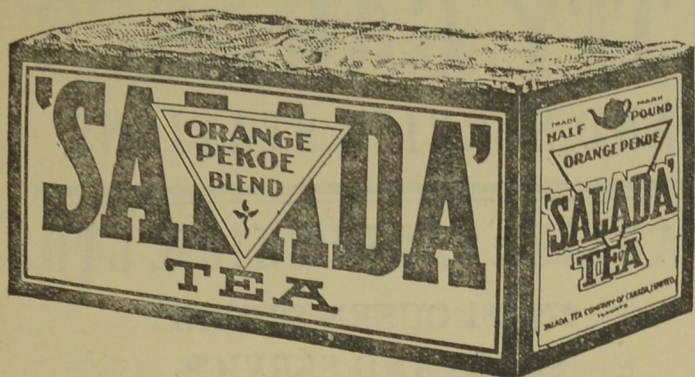


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A beauty expert may be able to do something with sharp features, but socially. Just from looking at faces there doesn't seem to be anything hion magazines, she now throws her much anybody can do about a sharp little finger out of joint when drink-tongue.

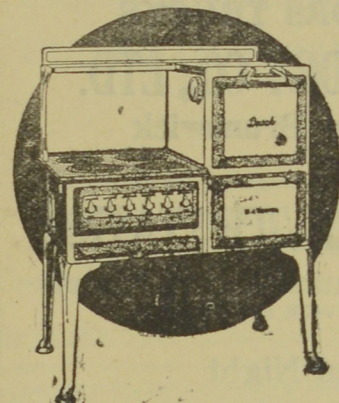
The five-year-old is getting along ing cocoa.

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A PRACTICAL TALK ON THE MARKETING OF FRUIT BY THE DOMINION COMMISSION

An address by G. G. McIntosh of Ottawa, Dominion Fruit Commissioner, featured the closing session of the annual meeting of the New Brunswick Fruit Growers' Association here on Thursday afternoon. Mr. McIntosh spoke in part as follows:—

"Marketing conditions and requirements are never stationary. They fluctuate greatly in any one season or from season to season and varying demand and changes produce an ever increasing number of problems for solution.

In market practice in Canada during the past few years with respect to methods of packing, grading, transportation, etc., changes have been taking place and definite trends can be well defined. Similarly with methods of marketing or selling changes are taking place, but unlike the other features the trend at this time cannot be stated as definite or well defined. Merchandising and marketing systems tried out during the past few years have become disorganized, the opposing factors of individualism and co-operative efforts are very much to the fore and conditions are in the melting pot, but out of this some definite forward movement with a greater degree of success to the producer is the hope and desire of everyone concerned.

Packages

With respect to containers, a very important factor in the marketing of all fruits and vegetables, there is a definite trend towards packages smaller than some of those at present commonly used. As far as Eastern Canada is concerned the barrel is at present the standard package for apples; but this container is beginning to lose favour. Its defects are being recognized and a smaller and more convenient package—one in which the fruit will carry well and be less liable to injury in packing and transit—is demanded. In this respect the bushel basket or hamper is finding greater favour with the shipper and packer, particularly in New Brunswick, Quebec and Ontario. It is a convenient package, but there is room for improvement, and our package manufacturers are working toward an improved basket which will meet all the requirements of packing, transportation, storage and handling. The six-quart basket is also increasing in favour, some growers having used it exclusively the past season.

Carton Introduced

In the case of the standard apple box, this container, while being of a size comparable with the hamper, has the disadvantage of being too large for an important part of the trade to which it is intended to cater. To meet the demand of the apartment house and other special buyers the apple half-box has been experimented with but so far has not met with any degree of success. The capacity is satisfactory, but bruising of the fruit is inevitable and, so far, has not been overcome. This defect has been met by the introduction of the carton pack. A cardboard carton, to contain a single layer of apples, the number varying from 15 to 24, and of such size that eight cartons in four layers will fit snugly into a standard apple box, has been designed by the Fruit Branch. This method of pack enables a small quantity of fruit—about 4½ pounds—to pass from packer to consumer without the container being opened and the individual specimens handled or exposed. It is also a very convenient form of package for carrying purposes. Whether or not this system of pack will meet with success and overcome defects of the half-box, has yet to be proven, but we hope that during the coming season experimental shipments will be made and the system given an extended test.

