VALUABLE TRIPS ON MARKETING APPLES

The New York Pruit Frade Journs, and Produce Record publishes a paper read by H. M. Kingsbury, of the Missouri Horticultural society that may prove of interest to growers here.

make you money.

I shipped 72 cars, about 14,000 barrels of apples this season, and outside of some I have in storage, every prayer at 11, and evening prayer at 7:30. may prove of interest to growers here price, considering the season as it give some valuable information about marketing apples. From Mr. Kingsbury's paper it can be seen that the Ben Davis is still a very import-ant factor in the apple business in

that state. The paper is as follows: Some time since I received a letter from our worthy secretary, Mr. L. A. Goodman, asking me to write a pa-per for this meeting on "Marketing Apples" or some kindred subject to be selected by me. At the time of re-ceiving his letter I was feeling pretty good, as I was just winding up a very strenuous apple season, and as apples at that time were moving quite freely and prices getting better, I thought 1

should be—it will be necessary to be-gin with early spring. First of all, when the proper time comes, spray your fruit. Cultivate your orchard thoroughly and keep down vegetation. The most essential thing is to raise fruit of such quality that it is deserving of a good market.

As soon as your fruit crop is well set and apparently safe, you should take up the subject of packages to be used. Get the best packages money will buy. It matters not which you use barrels or boxes, or both. They should be of first-class material, and mak: an attractive package when presented to the consumer for their ap-

proval.

Did you ever go to a fruit stand to buy a basket of peaches and notice that one basket was made of the best material and had a neat, tidy appearance, showing care in the packing, while another seemed to have a loose slouchy look, as though it were only put together to reach the marker. The fruit in the well made basket may not be quite as fine as the fruit in the other. but you will take it every time, and if the quality of the fruit in both baskets is the same, the slouchy lookothers have gone.

So it is with apples. Make your package attractive. A message to the buyer that you have used care in packing and handling its contents. The extra cost of a first class package is like bread cast upon the waters. It will return to you after many days, possibly an order for five or ten cars of fruit under your brand.

After your packages are arranged for and well under way, so they will be ready when needed, you should se-lect your fruit. It you are a grower exclusively and have given our or-chard the "square deal", this is a simple matter. But with the buyer it is not so easy. Orchard after orchard must be visited. Memoranda should be made as to the fruit and the approximate number of barrels of each variety in each orchard. Some or-chards will have to be passed up entirely, while in others, only certain varieties can be packed.

When you have gotten a line on the operating, open up correspondence with the buyers in sections of the country in which you expect to find

Let them know just what you expect to have to offer, and when you will be ready for business. Let them understand that you expect to han-dle nothing but first class stock, put up in first class shape. Make your letters short and to the point. Carry conviction to the buyer and make him feel that he needs some of your apples for his trade. When you get a buyer to this point, you are in position to do business with him, and when find a customer, above all things "make good." See that your fruit is properly and honestly packed, and that your brand goes on every barrel in a neat and attractive way. Guarantee every barrel of fruit, and make it come up to the guarantee.

When the buyer gets your first car load and finds it all you represented it to be, the will immediately wire you for price on another car or possibly five. Don't lose your head when this bappens, but price him what he wants and at the market. Don't think be cause he in is position to use more of your apples that you can spring the market on him. Give him a chance to make a profit. Gain his confidence and compel him to have confidence in

I had one car of Jonathan apples me to one firm 25 cars of apples, be-sides turning down order from them I could not fill. The car of Jonathan was faucy. The apples were sold at a fair price and the buyer doubtless made a nice profit on th m. As soon as they rece ved and examined them they wanted prices on several more cais. As this was the last car I had to offer, I switched them on to Ben Davis. I sold them ten cars the first clip, and then five more. They then wanted ten more, but could not see my way clear to book them just then. Later I sold them several more cars They paid every draft promptly. Did not have a kick on a car sold to them. These pecple were strangers to me. I had never sold them a dollar's worth until the car of Jonathans I looked up their rating and found they were thoroughly reliable. I gave them to understand that I guaranteed everything sold them, and if by acci-dent or carelessness of my packers I shipped them anything that was not

right, I proposed to make it right.

When you get a good customer stay with him. Some time you may ship him some apples you did not intend to ship him, or possibly some of the apples, or the whole car for that mat ter, are not as good as you thought they were. If he so advises you, take his word for it. Allow any rea-sonable claim he may make. If he is the right kind of a customer his claim will not be unjust.

Use the telegraph freely. In this day and age all perishable fruit is bought and sold on the wires. Answer telegrams promptly, and always pay them. Don't be stingy. The pay them. Don't be stingy. The Western Union needs your contribution, and time is money. The buyer on the other end hasn't time for a letter to reach him, and a telegram promptly and properly answered has EIGHT

sold many cars of apples that other parties would have sold if the wires had not been used.

Sell all your fruit on track. Con sign to no one. The man who packs his fruit properly and guarantees it can always do this because a great many reliable firms would rather buy fruit outright they can depend upon than to get it on consignment. If you can't ells your apples, throw

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them in the river and save your bar

There are some few good commis-sion tirms, but the firm who can ban-dle your fruit and nake you money buy direct from you and still

Rev. Carlisle P. M. Martin, L L. D. a troublesome collection of phlegm which produces a cough and is very which produces a cough and is very hard to dislodge; but a small quantity of Ballard's Horehound Syrup will at once dislodge it, and the trouble is over.

There of no medicine that is equal to it, and it is so pleasant to take. I can most cordially recommend it to all persons needing a medicine for throat or lung trouble." Sold by Chas. N. Clarke.

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For further information see

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tetter, or salt-rheum, hives and other

manifestations of impure blood. ● ● ● ● ● In the cure of scrofulous swellings, enlarged glands, open eating ulcers, or old sores, the "Golden Medical Discovery "has performed the most marvelous cures. In cases of old sores, or open eating ulcers, it is well to apply to the open sores Dr. Pierce's All-Healing Salve, which pos-sesses wonderful healing potency when used as an application to the sores in conjunction with the use of "Golden Medical tutional treatment. If don't happen to have the "All-Healing Salve" in stock, you can easily procure it by inclosing fifty-four cents in postage stamps to Dr. R. V. Pierce, 663 Main St., Buffalo, N. Y., and it will come to you by return post. Most druggists keep it as well as the "Golden Medical Discovery."

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Of Waverly, Texas, writes: "Of a meeting at 8 p. m. Wednesday. All are morning, when first arising, I often find cordially invited to attend all or any of these services. Pastor, J. W. Sprecher.

strenuous apple season, and as apples at that time were moving quite freely and prices getting better, I thought I could see a successful close to a very unusul season. Being in this frame of mind, I wrote to Mr. Goodman that I would try to prepare a paper, and selected the subject given above. If the subject is to be considered from the standpoint of the grower, as well as the dealer—and I think it should be—it will be necessary to begin with early spring. First of all, when the proper time comes, spray your fruit. Cultivate your orchard 11 a. m. Crapper.—1st and 3d Sundays at 3:30; Sunday school at 2:30. Mount Hood.—The 4th Sunday at 11 a. m.;

> Catholic Church - Regular services very Sunday.

unday school at 10 a. m.



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No. 3, Portland Flyer, 5:25 a. m.
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