

THE CANADIAN HORTICULTURIST LEADS THEM ALL

THERE is more live reading matter in each issue of *The Canadian Horticulturist* than in any of the following three leading national fruit papers published in the United States. The papers included are *The Fruit Grower*, published in Missouri; *The National Fruit Grower*, published in Michigan, and *American Fruits*, published in New York. No comparison has been made with *Green's Fruit Grower*, published in New York, owing to the fact that this magazine treats a number of other subjects besides fruit. As far as purely fruit subjects are concerned more space is given them in *The Horticulturist* than in *Green's Fruit Grower*.

These magazines, like *The Horticulturist*, are all monthlies. Their pages are larger than those of *The Horticulturist* but, with the exception of *The National Fruit Grower*, they have not half as many pages. All these papers carry more advertisements than *The Horticulturist*, some of them much more. Up to May of this year *The Horticulturist* made no particular effort to secure advertisements.

Among the other improvements that have been made lately in *The Horticulturist*, more attention is being given the advertising department. An energetic advertising

manager has been engaged, who during the past couple of months has visited and introduced *The Horticulturist* to leading advertisers in various parts of the provinces of Ontario and Quebec. Before long our readers, we hope, will find our advertising pages compare as favorably with those of the United States fruit publications as our reading pages do now. As regards the standing of our contributors and the up-to-dateness of our news, we challenge comparison. Look over the names of the contributors in this issue.

In the past we people in Canada have done too little in the line of talking about our resources. This information is given to show that *The Horticulturist* is striking out to become not only the best Horticultural paper in Canada, which it is now, but one of, if not the best on the continent. If our Canadian fruit and flower growers and advertisers will help we can do it.

The following table shows how *The Horticulturist* stands as regards the number of its pages and the inches of space devoted to reading matter and illustrations as compared with the United States fruit papers mentioned. Below the table are given a few of many flattering remarks made, during the past few months, concerning the improvements in *The Horticulturist*.

A COMPARISON OF THE JUNE, 1904, ISSUES

NAME OF PAPER.	NUMBER OF PAGES.	INCHES OF READING MATTER	INCHES OF ILLUSTRATIONS.
<i>The Canadian Horticulturist</i>	52	612	40
<i>The Fruit Grower</i>	20	603	00
<i>National Fruit Grower</i>	30	460	79
<i>American Fruits</i>	20	335	19

There is an improvement in *The Horticulturist* in both the make-up and the attention paid to floriculture.—(W. J. Diamond, Belleville, Ont.)

The Horticulturist has improved greatly during the past few months. I hear many favorable remarks concerning it.—(Edward Tyrrell, President Toronto Hort'l Society.)