The Grades

What progress has been made and what is the trend? So far as barreled apples are concerned there is a definite tendency to reduce the number of grades. At the present time the grades are No. 1, No. 2, Domestic and No. 3, with size minimum for each grade and, in a general way, the smaller the size the lower the grade. It has been found, however, that this system has not been to the best advantage of the grower, and it has also been found to militate against the greatest development of our export markets. To overcome these obstacles, it was per-

missible last season to pack No. 1 and Domestic grades to the smallest size the market would accept provided an indication of the size of the fruit was included with the marks required on the package. This system enabled all fruit of commercial value to be packed and also eliminate No. 2 and No. 3 grades. The minimum size to which the two grades could be packed is that for No. 3 grade as given in Fruit Branch circular No. 40—to be found at the back of the Fruit Act. But where the minimum size is smaller than 2½" diameter the range in size in any one package shall not exceed ¼", thus providing a pack of 2" to 2¼" and 2¼" to 2½" for both No. 1 and Domestic grades. When the minimum size is 2½" or larger, there is no restriction as to the maximum size and the container is marked 2½" up. This large fruit, however, may be sized if desired and the package marked accordingly as 2½" to 2¾" and 2¾" up, but such sizing is not recommended as it is found that the 2½" up pack best meets the requirements of the markets generally.

Prices Secured

The results obtained with this method of pack, particularly on the export markets, have been very successful and indicate that it will become definitely established with export packers. As an indication of the advantages obtained, a careful survey of auction prices realized by the leading firms operating on the Liverpool market during the past four years has been made, and, to illustrate the results obtained, some figures for Nova Scotia Kings are submitted.

The average auction price for the three year crop period, 1927 to 1929, for the various grades, is as follows:

No. 1 \$5.69, No. 2 \$5.21, Domestic \$4.97, No. 3 \$4.42.

Under the new system of pack the minimum size for No. 1 and Domestic grades is 2½". No. 2 grade is absorbed in No. 1 and Domestic, as well as highly coloured small No. 3 and those specimen of lower quality that the minimum for Domestic grade are discarded and not packed.

Transportation

In transportation, changes are taking place, and, where areas of production are in fairly close proximity to marketing centres, the motor truck is displacing railroad freight and express cars. At the present time distances up to 200 miles, or even more, are covered daily by motor trucks during the season and, in the near future, even greater distances will probably be quite common. Truck haulage has come to stay that at least is the opinion of a great man and the question is a live one with all interests and, in some instances, legislation is being considered, or is in the course of preparation, to control and place trucking companies on an equal basis with other common carriers in respect to their obligations to the shippers.

Marketing

In actual methods of selling, conditions appear to be in the melting pot. Several suggestions have been put forward in various provinces and at various times concerning the most suitable machinery for enabling the ultimate consumer to obtain fruit at reasonable prices and return a fair profit to the producer. It has been a subject of considerable controversy. Investigations in connection therewith have been conducted and are underway and I do not purpose discussing them on this occasion. It is safe to say, however, that in the final solution of growers marketing problems, essential factors, will undoubtedly be quality production, continuity of supply, identification and standardization. In British Columbia during the past few years, strenuous efforts have been put forth to establish a measure of co-operative merchandising controlled under provincial legislation, pooling of varieties, fixing prices, controlled distribution and other measures whereby it was thought the greatest possible returns could be obtained for the producer. Such efforts, however, have ended in failure and merchandising controlled by legislation have not at the moment unanimous approval as the solution of our marketing and distribution problems.

Export Trade

With respect to exports, market conditions have been on the whole fav-

Dr. Wood's



**Norway
Pine
Syrup**

Bad Cold On Her Chest Had To Stay In Bed

Mrs. J. C. Winters, Janow, Man., writes:—"I have every reason to praise Dr. Wood's Norway Pine Syrup as it has done me a world of good. I had a very bad cold on my chest, and had to stay in bed two weeks, and could hardly speak on account of coughing so much. I tried every medicine and liniment I could think of, but I got no relief. My husband read about Dr. Wood's Norway Pine Syrup so I decided to try it. I took only one bottle and I am ready to recommend it to anyone with a cold."

Price 35c. a bottle; large family size 65c.; at all druggists or dealers; put up only by The T. Milburn Co. Ltd., Toronto, Ont.

ourable to the producer, particularly in the barrel apple trade. Of practical-

by all agricultural or horticultural products the apple alone has stood up against falling prices, and while some products—potatoes for instance—have fallen to a ridiculously low and uneconomic price, the apple has maintained a reasonable level. As compared with last year the barrel apple trade has maintained a slightly higher general average level on the export markets. The boxed apple, however, has not been so fortunate and with a total of 9,291,000 boxes shipped to Europe from Atlantic and Pacific ports of Canada and the United States up to March 7th 1931, and 4,769,000 and 10,334,000 during the two previous years, the heavy supplies have militated against good prices. During the export season, just closing, British Columbia's proportion of the 9,291,000 boxes was 1,276,940, or approximately 12 per cent, in 1929 14 per cent and in 1928 9 per cent, thus the competition of the United States can be readily understood. Competition in the barrel trade is not so heavy, and of the total shipments to Europe from Canada and the United States, 3,125,000 in 1928, 2,430,000 in 1929 and 3,396,000 for crop year just ending, Canada's share has been 23 per cent, 62 per cent and 32 per cent respectively.

