

The Canadian Horticulturist

COMBINED WITH

THE CANADIAN HORTICULTURIST AND BEEKEEPER

With which has been incorporated
The Canadian Bee Journal.

Published by The Horticultural
Publishing Company, Limited
PETERBORO, ONTARIO

H. BRONSON COWAN Managing Director

The Only Magazines in Their Field in the
Dominion

OFFICIAL ORGANS OF THE ONTARIO AND QUEBEC
FRUIT GROWERS' ASSOCIATIONS
AND OF THE ONTARIO AND NEW BRUNSWICK
BEEKEEPERS' ASSOCIATIONS.

REPRESENTATIVES

UNITED STATES

STOCKWELL'S SPECIAL AGENCY

Chicago Office—People's Gas Building
New York Office—Tribune Building.

GREAT BRITAIN

W. A. Mountstephen, 3 Regent St., London, S.W.

1. The Canadian Horticulturist is published in two editions on the 25th day of the month preceding date of issue. The first edition is known as The Canadian Horticulturist. It is devoted exclusively to the horticultural interests of Canada. The second edition is known as The Canadian Horticulturist and Beekeeper. In this edition several pages of matter appearing in the first issue are replaced by an equal number of pages of matter relating to the beekeeping interests of Canada.

2. Subscription price of The Canadian Horticulturist in Canada and Great Britain, 60 cents a year; two years, \$1.00, and of The Canadian Horticulturist and Beekeeper, \$1.00 a year. For United States and local subscriptions in Peterboro (not called for at the Post Office), 25 cents extra a year, including postage.

3. Remittances should be made by Post Office or Express Money Order, or Registered Letter.

4. The Law is that subscribers to newspapers are held responsible until all arrears are paid and their paper ordered to be discontinued.

5. Change of Address—When a change of address is ordered, both the old and the new addresses must be given.

6. Advertising rates, \$1.40 an inch. Copy received up to the 20th. Address all advertising correspondence and copy to our Advertising Manager, Peterboro, Ont.

CIRCULATION STATEMENT

The following is a sworn statement of the net paid circulation of The Canadian Horticulturist for the year ending with December, 1913. The figures given are exclusive of samples and spoiled copies. Most months, including the sample copies, from 13,000 to 15,000 copies of The Canadian Horticulturist are mailed to people known to be interested in the growing of fruits, flowers or vegetables.

January, 1913	11,570	August, 1913	12,675
February, 1913	11,559	September, 1913	13,729
March, 1913	11,209	October, 1913	13,778
April, 1913	11,970	November, 1913	12,967
May, 1913	12,368	December, 1913	13,233
June, 1913	12,618		
July, 1913	12,626	Total	150,293

Average each issue in 1907, 6,827

" " " 1913, 12,536

Sworn detailed statements will be mailed upon application.

OUR GUARANTEE

We guarantee that every advertiser in this issue is reliable. We are able to do this because the advertising columns of The Canadian Horticulturist are as carefully edited as the reading columns, and because to protect our readers we turn away all unscrupulous advertisers. Should any advertiser herein deal dishonestly with any subscriber, we will make good the amount of his loss, provided such transaction occurs within one month from date of this issue, that it is reported to us within a week of its occurrence, and that we find the facts to be as stated. It is a condition of this contract that in writing to advertisers you state: "I saw your advertisement in The Canadian Horticulturist."

Refuge shall not give their trade at the expense of our subscribers who are our friends, through the medium of these columns; but we shall not attempt to adjust trifling disputes between subscribers and honorable business men who advertise, nor pay the debts of honest bankrupts.

Communications should be addressed

THE CANADIAN HORTICULTURIST,
PETERBORO, ONT.

EDITORIAL

METHODS OF THE FUTURE

The Dominion conference of fruit growers, which took place last month at Grimsby, Ont., was noteworthy, possibly not so much for the business completed—important as that was—as for the glimpses it gave of problems still unsolved that will confront us in the possibly not distant future. One of these relates to the marketing of the apple crop. History, by the light it throws on how difficulties have been overcome in the past, often enables us to grapple more intelligently with the issues of to-day. The history of cooperative effort in the marketing of fruit in Canada is soon told. Yet it points to wonderful possibilities in the future.

