

Times are changing, and the public are becoming more enlightened on every subject. The demand is for the attractive—the beautiful. For example, compare the illustrated periodicals of to-day with those of five and twenty years ago, the palatial railway trains and steamers with those of a quarter of a century ago, and we have the same idea carried out in almost every trade, viz., attractiveness. The rough and ready old system of shaking the trees, packing bad, good and best apples in second hand barrels indiscriminately will not suit the present day.

The plan I have always adopted is to make my profits *out of the best quality*, selling seconds for what they will bring, without my brand or mark on the barrels.

Careful selection always, I think, pays well for the trouble. If we Canadians wish to compete in the English market—a market open to the whole world—where goods are sold on their merits, we must be very careful to export only the very best. At present, owing to our northern climate giving the fruit a higher color, Canadian apples command better prices than American apples, but if we wish to retain that supremacy we must pay the greatest attention to handling, packing and selection of our fruit.

When I mentioned at the Kingston meeting in December that I had shipped all my Duchess to Liverpool and Glasgow and sold them there, the members of the Ontario Society were very much astonished.

They had never before heard of Duchess having been sold profitably in Liverpool and Glasgow.

Hon. Mr. Fisher—You shipped them in cases?

Mr. Shepherd—No, in barrels. The Duchess realized net in Liverpool \$1.25. They were shipped from fifty miles beyond Montreal, and were ten days arriving. That is, starting from Montreal, I realized \$1.25 after paying all expenses, commission and everything. In order to test the thing well I sent a small consignment of ten or twelve barrels of each shipment to the Montreal Fruit Exchange, and I realized 60 to 80 cents a barrel more on the other side than if sold in Montreal. The quality of Fameuse was excellent last season.

No doubt there were more apples exported from the Province of Quebec last year than ever before. I never thought of selling my Duchess as a crop on the other side at all before last year. I have exported Duchess in cases about the latter part of August two years ago. I shipped probably forty or fifty cases, which turned out pretty well, but never thought of shipping in barrels until I began to look about to see what I could do with the crop. I ordered my men to pick them before they were ripe and pack them in barrels. I shipped seventy-five or eighty barrels, and they netted in Liverpool \$1.25.

Mr. Chapais—Can you explain, Mr. Brodie, the wide difference between the prices you had at Glasgow and at Liverpool for the same fruit?

Mr. Brodie—The Liverpool boats go much quicker than the Glasgow. I could not account for the fact that the private shipments on the steamer gave

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