

stencilling the variety of melon, and the words "Ripe Salmon Flesh," neatly on the baskets, will sometimes mean a difference of ten cents over similar melons unstamped.

As before stated, the great bulk of melons is shipped to Commission Merchants in Toronto and Montreal. This is an easy way of disposing of the fruit but it is not altogether a good system.

In the first place, the producer cannot get into close touch with the consumer, and thus the exact requirements of the market, such as size, shape and color of fleshing, cannot be understood by the grower. Beside this the system causes the concentration into two points of almost the whole crop, and "slumps" often occur when there is such a supply that the jobbers, who buy from the Commission Merchants, cannot reship such quantities quickly enough to the smaller towns which use the oversupply of the two cities mentioned.

It will be seen that a system which entails the handling of the fruit by so many middlemen must necessarily be expensive. It is no uncommon thing to see melons selling in retail stores in Toronto at \$1.25 per basket, when the Commission Merchant is only returning to the grower from sixty to seventy-five cents per basket.

The Commission Merchant charges ten per cent. on his sales, plus one per cent, per basket cartage. The express companies charge thirty cents per cwt. to Toronto, and eighty cents per cwt. to Montreal, from Burlington.

It might be interesting to see how much profit a grower receives when selling at different prices.

Case I. Selling in 16 qt baskets to Toronto:

Sale Price	\$	\$.60
Basket	.04	
Cover	.01	
Express	.05	

Cartage	.01	
Commission	.06	
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	\$.17	\$.60

Profit, \$0.43 per basket.

Case II. Selling in 16 qt. baskets to Montreal.

Note—the Montreal Commission men charge no cartage.

Sale Price	\$	\$.70
Basket	.04	
Cover	.01	
Express	.13	
Commission	.07.	
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	\$.25	\$.70

Profit, \$0.45 per basket.

From these profits, which are average the grower must pay all the cost of growing and picking.

The land is worth usually from \$700 to \$1,000 per acre, and the labor, manure and other costs are very high.

Another disadvantage of this system of marketing is that little discount is placed on poor grades. The fruit is sold as it stands, hundreds of baskets at a time, and it often happens that two very different grades of fruit, shipped at the same time, will return the same price. On the other hand it is no more unusual to have the returns from a uniform shipment, range in price from, say, eight-five cents per basket to fifty cents per basket, showing clearly that quality is taken into account but very little.

Of course, a co-operative association could remedy many of these defects, but it is unlikely that such a society will be in operation for many years.

For the grower of first-class fruits and vegetables, the plan of monopolizing the trade of one or more hotels, or other large consumers, is well worth