruit growers."

—J. J. Roblin & Son, Brighton, Ont.

The foregoing is a portion of a letter received recently from one of our advertisers. It speaks for itself. As this firm is advertising box and barrel presses, articles which are used only by commercial fruit growers, men who grow and pack large quantities of fruit for shipment, their experience goes to show the extensive circulation which The Canadian Horticulturist has among this desirable class of readers. These are people who make good money, who live in good homes, and who are good prospective buyers of every kind of high-class goods for their fruit farms, for their homes, or for the improvement of their homes and home surroundings. They are people who can and do afford the luxuries as well as the necessities of life.

Note also the extensive territory over which the buying power of The Canadian Horticulturist is distributed as evidenced by the fact that orders were received from almost all parts of Canada. The Canadian Horticulturist offers to its advertisers a select class of buying power, picking out, as it were just the class of people who are likely to prove good buyers for any class of advertised goods.

sions for the package for crab-apples, pears, peaches and for the four-basket crate used in plums, cherries and tomatoes. It is possible, too, that these same outside dimensions might be used for the small fruit box crate for shipping raspberries, strawberries, currants and similar fruit. Grapes are apparently quite satisfactorily shipped in the six-quart basket.

BOX VS. BARREL

A few words may not be out of place with reference to the box vs. the barrel. Many fruit growers are impressed with the idea that the box will supplant the barrel. I cannot think that this will be the case. The barrel is an eminently cheap and convenient package, possessing many advantages over the box and, of course, some disadvantages, but upon the whole it would appear that the sentiment divides itself along two lines:

First: Those who want the poorer grade of fruit prefer, almost universally, the barrel.

Second: Those who deal exclusively in the higher grades must have the box.

Then again there are those who for purely sentimental reasons prefer the box or the barrel, as the case may be. I have two letters before me from merchants in the north-west, one asking for well packed barrel fruit and the other denouncing the barrel as an altogether unsuitable package and insisting upon the box only. Both of

these dealers probably have good and sufficient reasons for their preference. It, therefore, cannot be said that either the barrel or the box is the best package. Each has a place to fill, and the discretion of the packer must be used in deciding which is the proper package for his purpose, the box or the barrel.

In the trial shipments of peaches, made by the Dairy Commissioner's Branch in 1910, a package was used, eighteen inches long, eleven inches wide and three and a half inches deep. This package was designed to contain only one row of very fancy peaches, wrapped in paper and packed in wood wool. The package served the purpose admirably, and there seems no reason why for certain markets the depth of the package could not be increased so as to take in two layers, and correspond in two dimensions with all other box packages.

It may be noted that the great bulk of the Pacific Coast apples are shipped in what is known as the Oregon standard box, ten and a half by eleven and a half by eighteen inches.

With these dimensions before us, it would seem that there is a possibility of standardizing all our boxes and crate packages at least in two dimensions, and thus meet the needs fairly well of those who wish to ship mixed cars and, at the same time, make a convenient package for all purposes.

British Columbia Packages

Bulletin number forty-five of the British Columbia Department of Agriculture publishes the following as the packages used by British Columbia fruit growers:—

	Size of Box, etc., Inches	Average Weights (Net)	Remarks
	(Inside measurements)		
Apples.....	10 x 11 x 20.....	...41 lbs.....	The half apple box is also used on Lower Mainland. As used in Upper Country; half pear-box and peach-box (20 lbs.) also sometimes used.....
Crab-apples.....	10 x 11 x 20 (apple).....	...50 lbs.....	
	18½ x 11 x 8½ (pear)40 lbs.....	
Pears.....	18½ x 11 x 8½.....	...46-48 lbs.....	
Peaches.....	18½ x 11½ x 4.....	...17-21 lbs.....	
	18½ x 11½ x 4½.....	
Plums.....	18½ x 11½ x 4½.....	...20-22 lbs.....	4-basket crate.....
Prunes.....	15½ x 15½ x 4½.....	...20-25 lbs.....	Shipped largely in peach-boxes.....
Apricots.....	15½ x 15½ x 4½.....	...19-20 lbs.....	4-basket crate.....
Cherries.....	18½ x 9 x 2½.....	...8½-9 lbs.....	Sour cherries (4-basket crate) equals 16-18 lbs. Sour cherries (special pack) equals 24 lbs.....
Raspberries.....	2-5 quart carton (24 to 1 crate).....	
	Size of carton, 5¼ x 5½ x 1.....	...14 lbs.....	Size of crate, 16½ x 23½ x 5¼.....
Strawberries.....	4-5 quart carton (24 to 1 crate).....	
	Size of carton, 5¼ x 5½ x 8.....	...24 lbs.....	Size of crate, 16½ x 23½ x 6¾.....
Loganberries....	2-5 quart carton (24 to 1 crate).....	...16 lbs.....	As for strawberries.....
Currants.....	
Grapes.....	6 quart basket (approximately).....	Six 6-quart baskets reckoned as 100 lbs. by the Express Co.....
Rhubarb.....	20 x 15½ x 7¼.....	...40 lbs.....	
Cantaloupes.....	12 x 11½ x 20½.....	
Tomatoes.....	18½ x 11½ x 5.....	...23 lbs.....	
Cabbage.....	25 x 23 x 18.....	
Lettuce.....	28½ x 16 x 12.....	