

It is a well known fact that our Quebec fruit has not been advertised to any extent in Montreal and other great consuming centers. Much inferior fruit may always be seen on the Montreal markets, often brought long distances and competing with our own fruit. As Quebec fruit-growers we have been very remiss, and it seems to me that some effort should be made now to place an exhibit of Quebec apples in Montreal. A store might be rented on St. Catherine Street for a month or six weeks and a constant supply of barrel and box fruit kept on exhibition, and perhaps to a certain extent on sale. It might be possible for some of our growers to market most of their fruit in this manner. Incidentally much information might be given the public regarding growers who could be relied upon to put up a No. 1 article. Why not keep the Montreal market for ourselves if we have the fruit—and we have the best in the country.

Again, as a Society we might very well discuss the progress of the co-operative movement in this province. In so far as the movement is affecting the fruit-grower we can see but little evidence of advance, yet co-operation is one of the most important factors in the production of high-grade fruit. I wonder if the Société Co-operative Agricole des Fromagers de Québec (under the excellent manager, Mr. Aug. Trudel) could not take unto itself the extra duties of selling fruit. If the fruit-growers would fall into line as the cheese and butter makers have, great progress would soon be announced. Mr. Seth J. T. Bush, Manager of the Eastern Fruit and Produce Exchange, N. Y. State, has this to say: "Our marketing problem can never be successfully solved until we have brought production to the highest standard and have properly prepared our product for the market. No sales agency can never overcome or correct the mistakes and neglect of the producer. The consumer is the court of last resort, he must be satisfied. He pays with a standard dollar and is entitled to a standard package."

If our fruit-growers do not co-operate for their mutual benefit the day of opportunity will perhaps pass away altogether. We may be forced to become "hewers of wood and drawers of water" to a better organized community, but with fruit of natural inferior quantity.

The Work of the Provincial Department.

Notwithstanding what I have said regarding the action of the Department in two or three matters of some importance, I heartily congratulate the Minister and his associates on the progressive fruit-growing policy initiated in recent years. They have advanced the fruit industry through the 37 Fruit Experiment Stations, and great credit is due Messrs. Lavoie