

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 inter-
ests of Canada.

2. Subscription price of The Canadian Horti-
culturist 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 Peter-
boro (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 ad-
dress is ordered, both the old and the new ad-
dresses must be given.

6. Advertising rates, \$1.40 an inch. Copy re-
ceived 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 cop-
ies, 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.

Table with 4 columns: Month, 1913, Circulation, and Total. Rows include January, February, March, April, May, June, July, August, September, October, November, December, and Total.

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 Horticul-
turist 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."

Queries shall not pierce 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 sub-
scribers and honourable business men who ad-
vertise, 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 grow-
ers, which took place last month at Grims-
by, Ont., was noteworthy, possibly not so
much for the business completed—import-
ant 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 mar-
keting 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' asso-
ciations 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 pro-
vincial organization has sprung into exist-
ence in the Annapolis Valley of Nova
Scotia and now controls the major part of
the fruit output of that great apple pro-
ducing district. In British Columbia there
are a number of large central associations
which cooperate in various ways through
the British Columbia Fruit Growers Asso-
ciation and Department of Agriculture in
gathering reliable information relating to
crop and market prospects and in standard-
izing their pack.

So much then for the developments of
the past few years. What may we expect
for the future? An incident which hap-
pened 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 grow-
ers from these provinces were quick to see
the point. They realized that what had ap-
peared at first to be a provincial issue was
really of national importance. They quick-
ly agreed to cooperate with Nova Scotia
fruit growers in waiting upon the Domini-
on Government in an effort to have the
threatened advance in steamship rates pre-
vented. Thus it was made clear that any-
thing that materially affects the advan-
tageous distribution of the apple crop of
one province is likely to have an import-
ant bearing on the prosperity of the fruit
growers in the other fruit growing pro-
vinces.

Thus has the necessity been revealed for
the creation within a few years of a strong
central organization which will largely con-
trol the marketing of the apple crop of the
Dominion. Within a few years the various
provincial organizations will have increas-
ed in strength. When this has taken place
they will be quick to cooperate among
themselves. Each may be expected to re-
port 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. To-
gether with all this will go joint efforts to
develop European markets for the eastern
growers and the southern Pacific and Asia-
tic 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 posi-
tions, 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 mak-
ing of other civic horticultural embellish-
ments. The responsibility for this condi-
tion 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 citi-
zens 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 pur-
poses are largely derived from Govern-
ment 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 cred-
itable. Per capita expenditures of a num-
ber of Ontario municipalities last year were
as follows: Woodstock, forty-eight cents;
Hamilton, forty-six cents; London, thirty-
one cents; Galt, twenty-seven cents; King-
ston, 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 advan-
tage. There are many thousands of people
in the towns and cities of Ontario who
would readily pay two dollars to three dol-
lars 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 Agricul-
ture 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' asso-
ciations which this year, in their anxiety
to market their output, are spreading false
tales about their competitors have much
of which to be ashamed.