

# The Canadian Horticulturist

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A Street Scene in Peterboro, Ont. . . . . Cover

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## TALKS ON ADVERTISING

By the Advertising Manager

### No. 4

#### WHY IT PAYS GENERAL ADVERTISERS TO USE THE CANADIAN HORTICULTURIST

Taken as a class, fruit growers receive a larger average annual income than those engaged in almost any other occupation. Fruit growers, with large, well kept orchards, frequently receive from \$6,000 to \$15,000, and over, for a season's fruit crop. A single acre of fruit will produce as high as \$1,000 in a season, and a production of \$500.00 and over, per acre is not out of the way.

A twelve acre apple orchard belonging to a reader of The Canadian Horticulturist living in Wentworth County, last year produced over \$6,000 worth of apples. Another subscriber in Norfolk County realized a net profit of \$539.24 from an acre and a half of apples. A Peel County subscriber made \$800 in one season from an acre and a half of strawberries. Another subscriber in Welland County has made as high as \$2,900 from three acres of peaches. These are a few of many instances which might be given, which give an idea of the wealth which each year goes into the pockets of the fruit growers. Railway corporations feature fruit growing as the strongest inducement to farmers and homeseekers to settle in their respective territories. We hear more to-day about the fruit lands of British Columbia than its gold fields. Why?

To ensure success in advertising there must be, not only the *desire* but the *power* to buy the thing advertised. The general advertiser cannot afford to overlook the fruit growers when planning his advertising campaign. They can be reached through The Canadian Horticulturist.

#### ANOTHER CLASS OF READERS

But, there are more than fruit growers read The Canadian Horticulturist. Yes. Many people read it for its timely and practical information on flower growing. Have these people money?

Go into a town during the summer and look for homes surrounded by fine flower gardens and attractive grounds. In most cases you will find the owners of these places wealthy, and in the great majority of cases they belong to the well-to-do class. They have money to spend, and can afford not only the necessities but the luxuries of life.

These are the people to whom the articles in The Canadian Horticulturist on amateur gardening and home improvement appeal. They read them not simply to pass away a few hours, but to learn something which will help them to still further improve and beautify their homes and surroundings. When they read The Canadian Horticulturist they are in a mood to be influenced by the advertisements they see in the paper. They are the people who like nice things and who can afford to buy them. They have confidence in The Canadian Horticulturist, and know that it publishes only reliable advertisements. The general advertiser who appeals to these people through the columns of The Canadian Horticulturist, reaches people who will read his advertisements with interest, who have confidence in what he says, and who can afford to buy his goods.

Women are large buyers of advertised goods. Practically every woman is fond of flowers and interested in flower growing. In every home where The Canadian Horticulturist goes it is read with interest by the women. They find something in every issue which interests them. The general advertiser who seeks to interest women can do so to advantage through the advertising columns of The Canadian Horticulturist.

Mr. General Advertiser, our readers are worth knowing, and their business is worth obtaining.

*Next Issue—Advantages of Using Good Sized Space*