

particularly pleasing to the eye and palate. They cannot mask the flavour by cooking or in any other way.

#### SOME ESSENTIALS TO SUCCESS.

Then can an export trade in tender fruits be made a success of from Canada? That depends on the men who do it. I suppose twenty times a month men write me such problems as: "Will it pay me to do so-and-so"? Any one who has done work of investigation can say whether a certain principle is applicable or not, or whether a certain statement is true in regard to it coinciding with principles, but no man can say of a business proposal: "That will be successful," or "That will not be successful." Success depends on the personality of the man, and not on the nature of the business. I do not know whether exporting tender fruits can be made a success except as I learn the kind of men who take it up. There are principles and there are methods, and as far as a man understands those and applies them he can make it a success; but the success depends on the person and not on the principle or the method. I want to make that emphatic; it depends on the person and not on the opportunity, because the opportunity may have existed for twenty years; but so far the person has not risen to take success out of the opportunity. It may have been for want of information, it may have been for want of transportation conveniences, it may have been for want of cold storage in the ships; still that is the state of things to-day. Can they be altered from this time on?

#### QUALITIES WHICH DETERMINE VALUE.

First of all the person who undertakes the shipping of tender fruits to Britain must know the conditions that the British consumer and importer impose on him in regard to fruit. I have learned by two years' experience, that the British consumer and importer do not care a snap of their fingers for the fancy names of the specially esteemed kinds of fruit. They do not care a brown baw-bee, whether it has been cracked up by every specialist in the country. Soundness is the first consideration, then keeping qualities, then nice appearance in regard to colour, size and shape; and lastly the importer looks for as nice flavour as you can give him. The latter is not a matter of the first importance at first in the commerce of this business. Soundness, keeping qualities, appearance and then flavour, is the order. Too often the fruit-grower reverses that order, and says: "Oh, but such a kind of fruit is the most delicious and high-flavoured." It may be, and may pay to grow for the personal, particular market of the man who is going to pay a high price for special intrinsic quality; but the British market will pay just the common price in the order of those qualities. I want to repeat that over and over again; it is the secret of the whole situation: soundness and keeping qualities after the fruits are there, then nice appearance, and then a flavour as good as you can give. When trial shipments were made by the Department of Agriculture at Ottawa in 1898, we found those things that we had learned in 1897 were still further emphasized.

#### THE TRIAL SHIPMENTS.

In 1897 the Department took charge of 7,141 packages of tender fruits and sent them to Great Britain. In 1898 the Department took charge of 3,815 packages of tender fruits. We sent in 1897 about three and a half times more than in