

tricts. He criticises the government for not having done more to prevent the spread of injurious insects, such as the San Jose scale, and of fungous and other diseases of fruit trees, by taking the responsibility for this work and placing it in the hands of thoroughly competent provincial inspectors to be appointed by the government. This is a reform which has long been needed. Both this proposal and the one in regard to the establishment of packing schools were indirectly endorsed last week by the members of the Ontario Fruit Growers' Association, who passed resolutions advocating the provincial government to adopt such measures.

Finally Mr. Rowell claims that immigration into the fruit districts of Ontario, and the fruit interests of the province as a whole can be best promoted by the holding of a national apple show which, he pointed out at Guelph, would serve to draw the attention of the world to our great fruit districts. In this connection Mr. Rowell points out that while at the Ontario Horticultural Exhibition only \$1,500 is offered in prizes for fruit, British Columbia, which does not produce one-quarter the amount of fruit grown in Ontario, offered \$50,000 in prizes at the National Apple Show held in that province a year ago. From this we may presume that Mr. Rowell is in favor of not only increasing the grant to the Ontario Horticultural Exhibition, but in making

a substantial grant towards the holding of a national apple show.

Whether the party Mr. Rowell represents is elected to power or not the stand he has taken on these questions will prove of benefit to the fruit industry. His proposals are timely and applicable, and the Conservative party, which has aided the fruit interests materially during the past few years, will do well to pay attention to them.

Fruit growers in various sections of British Columbia have adopted a novel method of creating a market for their fruit in the Old Land. They unite in putting up car loads of high-grade fruit and consigning it direct to friends and private parties in Great Britain. In some cases this fruit is accompanied by a representative of the growers. As great care is taken in the packing and selection of the fruit the first car load paves the way for further shipments. Owing to the success that attended a car load of apples that was sent by residents of the Okanagan valley to friends in the Old County last year, the Vernon Board of Trade has made arrangements to forward two cars this year. The cost of sending a box to a specified address at any point in Great Britain is a dollar and a half, and to points in Belgium, France or Holland, two dollars. Fruit growers in the east might well follow the example which has thus been set.

minent authorities on fruit growing in the leading fruit provinces of Canada dealing with the varieties of fruit best adapted for growth in the different provinces. This article will be valuable for those of our readers who are planning to purchase nursery stock for planting next spring. In addition, there will be an article by Mr. H. S. Peart, of Burlington, dealing with the best varieties of small fruit for Ontario. The feature of the floral department will be the special article by Mr. W. T. Macoun, of the Central Experimental Farm, Ottawa, describing Lady Grey's garden at Government House, Ottawa, now the garden of the Duke and Duchess of Connaught. This article will be profusely illustrated by photographs taken specially for THE CANADIAN HORTICULTURIST. Mr. E. I. Mepsted, an officer and a past president of the Ottawa Horticultural Society, will give the first of a series of articles, to be contributed by him each of which will contain timely suggestions for the amateur flower grower on the care that should be given their flowers during the month that is to follow. There will be a special article also by Mr. Wm. Hunt of Guelph, entitled "Plants and Flowers for the Window." The issue throughout will be well illustrated, and should furnish a treat for our readers.

The past year has been the most successful in every way in the history of THE CANADIAN HORTICULTURIST and its small sister THE CANADIAN FLOWIST. Our total receipts from advertisements and from subscriptions have been larger than ever before and during 1912 we anticipate a still further improvement. The circulation of THE CANADIAN HORTICULTURIST is to-day larger than ever before, and is steadily growing. All this means that we are going to be able to give our readers better and still better value for their money in spite of the fact that the subscription price of THE CANADIAN HORTICULTURIST is lower than that of any other similar magazine of its class on the continent.

Owing to the numerous conventions and exhibitions held during the past month and the consequent pressure on our editorial columns, a number of valuable articles had to be crowded out of this issue of THE CANADIAN HORTICULTURIST. These will be published as rapidly as space permits.

Why You Pay Less

"How can advertisers afford to sell their goods cheaply when they pay so much to advertise them?" is a question that must occur to many, when they read of the large amounts spent by different firms to tell the public about their goods. It is a fact that, quality for quality, advertised goods are usually cheaper. Why?

The selling price of any commodity is made up of three things—cost of production, cost of selling, and profit. Anything which will reduce one or more of these will allow the goods to be sold at a lower cost to the ultimate buyer—you.

SUCCESSFUL ADVERTISING REDUCES ALL THREE.

Goods can be manufactured, grown or otherwise produced in large quantities much more cheaply than in small quantities. Advertising lessens the cost of production by creating an increased demand for the goods advertised, and enabling them to be produced in larger quantities.

Advertising lessens the selling expense in many ways. The printed advertisement can talk to thousands or even millions of persons at once, while the personal salesman or agent can only talk to one, or at the most, a few people at once. Advertising makes a line of goods well known, and people ask for them instead of having to be urged to buy them. Advertising lessens transportation charges. It is cheaper to ship goods in carload lots than in smaller quantities.

Advertising enables the dealer to reduce his profits on individual sales by increasing the number of sales.

This explains why firms which advertise extensively and consequently do a big business, can always give better value than the firms which say they do not advertise, because it costs too much.

PUBLISHER'S DESK

Christmas is still three weeks and a half away—a very long time to the little people, if not to us adults—but as there is nothing like being forehanded we want you, our readers, to know that our best wishes for a happy Christmas and a New Year full of spiritual and material prosperity are yours.

The January issue of THE CANADIAN HORTICULTURIST will be full of timely, interesting articles for the fruit, flower and vegetable grower. In addition to containing extracts from papers read at the recent provincial fruit and vegetable growers and horticultural conventions that were held during the past month and that will be held this month by the fruit growers of Quebec, prominence will be given to an article by pro-

The Ontario Horticultural Convention

THE four sessions of the sixth annual convention of the Ontario Horticultural Association, which was held in Toronto, November 16 and 17, were crowded full of interesting addresses and discussions on the growing of flowers and with the consideration of matters relating to the advancement of the horticultural interests of the province, more particularly as they relate to the management of our horticultural societies. The attendance of delegates was the largest in the history of the association. From one to three or four delegates were present from societies in all parts of the province from Vankleek Hill and Ottawa in the east to Windsor and Goderich in the west.

More and more the association is becoming a means of promoting the interests of the local societies. In consequence, much of its attention has to be given to matters of policy relating to the societies. One of the most important resolutions passed at the recent convention was one moved by W. B. Burgess, of St. Catharines, and seconded by J. P. Jaffray, of Galt, urging the

Ontario government to increase the grant to horticultural societies from ten thousand dollars to twelve thousand five hundred dollars a year. This increase has become necessary as a result of the increase in the membership of the horticultural societies, which now amounts to almost eleven thousand, and by the fact that a number of new societies are to be organized after the first of the year. This resolution will be laid before the government, which will be urged to give it favorable consideration.

In view of the splendid work being done on behalf of the individual societies by the Central Organization, it was decided to make a special effort this year to induce the former to affiliate with the latter. In this connection and in order that there may be no unfairness in the affiliation fee charged, as well as with the object of increasing the funds of the provincial association, it was decided to change the amount of the annual fee charged the local societies by increasing the fee to the larger societies. Hereafter the societies with a membership of three

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