

over-indulgence in sports than that he should impair his health by too close study.

Business firms, realizing the importance of advertising, are willing to pay large amounts to simply familiarize the public with the names of their establishments. The O. A. C. will be brought to the attention of a not unworthy class of citizens, but a class who might know little of us did we not strive to assert our position in the athletic world.

The New Fruit Culture.

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IT has been so fashionable of late years to talk about "The New Onion Culture"; "The New Strawberry Culture," etc., that it seems quite in place to make a few remarks about the "New Fruit Culture." Certainly, if we may judge by the experience of the past three years, the old fruit culture is no longer profitable, and some new methods must be adopted or else the business will be declared a failure. One-half the varieties of apples are worthless for scab, one-third the whole crop of tree fruits for worms and curculios; grapes, raspberries and currants have glutted our markets, and what are we to do?

Right here comes in the value of improved methods such as the O.A.C. can point out, the faithful observance of which will make fruit culture as good a line of agricultural life as it ever was.

Let us very briefly refer to some of the apparent difficulties and see if we can find a solution.

(1) *The Glutted Markets.*—This is only an imaginary difficulty, a mote that obscures the visions of larger things. Our little Ontario has filled its own markets with home-grown fruits, and fancies it has filled the whole world, and individual growers are giving up in discouragement. How foolish, when the big markets have hungry mouths wide open for our luscious fruit products; when Covent Garden, England, will take all the apples we can send, and when Antwerp in Belgium and Hamburg in Germany are both clamoring for a share of our dessert apples.

I have just received returns from Hamburg for some prime apples sent to that market in cases; they were fancy apples of course. What do you think were the net returns? Fifty cents for a one-third bushel, or \$1.50 per bushel. Similar prices prevailed in other European markets. Is that a failure or a success?

Does that look as if there was no market for Ontario apples?

Then our magnificent Canadian pears. We have shipped several car loads to Bristol this year, and the net returns have varied at from 50c. to \$1.25 per 3rd bushel case. Is there then no encouragement for growing pears in Ontario? I might go on and enumerate other fruits in the same manner, but time forbids.

I have shown, I think, that there is plenty of market for tip-top stock that is worth conveying to a distant market.

The next difficulty is "*How to sell the fruit which won't pay to export?*"

Why, you must stop growing such stock entirely. It will pay to export Duchess, Alexander, Gravenstein and Wealthy apples; it won't pay to export Fall Pippins, Rambos, or any soft, poor looking apple that is given to spot. It will pay to export Bartlett, Bosc, Anjou, Bowery, Clangean, Boussock, and such pears; but not Buffum, Tyson, Rostiezer, Vicar, or other such inferior varieties. It will pay to export a firm peach like Elberta and Smock, but not a tender variety like Early Crawford. What must be done? Why you must plant with a purpose, the varieties that will export, and then you can capture the best markets of the world.

But *the worms, the scab*, etc., what about them? Why, kill them. You must, or they will kill your trade. Fight them with the spray pump. Not with a little shower from nozzles held by men riding lazily about in the wagon, but by wide-awake chaps who will get under and into the tree and cover every inch of wood and foliage with the deadly mixture.

You must fertilize, cultivate, spray, prune, and thin in a new and improved fashion, until you learn how to produce the largest and finest fruit in the world, and then you will find fruit culture not only inviting, but quite as remunerative as any other line of agriculture.