

class apples on sale which have been brought in from the Western United States and faraway British Columbia? You will find the same conditions in other Ontario cities. The quantity imported is steadily increasing because there is a demand for a high-class, reliable apple, properly packed and we fruitgrowers will persist in blinding ourselves to this big outstanding fact. What usually happens any line of business which refuses point-blank to supply what people are demanding? Why of course the business will have difficulties, and mighty serious difficulties, if a sane line of policy is not adopted. Our grading of apples, generally speaking, is much too low, and for this reason the trade demanding high-class stock must seek its requirements elsewhere, thereby losing for us the cream of the business with the accompanying high prices. We have some progressive individual growers and some associations who have been packing high-class grades and doing well in the industry. Why not every grower and association emulate the example of these few and bend every effort toward producing first-class apples? Let every one of us broaden our sphere of vision as to what is really a first-class No. 1 apple and a first-class No. 2 apple. We have associations in Ontario who can always sell their pack at a good advance over the common herd. Why? Simply because they have established a reputation with the trade for a high-class, uniform pack. Let every association try to establish standards of grading which will assure them a good reputation with the trade, and when you are fortunate enough to win this reputation, guard it carefully as one of your best assets.

#### Two Kinds of Economy.

One of the best ways to lose the reputation of a good pack is to become economical, in the wrong direction, and employ some cheap, unreliable labor; you save a few dollars in the pay roll and lose many hundred, as well as "getting in wrong" with the trade—a loss which cannot be estimated in money. There are two brands of economy: "Business Economy" or "Stopping Leaks" and "Foolish Economy." Let me commend to you the former as one of the keystones of success in the apple business or any other business, but foolish

economy is doing more right now to hold back fruit growers' associations than many other agencies combined. Commencing at your manager, who should have a thorough knowledge of business, down through the whole staff, you must have competent men. The ideal combination is "Brains" and "Energy," hard to get, but when you get such a staff, pay them first-class wages and they will show results every time if the growers will give them the proper fruit to handle. They will bring your brand of apples to the surface so that you will be sure of a ready market at fair prices, regardless of overhead conditions. There is always a demand for the good article.

#### Market Phases.

The market for apples is a very unstable one, and it is our business as growers to do all possible toward writing the word "Apples" indelibly upon the want-list of every housewife. How are we going to do this? First, and foremost, give the consumer a "run for his money," by supplying him with good, reliable, uniform fruit at a reasonable price; pare your cost of production and overhead expenses to the lowest possible limit, but don't do it at the expense of quality or uniformity of grade. I would like to see every association using central packing houses, as it is then possible to get uniform grading and keep to your standards. The central packing method is cheaper than the orchard pack, and it is much easier to get one good capable foreman, who will stick to his grades, than it is to get several foremen to handle orchard gangs. In the latter you cannot get the same uniformity as you have too many individual opinions. A great deal can be accomplished along educational lines. Everybody is now clamoring for Northern Spy. We won't deny the fact that it is the best general purpose apple that we produce, in its season; but there are other apples of merit which we are producing in large quantities, the virtues of which are largely unknown to the public. Some excellent newspaper advertising has already been carried on with much benefit; the efforts of our energetic Dominion Fruit Commissioner in this direction have been highly appreciated by the fruit growers throughout

the country, and we all hope to see this advertising continued. There is another method of educating the public, and that is through the legitimate fruit trade. There has been too much antagonism in the past, between the fruit trade and the fruit growers. Such a state of affairs is not in the best interests of either party, and a better understanding all around would undoubtedly help the industry. We need the fruit jobber and the retailer, and they need us. They can boost our wares to their own advantage as well as ours, but everybody concerned must have confidence in the "other fellow." Every retailer has his clientele of customers, who look to him for advice in such matters. These men can do a great deal toward stimulating the demand for apples by recommending the proper variety for certain purposes, varieties in season, etc. Let us bury the hatchet and get closer together.

