

What Do You Know About Cream Separators?

Do You Know that every important mechanical device has its imitators?

Do You Know that the SIMPLEX LINK-BLADE SEPARATOR has its imitators?

Do You Know that the SIMPLEX is the only separator having the self-centering bearings?

There is considerable you ought to know about separators and the better you know



THE SIMPLEX LINK-BLADE SEPARATOR

the better you will like it. The better you know some separators, the less you like them. The best way to know a SIMPLEX is to have one sent on trial: you will like it so well that you won't want to part with it. There are thousands of satisfied SIMPLEX users in all parts of the world, which should convince you that THE SIMPLEX LINK-BLADE is still in the lead.

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MONTEAL and QUEBEC.

The Canadian Apple Situation

The apple report which a Liverpool firm cabled on April 11th was as follows: Dominion, very fair condition; market depressed; greenings, 95. to 115.; seconds, 75. to 85.; Spies, 125. 6d. to 155.; seconds, 105. to 125. 6d.; Russets, 115. to 135.; seconds, 85. to 125.

The first part of the report is satisfactory enough. The steamer Dominion, from Portland to Liverpool, landed its apples in fairly good condition. Sometimes cable messages read, "damaged," "bad condition," "frost-damaged," "badly frosted."

The remainder of the report, however, is very discouraging. There was apparently little demand for the apples when they were offered at auction in the Liverpool Fruit Exchange. The prices obtained indicated a loss to the shippers of not less than \$1.50 a barrel.

Why our apples sometimes arrive in the old country in a damaged condition, and why, even when good and sound, they sometimes sell at unprofitable prices, and why year after year low grade apples are shipped at all, are questions of wide interest.

They concern the farmers who grow the apples, the dealers who buy and ship them, the railways and steamships that carry them, and the agents and retailers who sell them. Apples are with us an important commodity of export. Our climate seems particularly well adapted to their growth and development. At their best, apples grown in Ontario, are not excelled in flavor, quality or appearance by any others. It is obvious that the whole country is interested in the prosperity of the apple trade.

A DISASTROUS SEASON

But the season of 1907-08, now at its close, was the most disappointing and disastrous in the history of the trade. Never before has the apple appearance brighter than at the beginning of the season's business, and never did the season close with more depressed markets and more discouraging returns.

Nor was this unfortunate state of affairs brought about by any over-production on our part, or by any over-supply in our principal markets. The number of barrels shipped last season from American and Canadian ports fell short of 2,500,000, and this number does not exceed the average. No part of the trouble can fairly be ascribed to anything that occurred beyond our own borders.

The season began early, far too early for prudent business. Towards the end of June dealers became aware of a short crop in many of the States, and only a medium crop in the apple-growing Provinces. Some of the Western States reported almost a total failure. The situation greatly resembled that of two years before, when apple buyers all made money. Times were good, money was plentiful. Apples would be good property to get hold of; why not start in early and buy?

So it came about that by the middle of July, apple-growers throughout the country had all been canvassed by importunate buyers, eagerly competing against one another. The growers were by no means unprepared. They had been reading the same stories of a shortage in the States, and the high prices that prevailed there. They were in a position to dictate equally high prices here; and they took full advantage of their position.

The manner of buying apples has greatly changed within the last few

* The first set of series of articles upon Canadian apples written for the News by E. J. Melnyne.

years. There was a time, not so very long ago, when the local apple-buyer who was almost as distinct a personage in the section as the school-master, would call on the farmers some time in September, take down their names in his book, mention what the price of the apples would be, warn them to have the apples all picked and the barrels ready in good time for the packers, or their fruit might be left on their hands. No mention would likely be made of boarding the packers. The question of that, any more than of boarding the threshers. As a favor, the buyers would perhaps take Russets, but no fall apples, nor Kamboos, nor Talman Sweets, or the like.

METHODS OF SALE

But now-a-days things are done quite differently. Apple-growers have choice of at least a dozen ways of selling their fruit. They may combine into an Association and sell their apples in car-load lots at a price per barrel f.o.b. Or they may consign their combined pack to brokers at distant markets. Or an orchard may be sold for a lump sum, the owner having no further obligation. Or a lump price may include delivery when requested, or boarding the packers, or picking the apples. Or the apples may be sold by the barrel either on the trees or on the ground, in which case the question of firsts, seconds and culls arises. The buyer invariably has to provide the barrel.

This change has all been brought about by the increase of competition among buyers; and this competition reaching its climax last year, made the initial cost to the dealer greater than the trade could bear.

But the high initial cost was not the only cause. Equally high prices have been paid before, in seasons that proved at least to be fairly prosperous.

"Do not handle a commodity that people know to be scarce," was the advice of a wise old Hebrew to his sons. Nowhere could this advice be more salutary than in the apple trade; for the apple-growing area is now very wide, and improved means of transportation bring fruit to the great central markets from all over the world; so that the scarcity of apples is something that dealers ought not now to take into calculation. Apples will come from unexpected quarters, and the scarcity will not materialize.

Besides, when a shortage in the supply is anticipated, the quality of the season's pack is sure to be affected. Apples are barreled that in normal years would be fed to stock or sent to factories or pressed for cider; and poor apples spoil the market for good ones.

DETERIORATED IN QUALITY

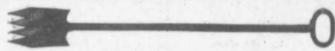
That is what happened last year. In many sections of the Province, for some reason or other, apples deteriorated in quality towards the end of summer. They remained undersized and became scabby and wormy. By that time they had passed into the hands of the buyers who had for the most part bought early, paying lump sums for the orchards. Apples were packed that would have been left behind had the purchases been made by the barrel. Early costs also caught some hardy pickers.

In addition to all this, the situation was complicated by the appearance of a number of American buyers in the field. They arrived in September, and made large contracts with local dealers. But when the time came for moving the crop, the money stringency was on, and they were unable to finance their deals. Large

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