

The Canadian Horticulturist

Published by The Horticultural
Publishing Company, Limited

PETERBORO, ONTARIO



The Only Horticultural Magazine in the Dominion

OFFICIAL ORGAN OF THE ONTARIO, QUEBEC, NEW
BRUNSWICK AND PRINCE EDWARD ISLAND
FRUIT GROWERS' ASSOCIATIONS

H. BRONSON COWAN, Managing Director

1. The Canadian Horticulturist is published on the 25th day of the month preceding date of issue.
2. Subscription price in Canada and Great Britain, 60 cents a year, two years, \$1.00. For United States and local subscriptions in Peterboro (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. Postage Stamps accepted for amounts less than \$1.00.
4. The Law is that subscribers to newspapers are held responsible until all arrearages are paid and their paper ordered to be discontinued.
5. Change of Address—When a change of address is ordered, both the old and the new addresses must be given.
6. Advertising Rates quoted on application. Copy received up to the 18th. Address all advertising correspondence and copy to our Advertising Manager, Peterboro, Ont.
7. Articles and Illustrations for publication will be thankfully received by the editor.

CIRCULATION STATEMENT

The following is a sworn statement of the net paid circulation of The Canadian Horticulturist for the year ending with December, 1910. The figures given are exclusive of samples and spoiled copies. Most months, including the sample copies, from 11,000 to 12,000 copies of The Canadian Horticulturist are mailed to people known to be interested in the growing of fruits, flowers or vegetables:

| | |
|-----------------------|----------------|
| January, 1910 | 8,925 |
| February, 1910 | 8,967 |
| March, 1910 | 9,178 |
| April, 1910 | 9,410 |
| May, 1910 | 9,505 |
| June, 1910 | 9,723 |
| July, 1910 | 9,300 |
| August, 1910 | 8,832 |
| September, 1910 | 8,776 |
| October, 1910 | 8,784 |
| November, 1910 | 8,727 |
| December, 1910 | 8,652 |
| | 108,809 |

| |
|-----------------------------------|
| Average each issue in 1907, 6,677 |
| " " " " 1908, 8,695 |
| " " " " 1909, 8,776 |
| " " " " 1910, 9,067 |

Sworn detailed statements will be mailed upon application.

OUR PROTECTIVE POLICY

We want the readers of The Canadian Horticulturist to feel that they can deal with our advertisers with our assurance of the advertisers' reliability. We try to admit to our columns only the most reliable advertisers. Should any subscriber, therefore, have good cause to be dissatisfied with the treatment he receives from any of our advertisers, we will look into the matter and investigate the circumstances fully. Should we find reason, even in the slightest degree, we will discontinue immediately the publication of their advertisements in The Horticulturist. Should the circumstances warrant, we will expose them through the columns of the paper. Thus we will not only protect our readers, but our reputable advertisers as well. All that is necessary to entitle you to the benefit of this Protective Policy is that you include in all your letters to advertisers the words, "I saw your ad. in The Canadian Horticulturist." Complaints should be made to us as soon as possible after reason for dissatisfaction has been found.

Communications should be addressed,

THE CANADIAN HORTICULTURIST,

PETERBORO, ONTARIO.

EDITORIAL

A REMARKABLE DEVELOPMENT

If the development of the fruit industry in Ontario may be judged by the improvement that has taken place during the past seven years in the number and quality of the exhibits of fruit at the Ontario Horticultural Exhibition, and we may believe that it may, then it has been extraordinary. Seven years ago, when the first exhibition was held in the old Granite Skating Rink, Toronto, less than twenty boxes of fruit were shown. A larger number of barrels of fruit were exhibited, but the packing, both of the boxes and of the barrels, was very inferior. At that time the art of proper packing was practically unknown in Ontario. So discouraging was this feature of the exhibition that the then Minister of Agriculture, the late Hon. John Dryden, publicly expressed the view that Ontario would have to bring expert packers from the Pacific coast states to show our Ontario fruit growers how to pack their crops. At that time no one anticipated that there would so soon be such a wonderful improvement as has since taken place.

