

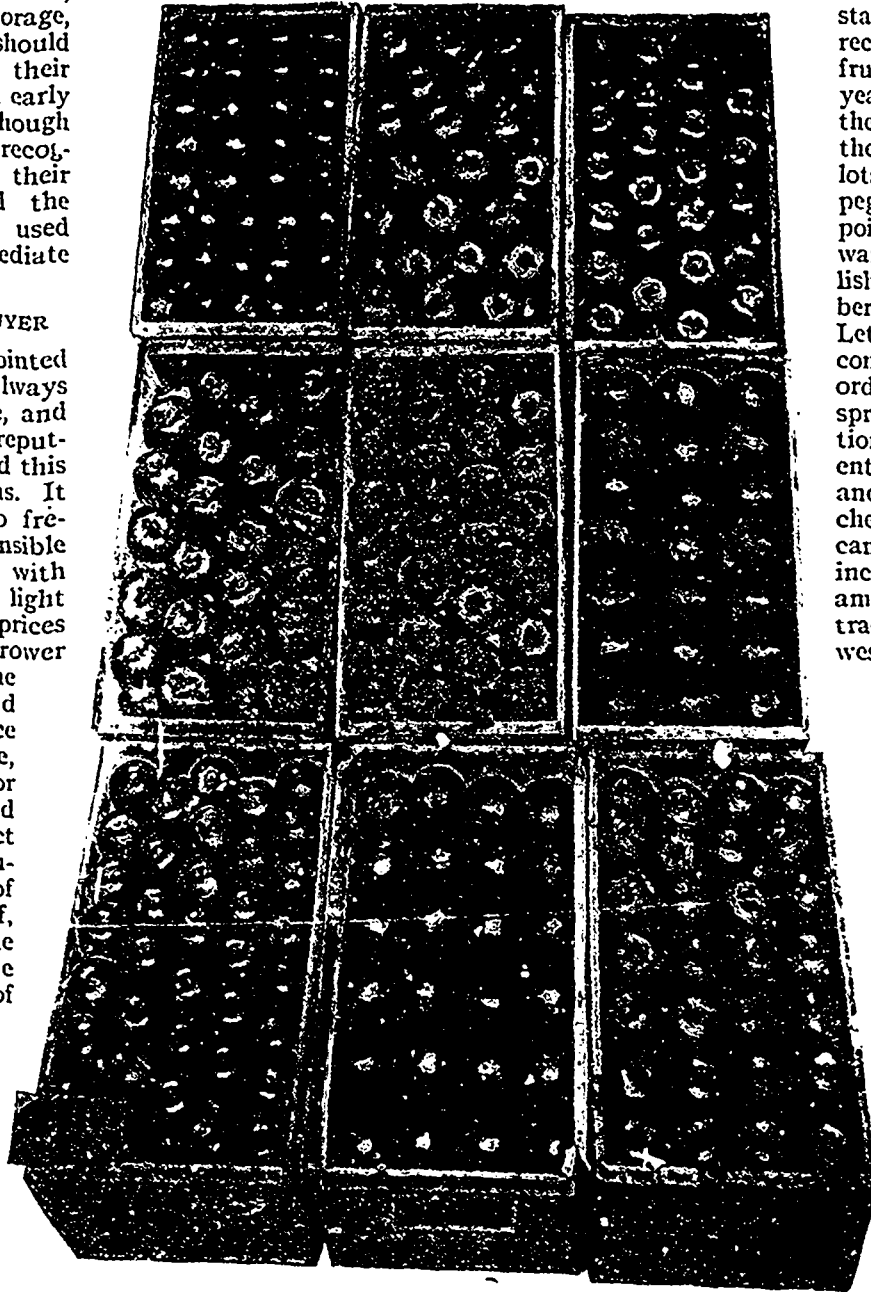
several points, in this district, cold storage facilities are provided whereby the apples may be packed when they are matured (the last of September or the first of October), and placed in cold storage chambers, where they will be quickly reduced to a temperature near the freezing point, they may, with confidence, then be repacked for the winter trade. Dismissing, however, the question of cold storage, the orchardists here should recognize the defects of their apples and market them early in the season, indeed, though they have not clearly recognized the defects of their apples as keepers; all the apples that have been used have been sold for immediate consumption.

#### THE IRRESPONSIBLE BUYER

As has already been pointed out, the market is not always a reliable or steady one, and consequently the more reputable dealers have avoided this district in their operations. It has been the prey too frequently of the irresponsible buyer who has come in with his glib tongue and a light purse, and promised prices that induced the apple grower to part with his fruit. The apples were packed and shipped, and if the price realized was a good one, or if the apple operator was so fixed that he could not get out of the district readily, he paid the farmer a part, or the whole, of what was promised. If, on the other hand, the markets were poor, if he made a clean breast of the matter and explained that the markets had gone wrong and he could not pay the promised price, the farmer very quickly realized that he had no recourse.

This, however, is not a necessary condition of affairs. It simply indicates bad business methods, and the remedy here is quite aside from any question of climate, soil, varieties or markets. The question is simply one of organization among the apple growers themselves. This has been demonstrated by the success of one or two cooperative organizations which have been working in this district. I need only to refer you to the success with which the Chatham Fruit Growers' Association is working. Another cooperative organization is work-

ing most successfully in Simcoe. Both of these organizations have this year sold all the apples their patrons had at prices much higher than the average prices paid for winter apples in the counties north of Lake Ontario. What has been done at Chatham and Simcoe can be done in Essex and Elgin and other counties constituting this district.



Ontario-Grown Apples Shown at Recent Ontario Horticultural Exhibition

#### THE WESTERN MARKET

Just here may be a convenient place to discuss the question of markets for early apples. The two most important markets for early apples are the western provinces and Great Britain. The markets of the western provinces are opening so rapidly that few who have not paid special attention to this matter will realize and appreciate the extraordinary growth of late years. The influx

is not likely to lessen for many years, but the market for apples cannot be measured by this standard, large as it will be. The great cost of distributing the apples limits the consumption very largely to the cities and towns capable of taking at least carload lots. During the last few years there have been established along the railway lines of the western provinces, hundreds of stations, none of which, until recently, were able to take the fruit in carload lots. Last year and this some dozens of these places have come into the market accepting carload lots. A few years ago Winnipeg was the only distributing point. Now large distributing warehouses have been established at Regina, Prince Albert, Moose Jaw, Calgary, Lethbridge and Edmonton. In consequence of this an extraordinary demand for fruit has sprung up, quite out of proportion to the number of people entering the country last year and this. The comparative cheapness with which the fruit can now be distributed has increased the consumption among the people. The extraordinary prosperity of the west has made it possible for almost everyone to enjoy fruit, which necessarily is high priced even yet compared with the price which is received by the grower. We can look forward, then, confidently to a market there that will readily absorb a very large proportion of all the fruit that Ontario can grow. It is very true that the Ontario grower in the near future will have to meet the competition from the province of British Columbia. This, however, he need not fear. The growers of each province, when all the elements of success are taken into consideration, are upon a comparatively equal footing, and even if this were not the case, the market will likely increase much faster than the production of fruit in both provinces.

(To be concluded in next issue)

With the advent of the San Jose Scale into this district, driving the careless unthrifty grower to the wall, and the opening of the great Northwest so rapidly, to say nothing of New Ontario, the prospects were never brighter for success in fruit culture.