Many of our associations have another pernicious habit which undoubtedly reduces our net returns and that is the forcing upon the market of unseasonable varieties. Lack of storage facilities is a difficulty in many cases, but there is always storage to be had in the larger centres, and the holding of some of the later maturing varieties for even a few weeks may make a great difference in the net returns to the grower on the season's business. I am not advising associations to go in for wholesale storage of apples, but I am advising that you offer the various varieties when the trade wants them. We growers are sometimes in such a hurry for our cheque at the close of the season, that a sacrifice is made in order to turn all the apples into money.

#### Stick by the Association.

The business of a fruit growers' association should be conducted upon sound business principles, keeping as free as possible from speculative ventures, but you will have your reverses, just the same as any other business. Learn to take such things cheerfully; you will have good seasons and you will have bad seasons, and I have repeatedly noticed that the fellow who is dodging in and out of associations always jumps the traces after a lean season and misses the good one to follow.

## Planting and Developing Young Orchards.

After all that has been said during the last two years regarding the overproduction of fruit; after hearing of the five- or six-hundred-thousand acres of orchards in the Northwestern States, 75 per cent. of which, it is said, must go under in order that the remainder may yield a profit; after viewing the generally pessimistic attitude of teachers and lecturers along fruit lines, he has a strong nerve indeed who will in the spring of 1916 set out a large plantation of apple trees. The really great successes, however, have been made by men with strong nerves, men who grasped an opportunity unobserved by their fellowmen, men who rushed in where others feared to tread. The ups and downs in fruitgrowing are similar to the fluctuations in the swine industry, only the periods are longer and less frequent. There is always the changing element to be considered. A certain class of farmers get discouraged when the price of hogs drops. They dispose of their stock on a weak market. Eventually up goes the price. Then they stock up again at boom prices, and when in a position to sell a goodly number of hogs they find farmers, the country over, in the same position, and the stock is sacrificed again. This class of farmer always has his innings when the sun and wind are against him, and he is sure to lose out. The fluctuations in the fruit market occur less frequently than do the peaks and valleys in the swine industry, but they occur with the same regularity. The weak-hearted grower is like the man who dodges in and out of a co-operative association regarding whom Dr. A. J. Grant, President of the Ontario Fruit Growers' Association says: "I have repeatedly noticed that the fellow who is dodging in and out of the Association always jumps the traces after a lean season and misses the good one to follow." There were some orchards in the Annapolis Valley over a dozen years ago that came within a hair's breadth of being burned in the kitchen range, and as long ago as twenty-five years some of the younger generation were pleading with their parents, who were good axemen, to spare orchards, which since that time have yielded abundantly and profitably. Five and ten years ago the cry was "specialization," and if our memory is not at fault, Andrew Carnegie was credited with saying: "Put all your eggs in one basket, and watch that basket." The remark may apply to iron, but time has shown that it is not the policy for the farmer to adopt. It is just another instance where the successful business man may hand out the wrong "dope" to the farmer. Of late years "diversification" has been popular and after all, it is not a bad plan to have the eggs scattered around in a few baskets, each in a safe place. Even this system has its limitations. As applied to the apple business, it requires some modification. No one can tell what a decade will bring forth, but, judging from present circumstances and indications, it appears that the expert and extensive grower will be in a better position to market his product than will the producer with a small acreage and a correspondingly small amount of skill and ability as a side-man. This is only a prophecy, and should be considered as such, but it is partly substantiated by conditions at the present time. However, the problem of distribution is being solved, or, we hope it is, and the small grower, we trust, will have equal opportunities with the extensive producer in a

marketing association that will make its influence felt over a large field, and will combine the drifting, struggling, and competing societies of the present time. The expert grower will always have a pre-eminent position, an advantage gained through skill and application to the one line of endeavor. This seeming digression is penned only to advance the opinion that there are good years to come in the apple growing business and the man who starts to get in now actually has a brighter outlook than did the ministers (active and retired), doctors, lawyers, school teachers, merchants, real estate agents, and all who plunged into it from five to ten years ago, and who are partially responsible for the rather gloomy prospects at the present time.