Last week over three thousand boxes of fruit were on view at the exhibition. Many more would have been shown had space been available. Almost all of this fruit was splendidly packed, the pack of most of it being close to perfect. In addition the fruit was of better color, size and quality than ever before. While this was due in part to the dry season, which enhanced the color of the fruit, it was due even more to the more thorough spraying, pruning and cultivation now practised in the orchards of Ontario. The exhibition made it manifest that Ontario is now about able to hold its own with any other apple producing section on the continent. This means that the time has come when we should undertake the holding of a national apple show. The members of the Ontario Fruit Growers' Association did not endorse this proposal at their recent convention, mainly because of the fear that Ontario could not compete in an average season against the better colored fruit of British Columbia. What of that? We should not be afraid to take a beating if we have to. We have other advantages, such as nearness to markets, the lower price of our fruit lands, and a more uniform rainfall, that more than offset any present advantages in the coloring of our fruit and which cannot be advertised as they should be by anything less than the holding of a national apple show. Such a show would serve to draw the attention of the world to our great fruit possibilities. It would also give us an opportunity to compare our fruit and our methods of packing with the fruit and methods of other noted fruit districts. Thus, while we might lose some of the important awards at the first exhibition, we should learn where we are still weak and thus be enabled to do better in later efforts. Ontario needs the stimulus and enthusiasm which such an undertaking would provide. This matter must not be allowed to drop but must be kept to the front until such a show is held.

For the present it is evident that the Ontario Horticultural Exhibition has outgrown its present quarters. A strenuous effort should be made next year to secure the use of the armories. The Ontario government should be urged also to increase

the present grant of two thousand dollars to at least five thousand dollars a year.

SHOULD GRANT APPLICATION

At the convention of the Ontario Horticultural Association, held in Toronto last month, it was decided to ask the Ontario government to increase the annual grant to the horticultural societies of the province from ten thousand dollars to twelve thousand five hundred dollars a year. The government should grant this request. During the past five years the membership of the horticultural societies in Ontario has almost doubled, having increased from around six thousand to almost eleven thousand.

In the fall of nineteen hundred and nine, because of the great increase that had taken place in the membership of the societies up to that time, the government was asked to increase the grant from eight thousand dollars to thirteen thousand dollars a year. This request was not granted. Instead, the government increased the grant by two thousand dollars, or to ten thousand dollars. Since then the membership of the societies has increased by approximately 3,000, or about one-third. The government grant in consequence is proving quite inadequate and does not enable the societies to carry on the work that they otherwise might. After the first of the year some four new societies are to be organized. Each new society that is formed decreases the amount of the government grant available for the other societies. Thus conditions are steadily growing worse.

In asking that the government grant should be increased to twelve thousand five hundred dollars, the societies are asking for even less than they did two years ago. The excellent results that are following the work of the horticultural societies are so apparent in almost every city or town of the province the government will be amply justified in increasing the grant to the extent desired.

WOULD HELP FRUIT INTERESTS

The fruit growers of Ontario may be pardoned for bearing with interest the proposals of the new leader of the Ontario Liberal Party, Mr. N. W. Rowell, in regard to fruit growing. On the whole they show an acquaintance with the fruit interests of the province not commonly met with in a political leader not actively in touch with agriculture.

After criticising the government for not realizing more clearly the immense possibilities of the fruit interests of Ontario, which produces over 70 per cent. of the fruit grown in Canada, and drawing attention to the vastly increased returns that have been obtained from fruit growing where improved methods have been introduced, Mr. Rowell calls for greater expenditures by the government on behalf of the fruit industry. In this connection Mr. Rowell advocates the establishment of demonstration orchards in practically every leading fruit growing section of the province. He then proposes that packing schools should be established in the fruit districts and that certificates be granted to those packers who succeed in passing such tests as may be arranged by the government, on much the same basis as has been done in connection with the packing schools which have proved so successful in British Columbia.

Mr. Rowell then touches a point of vital interest in many of our leading fruit dis-