Within the memory of most of us there were no cooperative apple growers' associations in Canada. Twelve years ago local associations began to be formed in leading fruit districts. A little later these local associations began to cooperate and form central organizations for the marketing of their crops. In Ontario, for several years, there has been a provincial organization which has represented a number of the local organizations of the province. Within the past three years, what is practically a provincial organization has sprung into existence in the Annapolis Valley of Nova Scotia and now controls the major part of the fruit output of that great apple producing district. In British Columbia there are a number of large central associations which cooperate in various ways through the British Columbia Fruit Growers Association and Department of Agriculture in gathering reliable information relating to crop and market prospects and in standardizing their pack.

So much then for the developments of the past few years. What may we expect for the future? An incident which happened at the Dominion Fruit Conference gives us an inkling. The Nova Scotia growers showed that as a result of a threatened advance in steamship freight rates from Halifax they might be unable to find a market for a large part of their crop in the British markets. This would force them to flood the Montreal, Ontario, and western markets with their apples to the disadvantage of the apple growers of Ontario and British Columbia. The growers from these provinces were quick to see the point. They realized that what had appeared at first to be a provincial issue was really of national importance. They quickly agreed to cooperate with Nova Scotia fruit growers in waiting upon the Dominion Government in an effort to have the threatened advance in steamship rates prevented. Thus it was made clear that anything that materially affects the advantageous distribution of the apple crop of one province is likely to have an important bearing on the prosperity of the fruit growers in the other fruit growing provinces.

Thus has the necessity been revealed for the creation within a few years of a strong central organization which will largely control the marketing of the apple crop of the Dominion. Within a few years the various provincial organizations will have increased in strength. When this has taken place they will be quick to cooperate among themselves. Each may be expected to report to the other what their output will be of the different varieties and grades. They

will know the consumptive possibilities of the different markets. The placing of their crops on these different markets to the best possible advantage of each, as well as to that of the consumer, will then become a comparatively easy accomplishment. Together with all this will go joint efforts to develop European markets for the eastern growers and the southern Pacific and Asiatic markets for the growers of the west. Thus it will be seen that the future is fraught with great possibilities and that it will demand the services, in executive positions, of fruit growers of outstanding ability.

CIVIC IMPROVEMENT

There is a great variation in the interest taken by the citizens of different Ontario municipalities in the improvement of their cities by the laying out of parks and drive-ways, the planting of trees, and the making of other civic horticultural embellishments. The responsibility for this condition rests largely on the local newspapers and horticultural societies. Where these show proper leadership it is not difficult to obtain the hearty cooperation of the citizens to any reasonable expenditures.

As far as we have been able to learn, Toronto stands far in the lead of any other town or city in Canada in the interest it takes in civic horticultural improvement. Last year with a population of slightly less than five hundred thousand its expenditures on parks and boulevards amounted to over eight hundred thousand dollars, or to one dollar seventy-four cents per head of its population. The city of Ottawa also makes large expenditures, but being the capital of the Dominion its funds for these purposes are largely derived from Government sources. Even at that it does not expend nearly as much per capita as does Toronto.

The expenditures for park purposes of many towns and cities in Ontario fall far below what they should be to be even creditable. Per capita expenditures of a number of Ontario municipalities last year were as follows: Woodstock, forty-eight cents; Hamilton, forty-six cents; London, thirty-one cents; Galt, twenty-seven cents; Kingston, fourteen cents; Belleville, five cents. Some others spent practically nothing at all. Truly there is room and need for a vigorous campaign in Ontario for civic improvement.

A number of cooperative apple growers' associations, as well as private growers, are likely to experience difficulty this year in marketing their crops to good advantage. There are many thousands of people in the towns and cities of Ontario who would readily pay two dollars to three dollars and fifty cents a barrel for good apples if they knew where they could be obtained. By advertising in the daily papers of the province that they will be willing to ship direct it should be possible for producer to do a mail order business this fall with many consumers to excellent advantage. We would like to see the experiment tried.

What is the Ontario Minister of Agriculture arranging to do to help the apple growers of Ontario to market their crop this fall in the towns and cities of the province to good advantage?

Those cooperative apple growers' associations which this year, in their anxiety to market their output, are spreading false tales about their competitors have much of which to be ashamed.