#### Brighter Days Coming.

There is not a man in Canada, or in the United States, to-day who is in a position to say whether it is wise to plant or not to plant. When the Dominion Fruit Commissioner, the Provincial Horticulturists, the Horticultural Professors and Lecturers advocate the planting of more fruit trees, then is the time not to plant. This sounds uncomplimentary, but the real significance of the statement is quite the reverse. The advice of the authorities is consumed in too great quantities because of the confidence we have in them. "If a little is good, a lot is better," so, instead of taking the advice moderately, as was intended by those who prescribed, it is misconstrued, wrongly interpreted and altogether abused, until everyone is planting trees. After a while the outlook is altered. Those "higher up" see a good, liberal production ahead, and they casually throw out the suggestion that there are enough trees standing. Then right-about-face for the grower who is inclined to jump the traces. Calamity, ruin, and dire things are ahead and that type of producer often gets just what he is expecting. One should keep his ear to the ground and listen to the murmurs to be heard there. If he is a watchful, listening person, he can usually judge for himself what line offers the best opportunities. Let him adopt, in a quiet way, what looks best and stay with it. Farm production always seems to right itself when it gets in excess of consumption. In the readjustment of the fruit industry there will be some heavy losses, but the readjustment will come. Where each grower will stand in those brighter days depends upon his judgment now.

This article is not intended to recommend the planting of fruit trees. If anyone, however, is setting young trees this spring, he may find, in the following paragraphs, a few suggestions very closely allied to the work in hand.

#### Selecting and Planting Young Trees.

The buyer cannot insist too strongly upon having only good, straight, healthy stock delivered at his place. Weak and ill-grown trees present a bad appearance for years, and more labor and fertilizer are required to make anything out of them.

The question still hangs fire as to the advisability of planting 1-year-old or 2-year-old trees. The grower must answer it for himself. Both systems have their advocates, but to the writer it appears that the orchardist who sets two-year-old trees is one year ahead of him

who sets year-old trees. This is demonstrated on Lynndale Farms, in Norfolk County. There, trees of both ages have been planted. The two-year-old trees have maintained their superiority in size, and in fact have gained on the yearling trees. In the same locality however, there are growers who prefer to, and would, plant only year-old trees. Often by reducing the yearling tree to a whip, the head can be lowered and developed according to the desires of the orchardist but this requires labor, which should be expended by the nurseryman. A two-year-old tree with the branches 18 to 24 inches from the ground, straight and healthy, is most popular with the growers to-day.

When setting, prune off the broken roots and make a fresh slanting cut near the end of each root of any size. Rootlets will be forced out around the fresh cut and the feeding system will regain life more quickly. The branches of the top should also be trimmed back to establish a balance between the feeding or absorbing capacity of the roots, and the evaporation of the branches. The top which comes on a young tree corresponds with a much larger root system than is possessed by the tree when it is shipped. Many of the feeders have been broken off in the operation of lifting, storing, and shipping. When planting again, the equilibrium must be restored or the amount of evaporation will be in excess of the absorbing capacity of the roots. In such a case the results are obvious.

A good clover sod plowed down the previous fall makes a suitable field upon which to plant trees. It would be preferable, perhaps, if a hoed crop were first taken off, but too much importance need not be applied to that feature. The field should be fertile to begin with; it should be well-drained and not too much exposed. When setting the trees, work surface soil in and about the roots and tramp it down, but leave the last dirt thrown around the tree untramped to act as a mulch to conserve moisture. After this, cultivation is in order.

#### Systems of Planting and Intercropping.

The nature of the crop to be grown in a young orchard depends to a large extent on the lay-out, or system of planting. Trees set 40 feet apart each way permit of almost any crop being grown between the rows, but if the filler system be adopted without modifications, the trees will stand only 20 feet apart, and the profitable use of many of our large farm implements is prevented. The six-acre, young orchard at Weldwood is planted according to a modified filler system. The rows are 40 feet apart and the trees are 20 feet apart in the row, fillers or early-bearing varieties being planted between the standard trees. This plan is admirable under almost all conditions. The general farm cannot afford to spare the land till the orchard comes into bearing, and the exclusive fruit plantation must be producing some crop while the trees are developing. At Weldwood roots and potatoes have been grown in the orchard with no apparent injury to the young trees. The harvesting is usually done late in the fall, so lifting the roots does not encourage late growth in the shoots or buds. There should be at least a four-foot strip of land left on each side of the row of trees, to be cultivated during the early part of the season. However, if some