



The Four Storey Extension That Mr. E. D. Smith is Making to His Jam Factory at Winona, Ontario

Built of reinforced concrete. First factory was finished only three years ago and now the plant is being more than doubled. The kitchen will be finished in white enamel and all the help will wear white to ensure perfect sanitation. The "E. D. S." brand of jams and jellies have won great popularity in short time, and they deserve it.

Fruits for the Jam Factory and Cannery

E. D. Smith, Winona, Ontario

THE quantity of fruits used by the jam factories in the Niagara peninsula has become a very large factor in the fruit industry of that district. Four years ago the quantity was extremely small because practically all the jam manufactured in Canada was at that time made of something other than the fruit mentioned on the label. Almost the entire product of the jam factories of Ontario was what is called "compound" jam. The great art in making "compound" jam was to use as little fruit as possible. Some of the manufacturers got it down so fine as to use none at all. The first day that I started my factory, a gentleman called representing a jam factory in the province of Quebec. He said, "I understand you are going to make jam out of pure fruit." I said, "Yes, that is my intention." He said, "I don't see how you can make it pay. How in the world can you compete with us? We make pure fruit jam and we don't use a pound of fruit." To-day there are two factories in the Niagara district making their jam entirely out of fruit as described on the label. In my own factory—a cut of the addition to which, made this year, is shown in this issue of *THE CANADIAN HORTICULTURIST*—I am using nearly a quarter of a million boxes of strawberries, one-quarter of a million boxes of raspberries and other fruits such as currants, gooseberries, peaches, plums and so forth, in like proportions, although the two chief fruits that are needed for jam are strawberries and raspberries.

SANDY BERRIES NOT WANTED

Strawberries brought a comparatively low price this year, although I believe a fair margin of profit can be made grow-

ing strawberries even at the prices of this year if gone about in a business-like way, such as is pursued, for instance, by Mr. James E. Johnson of Simcoe, Ont., who never thinks of growing a crop without mulching the vines in the winter. By this means, he is assured of a crop. He draws the mulch from off the vines in the spring, leaving it between the rows where it is tramped down and forms a mulch which holds the moisture and makes it clean for the pickers and provides clean berries and not berries all spattered with sand as is the case in a patch that is not mulched. These sandy berries have to be washed at the factory. This spoils them to a great extent. I would not give for sandy berries more than half the price that I would for clean ones.

CAUSE OF LOW PRICES THIS YEAR

The low price for strawberries this year is due to two causes: first of all, of course, on account of a large crop, but I think the price would have been at least one cent a box more had the canneries of the country been absorbing the usual quantity of strawberries, whereas, as a matter of fact, the canneries absorbed very few. The canneries, the wholesale merchants and the retail merchants over all the country are pretty well loaded up with strawberries. Canned strawberries have not been in demand by the public as they were a few years ago. This has arisen largely from the high prices that prevailed two years ago.

Looking at it from the growers' point of view it may seem strange that high prices are injurious. Nevertheless, I firmly believe that no greater calamity can happen to the growers of any kind of

fruit than to have extravagantly high prices in a year. The high prices of two years ago for all kinds of fruit, caused the canners necessarily to advance their prices. This not only cut off the consumption, but it caused thousands of consumers over the country to turn their attention to some other line of fruit that would be cheaper and, as foreign fruits, such as prunes, bananas, figs, dates and others, are becoming cheaper each year, consumers, finding this out, bought freely of these foreign fruits and they have stuck to them ever since and will continue to stick to them so long as they can get them at a reasonable price compared to our own home-grown fruits; whereas, had they not been forced to look to other sources of supply by the extravagantly high prices of Canadian canned fruits in 1906, they would still be buying our canned strawberries and other fruits as they formerly did.

NOT ENOUGH RASPBERRIES

In regard to raspberries, there are not enough of them, in my judgment, grown in this country yet. For two years past neither the canneries nor the jam factories could get enough raspberries; and yet raspberries are the easiest things to grow in the whole fruit line. They grow over a wide range of territory, the plants cost but little and they come into bearing quickly. They are easy to cultivate and they will grow on a fairly wide range of soil. Moreover, in the factories they are easily handled. We can handle raspberries in the factory with one-quarter of the help that we can strawberries.

That the growers are getting remunerative prices may be judged by the fact that I can to-day buy raspberries in Eng-