With regard to the British market, it is rather remarkable that the barrel market is quite distinct from the box market and conditions pertaining to one do not necessarily affect the other. This is illustrated by the general high average level of the barrel market against the somewhat depressed level in the box market.

Widely Distributed

Canadian apples are being shipped in commercial quantities to many countries, nineteen in addition to the United Kingdom, and distributed practically entirely over the whole world. During this past season a good market has been established in Egypt and replies received indicate that Canada can supply the best in face of world competition. During the season closing March 31, 1931, 1,520,323 barrels, including boxes reduced to barrels, were exported as compared with the five year average of 1,178,316 barrels, or an increase of approximately 28 per cent. This increase has been practically confined to the box trade and British Columbia meeting adverse conditions on her principal market, the Prairie Provinces, with a crop estimated at 24 per cent greater than the previous year and 32 per cent in excess of the 5 year average; that is, a crop of 4,322,330 boxes or approximately one and a-half million barrels, found it necessary to increase export shipments to Europe.

Domestic Market

On the domestic market, conditions have approximated those of last year and average prices for the leading varieties fall very little short, and here again the apple grower must congratulate himself is not suffering from low prices to the same extent as his brethren in other lines of agriculture. In the line of production the grower has been fortunate in that it cannot be said that he is over-producing. It is true that too many inferior varieties are being grown, and in this respect there may be over-production, but in the better or commercial and popular varieties there is still room for expansion. The commercial crop for 1930 is provisionally estimated at 3,271,242 barrels as compared with the five year average of 3,182,195 barrels or an increase of 3 per cent. When we take the 28 per cent increase in exports and compare it with the 3 per cent increase in commercial production, we can only come to the conclusion that consumption per capita shows a heavy decline over previous years.

The chief disadvantage of a free country is that the only people who know how to run it haven't time to do anything but whittle.

Nobody ever really loves an "easy mark."

Lima Beane says the voice of the people quite often is just another noise.

NEW FISHERY REGULATIONS IMPORTANT

(Continued from page eight)

make a study of the habits of the Atlantic salmon. These experts spent the greater part of the season on the Bay Chaleur and Northumberland Straits, and procured a lot of first hand information of a practical nature which has been turned over to the Department of Fisheries. One thing they found out, was the fifty per cent of the salmon taken by net fishermen in the waters mentioned were heading for the Restigouche, Miramichi, and other rivers to deposit their spawn. Fish caught at different times are carefully examined, left no room for doubt on this point.

Spring Salmon

It is said that the authorities at Ottawa had about decided to prohibit the catching of so called black or Spring salmon by anglers, but on the report of the experts the idea was given up. The report of the experts, it is said, was in effect that these fish enter fish water in the fall, deposit their spawn and return to the sea in the spring. In their weakened state the female fish either die or are devoured by seals, dog fish, and such like. Only a small percentage of them ever return to the rivers, and a period of five or six years elapses before they attempt to make their way back. Therefore, it was held that the only chance to catch black salmon is when they are on their way out to sea in the spring. This information will no doubt surprise many people, but it is apparently a scientific fact.

Possibly the regulations may work a hardship in some quarters, but it is a practical effort to conserve one of the great natural resources of the country and great credit is due to Hon. E. N. Rhodes, and veteran, Deputy Minister, Dr. A. M. Found, for the courage they have displayed in grappling with the problem.

OPENING OF STREAMS LURES FISHERMEN

(Continued from page eight)

with the fact that although the temperature last spring was quite cold, the songbirds were quite numerous, and he has a theory that it is not a matter of temperature, but one of light rays, which keeps the birds in this certain clime. Dr. Little will investigate this hurriedly formed theory when he returns, he intimated last year. He further is impressed with the capital city, as a beauty spot.

Dr. Clarence Cook Little, was formerly president of the University of Maine, and is now connected with cancer research at Bar Harbor, Maine.

Others expected here this spring to do some fishing are many well known New England business men. The Boyers, landscape artists, both are expected to return, and Arthur Train, well known American novelist, who featured the sporting facilities of New Brunswick in a recent story in the Saturday Evening Post, is another who may indulge in some fishing here this spring.

San Francisco, April 10—An innovation in parcel delivery has been started by the six-mile air line, Air Ferries, across San Francisco bay.

The company has gone into the parcel delivery business by establishing fleets of motorcycles here and at the Alameda airport to call for and deliver packages from door to door.

Approximately 20 trans-bay trips a day are made by amphibian. The company inaugurated the service with 175 contracts with business houses, principally stock houses, florists, caterers and newspapers.