

Where does it go?

is the most important question that should be asked, concerning the circulation of any magazine.

It's far more telling from the advertising standpoint than the question "How Many?"

It's quality rather than quantity that counts every time.

The Canadian Horticulturist

offers a high quality service to advertisers. It enters the homes of Canadian fruit growers and beekeepers, who are acknowledged to be the wealthy and progressive rural people of Canada.

When Making Your Plans

for next year, why not decide to include it?

"Ask and ye shall receive" detailed circulation statement and all other information at our disposal.

The Canadian Horticulturist

PETERBORO, ONT.

to have it become law, among the number being Toronto, Hamilton, St. Catharines, London, Saul Ste. Marie, Sarnia and Goderich, while several municipal councils have also sent in their approval.

The first clause of the Bill relative to navigation companies has been included in the Consolidated Railway Act, but the remaining clauses will come before the House again.

How Apples are Sold in Great Britain

Special Correspondent of the Canadian Horticulturist

In the fruit sales rooms of Great Britain a catalogue is made, generally about twenty or thirty barrels going to the lot, each lot of course being numbered. In a straight line of fruit, one may often see twenty or thirty lots of the same class of goods, but in a mixed lot various kinds are sold together in lots of twenty or more different kinds of apples. These mixed lots are not over popular with the buyers and growers should avoid mixtures as far as possible. On no account put two kinds of apples in the same barrel.

Out of each lot, or run of lots, of similar stuff, appearing on the catalogue, one or sometimes two sample barrels are sent up to the saleroom and each one is shot out for the inspection of the buyers as the previous lot is being bid for, so that all may see the quality of the goods all the way through. To save time the samples come up the hoist with the heads of the barrels knocked off, and are immediately turned right out into big baskets. At the end of the sale all the samples are sold together as one lot, and often at a very much lower price than the bulk has made, owing to their having been turned out. As soon as a buyer has bought all he wants he obtains an order from the office for the delivery of his goods in the usual way and is generally allowed a bare week in which to settle, the brokers naturally being very strict on the point of credit, although a firm may be good for very much more than the amount involved.

The selling by private treaty by those salesmen who, either from choice or otherwise, are outside the brokers' ring, does not call for much description. The goods are examined by the prospective buyer and are sold for what they are worth in either large or small parcels according to requirements. No particular selection or sampling takes place, but naturally the best and most perfect stuff makes the best prices. A barrel is perhaps opened here and there in the parcel, but with such dexterity that the goods are not upset nor in any way deteriorated for sale. Mention might be made of the tool used for opening the barrels. It is a short handled hammer of the adze shape, with a claw at one end and a square head at the other. It is very light, but in experienced hands quite powerful enough to get the head off a barrel with two or three well directed blows.

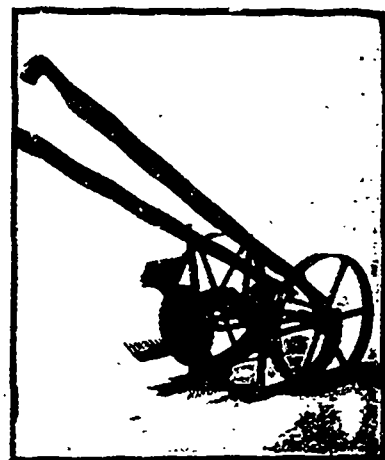
I would like to impress upon growers the vital importance of keeping their packing and grading well up to the standard. Competition is so keen amongst the retail trade, to say nothing of the dealers, that buyers will insist on having the best stuff if they are paying best price, and it is no longer possible to run a lot of inferior stuff in, even if it were politic. Growers should aim at making their own brand the best and most reliable they possibly can, and if they do that consistently there will be no trouble in disposing of the goods at this end, as no one has a better memory for the virtues, and more especially, for the failings of a particular mark than has the buyer.

FRUITLAND NURSERIES

are offering for sale a general assortment of first-class Fruit Trees, Bushes, Vines and Ornamental Shrubs, etc., at very low prices. Our catalogues are just out. It will pay you to send for one.

G. M. HILL, Box 42, FRUITLAND, ONT.

Onion Growers



Do you intend to have any weeds in your onions this year? If so, ask me for literature which describes a machine that will separate the weeds from the onions, practically doing away with most hand weeding. Don't delay. Act quickly if you want to secure a weeder this season.

R. G. Bruner, Manufacturer
OLINDA, ONT.

Repeat orders are the best recommendation

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The Sherwin-Williams Co.
Mgr. Insecticide Dept.
Montreal

Dear Sir:—

I heartily recommend the use of Sherwin-Williams New Process Arsenate of Lead, and in proof of such, kindly accept my order for another 1,000 lbs., to be delivered to us with the 1,000 lbs. that I gave you some time ago.

Yours very truly,

FATHER LEOPOLD

Horticulturist at the Oka Institute, President of the Pomological and Fruit Growers Society of the province of Quebec.

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