

it appeals to the consumer. Western deal ers are accused of being unjustly prejudiced against Ontario fruit, and while theris some truth in this, yet they also have reason to be prejudiced, to some extent at any rate.

THE ORITICISM OF A FRIEND

The following are the contents of a let ter, written from Regina, under date of January 13, 1914, and recently received by P. W Hodgetts, Director of the Fruit Branch, from one of Ontario's leading apple growers

"Being desirous of finding out, for my self, first hand as to the requirements of the apple market at Regina and Moose Jaw, I took our last car at the beginning of December and accompanied it to Re gina, where I placed it in storage. It consisted of boxes and barrels, -about half a car of each. They were all Spy and No. 1 stock throughout.

"I have met practically every dealer of importance in Regina and Moose Jaw (retailers only), and could find none who had boxed apples from Ontario. Several cars of Ontario barrel stock were placed here and the most of it was horrible to behold. The only barrel stock I saw, which I was not ashamed of, was put up by a Fruit Growers' Association, and sold at Moose

'Jaw.
"Fully 90 per cent, of the retailers here, being so dubious of Ontario stuff, have quit it entirely and stock up with the west ern fruits.

"I have been able in almost every case to interest the retailers sufficiently to have them examine these apples, and they all appear enthusiastic about the wrapped and boxed apples. It was a big surprise to me to hear most of them remark that 'this was the first lot of Ontario boxed stuff they had

"The one feature which has been most gratifying is the fact that this car of fruit is superior to any Western fruit I have been

able to find on sale.

"I will list as briefly as possible my observations of conditions as they at present exist at Regina, Moose Jaw, and surrounding country.
"Ontario apples are admitted to possess

the highest quality.

"Ninety per cent. of the dealers state that they will never buy barrel apples

again.
"Ninety per cent, of the dealers here with western boxed are stocked entirely with western boxed apples now. They buy western stuff of account of getting an honest and unifor grade thoughout

'Seventy-five per cent, of the retailers a prejudiced against the Ontario pack. The retailers state that they would favor the Ontario apple if they could get it wrappe ! and boxed and honestly put up.

"Ontario can grow the best apples known, but in spite of this Ontario apple have a bad reputation.

"It is high time that the crooked dealers

were roughly handled.

"This lot of apples will net us approx mately five dollars a barrel and two dellars a box."

I believe I voice the desire of the greater part of the fruit growers and shippers ! Ontario when I say that we want the I spection and Sales Act changed as to given is inspection at point of shipment, at that inspection there shall be final.—D Johnson, Forest, Ont.