

### A Popular Combination

As our readers are aware, the Canadian Dairyman and Farming World in its present form has been but a few months in existence. Formerly two papers were published, The Canadian Dairyman, a dairy paper, and The Farming World, a general farm magazine. The strong points of the two papers have been combined in the new publication, making a paper which is proving very popular with the up-to-date farmers of Ontario and other parts of Canada. The proof of this is in the large number of new subscriptions which have been received during the past few months. Canvassers for the paper find it easy to persuade people to subscribe, and many are at work securing clubs of new subscribers for The Canadian Dairyman and Farming World. To encourage those who desire to help us increase our circulation, a number of very liberal premium offers have been made. No doubt you have seen them, but may not have read them over carefully. Turn to the back page of this issue and read our special offer. Then if you are interested, write to us for full particulars, which we will send, together with sample copies, and the necessary outfit to canvass for subscriptions.

### How Canadian Apples are Sold in Liverpool\*

Next in importance to Liverpool as a market for Ontario apples is Glasgow. There the apples are sold in a large and roomy building called the Bazaar. The salesmen of the Bazaar have no exchange, but on stated days each holds his own auction, several sales going on at the same time. They have their private warehouses near by to which the apples are carted from the dock. The Glasgow salesmen spare no pains to obtain the highest prices possible for shipments consigned to them, and sometimes prices are realized that are truly surprising. But the Glasgow trade suffers from a dear and inferior freight service. The salesmen are on that account compelled to buy large supplies in America; and in their eagerness to secure business they sometimes find their markets glutted with their own purchases. A better organization, and less jealousy would bring about a great improvement. But so long as the freight rate to Glasgow remains higher than to Liverpool the Glasgow market will be seriously handicapped.

In London there is a Fruit Exchange modelled after that of Liverpool; but most of the foreign fruit that enters London is sold by auction in the Covent Garden market building under conditions similar to those that prevail in the Glasgow Bazaar.

Other market centres are inconceivable from the point of view of our apple trade; and shippers would do well to use great caution in patronizing them. Apples are so apt to arrive at their destination in a damaged condition after a long passage. Other things equal, the quickest service is the best. Occasionally one hears from a commercial agent in some inland city that Canadian apples are badly packed, that shippers should consign to jobbers there rather than to brokers in Liverpool, and that boxes should be used as packages, rather than barrels. The information is trite and the advice misleading. If relations of intimate friendship and mutual interest exist between a Canadian shipper and an inland jobber, the experiment might be successful; but it is hazardous to leave the regular channels of trade with so perishable a commodity. A limited trade in boxes might well be developed, but the conditions under

which apples are grown and harvested in Ontario involve the experiment in many difficulties.

Dishonesty in apple packing is quickly recognized by English jobbers. The comparative merits of each brand are among them subjects of constant discussion. Our Fruit Marks Act has undoubtedly had an excellent effect on the apple trade. Its principles should, in fact, be extended so as to cover all articles of food and clothing. But its consequences are of greater importance to the home than to the foreign market. The change of mark from "XXX" to "No. 1" and from "XX" to "No. 2" was unnecessary and confusing. If, as was alleged, a dishonest jobber could in his private warehouse, add another X to a mark, he can now almost as easily substitute "No. 1" for "No. 2." The trade had become accustomed to the crosses. There is nothing more patent in the apple trade to packers and jobbers alike than the wisdom of common honesty. Dishonesty brings about its own punishment, just like its kindred of crime, calumny and cruelty. As the physicians say of certain diseases, they generate their own toxin. A buyer of apples in England is fully prepared for all possibilities. Even when "falsely marked" comes on a consignment, it adds but little to the influences that direct his purchases.

The definition of a No. 2 barrel as laid down in the Act has fortunately been ignored by the trade. It is absurd to expect a packer to put a bushel and a half of "No. 1" apples in a barrel along with inferior fruit, and brand the whole barrel "No. 2." Besides, the temptation presented to the dishonest jobber to change the mark would prove irresistible. It is sufficient, in dealing with apples that cannot be classed as No. 1, to require of them that the barrel should be branded No. 2, and that the top layer should be branded No. 2, and that the top represent fairly what is hidden below. But the shipment of No. 2 apples should not be encouraged at all.

Some further suggestions of minor importance may be offered. In unloading cars the freight handlers frequently make use of hooks fastened to their wrists, by means of which they pull out the lower barrel of a tier and thus dislodge and bring tumbling down the upper row. This is injurious both to the barrels and to the car. The freight value of a consignment is depreciated to the railway company. Shippers would put more barrels in a tier if they had the confidence that the upper row would receive fair treatment. No space should be wasted at a time when cars are so difficult to procure. Again, the trucks in the sale are not all of the proper kind. Some are so ill balanced that when the barrel is discharged it drops nearly a foot. It cannot be too strongly impressed on all who have to do with the transportation of apples that no rough handling should be tolerated at any point of transfer. Occasionally, some barrels are landed from the steams very slack, but with no evidence of decay inside. Some of the contents have been removed. The steamship and railway authorities do their best to prevent pilfering, but some of it seems to escape their vigilance.

Notwithstanding the losses and disasters of last season's business there is no just cause for discouragement. The future of the trade is bright. No Ontario farmer having a favorable location for apples need hesitate to set out an orchard of well chosen varieties as a source of income. The orchard will be the most valuable part of his farm. And no dealer need hesitate to forward any well-packed consignment of good fruit, obtained at a reasonable price.



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\*The fifth of a series of articles written for the Toronto News by E. J. MacIntyre.