

the home market may carry on the work on a small fruit farm, put a good deal of expenditure into the carrying on of his business, and get paid for that by the specially high prices that people will pay for just the particular things they want; whereas if a man throws his stuff on the general open market he has to take the price which the man who grows fruit on a large scale with the least possible expense is willing to take. If we are to have an export trade for the finer fruits we will have to confine ourselves to a few staples in the fruit foods and get these produced of the best quality and at the lowest cost to ourselves.

DEMAND. That brings me to the inquiry, "Is there any demand in Great Britain?" which I take to be the market for which we are catering, when we speak of an export demand. Of pears, Britain usually imports about a million dollars' worth a year; sometimes more, sometimes less; of plums about a million and a quarter dollars' worth a year; and of grapes about two and a quarter million dollars worth a year from various countries. I have not mentioned apples because they do not come under the heading of tender fruits. The British market does consume an enormous quantity of tender fruits. The market is only opened for them. It is not by any means developed and supplied. In the past the price of pears has been so high that the demand has not been one-tenth of what it may be and will be if Canadians put their pears on the British market as abundantly as they put their apples on the British market. There is a tremendous demand and market there for high-grade pears, because pears enter into the food of the people, through cooking and in many ways. That is an important consideration when you try to estimate the capacity of the market. On the contrary, grapes are always and only a dessert fruit—not a food fruit; and for them the demand is consequently limited, and also more fastidious, because in a dessert fruit people want something particularly pleasing to their eye and palate. They cannot mask the flavor 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? I suppose twenty times a month men write me problems "Will it pay me to do so-and-so?" Anyone 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 reasons, 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 opportunity, because the opportunity may have existed for twenty years, but so far the person has not risen to make 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. The person who undertakes the shipping of fruit to Britain must know the conditions that the British consumer and importer impose on him. I have learned by experience that the British consumer and importer does not care a snap of his fingers for the fancy names of the specially esteemed kinds of fruit. He does not care a brown bawbee if 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 color, size and shape, and lastly he looks for as nice flavor 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 flavor, 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-flavored." 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 flavor as good as you can get.