

successful culmination of the thorough investigation that was made.

Only those who enjoyed the pleasure of a personal acquaintance with the late Prof. John Craig, of Cornell University, at one time Dominion Horticulturist, and who knew what he had accomplished as well as something of his plans for the future, can appreciate what the horticultural interests of the continent have lost by his death. Possessed of unusual ability and personal charm, Professor Craig had the faculty of accomplishing practical results. The appreciation of his life and work, written by Mr W. T. Macoun, of Ottawa, that appears in another column will be approved by all who knew him. While the late Professor Craig had been ailing for some years his death was so unexpected it was some weeks before it became known to those not in close touch with the family.

Again this year, as they have in the past, apple packers in Ontario, and we presume in other provinces as well, have packed and shipped immense quantities of immature fruit. Already much of the fruit has gone forward to the British market, and the results can only be unfortunate not only to the final purchasers, but to the fruit interests of the Dominion as well. It would be well if the provisions of the Fruit Marks Act could be extended to include practices

of this character. The extension of cooperative packing among the growers is helping to reduce the extent of this evil, but it is still of such proportions, and likely to remain so for some years, that it would be well to have action of some kind taken to prevent it as far as possible in future.

We trust that the members of those horticultural societies which do not now subscribe for The Canadian Horticulturist for all of their members will remember, at their approaching annual meetings, to urge their officers to subscribe for The Canadian Horticulturist for the coming year. About three-quarters of the societies now take The Canadian Horticulturist for all their members. They find that the paper is not only a great aid to their members, but that it helps to obtain new members. Then, also, The Canadian Horticulturist is the only paper of its class in Canada. For that reason alone it should be supported by our Canadian societies.

PUBLISHER'S DESK

Our aim has always been and still is to make The Canadian Horticulturist your favorite paper. We endeavor to publish just the articles and to print only such illustrations as will interest and help the largest percentage of our readers. That we are succeeding is shown by the many letters we receive from subscribers telling how The Canadian Horticulturist has helped them by giving just the information they wanted, and just at the right moment. Others tell us about new ideas they have obtained through The Canadian Horticulturist which, when worked out, have been a source both of pleasure and profit. Subscribers have frequently told us that information contained in a single issue has been easily worth to them the price of a full year's subscription, and often many times that amount.

Another evidence we have that our readers are pleased with The Canadian Horticulturist is the rapidly increasing number who when renewing their subscriptions pay for the paper for two years instead of one. During the month of September, one of our good subscription months, the two year renewal subscriptions outnumbered the one year subscriptions nearly five to one the two year subscriptions numbering nearly eighty-three per cent. of the total number of renewals for the month. The record for other months is almost as good. This large percentage of two year renewal subscriptions proves that those who have been getting the Canadian Horticulturist and know what it is like, are pleased with the information it is giving them.

This is as we would have it. But we realize that there are ways in which The Canadian Horticulturist can be made of still further interest and value. As this year draws to a close we are laying our plans for still further improvements. In this connection it is fitting that our readers be given a special invitation for an expression of opinion as to just what improvements they as individuals would most like to see made during 1913. Won't you give it? Be specific. If you would like to see more information on fruit growing tell just what kind of articles you would like to see added, and suggest two or three subjects on which you would like to see articles published during the coming year. Similar information is desired for our flower and

vegetable departments. Has there been some information you have looked for recently and have not found? What was it? How do you like our articles on Canadian gardens? Would you like to see them continued or the space given to other information on flower growing? How did you like the three new covers on our February, April, and September numbers? Which did you like the best, the colored or the plain illustrations the full size of the page? Give any other suggestions as to how The Canadian Horticulturist could be made of greater interest and value to yourself personally. There will be many valuable suggestions which we can act on during the coming year. Now is a good time to offer your suggestions when we are planning our programme for the coming year. We will welcome your letters.

Next year we purpose increasing the amount of reading matter in The Canadian Horticulturist. As to how this will be done we have not as yet decided. It may be done by increasing the number of pages or by using a different style of type that, while not detracting from the appearance of the page, will increase the amount of reading material it contains. When we explain that to add only four pages of reading to each issue of The Canadian Horticulturist owing to our now large circulation would involve an expenditure on our part equal to all the revenue that would be obtained from approximately two thousand yearly subscriptions our readers will see that the matter is an important one to us. We intend, however, doing that which will be in the best interests of all concerned, and we anticipate that our final decision, when it is announced, as it will be soon, will be a welcome and pleasing one to the readers of The Canadian Horticulturist.

We hope that you are telling your friends who are interested in fruit and flowers about the great value of the information you are obtaining through The Canadian Horticulturist. Are you? If so, you are helping us to reach the point where still further improvements will be possible.

A Nova Scotia Appointment

Mr. Robert Matheson, Ph.D., Cornell, at present Assistant Professor of Biology at Cornell University, Ithaca, has been appointed Provincial Entomologist for the Province of Nova Scotia and Professor of Zoology at the Nova Scotia Agricultural College. Mr. Matheson is a native of Pictou county, Nova Scotia, and graduated from the School of Agriculture under the management of Prof. H. W. Smith.

After taking his Master's degree at Cornell, Mr. Matheson for two years occupied the position of State Entomologist for North Dakota. Returning to Cornell, he took his Doctor's degree with high honors, and was immediately appointed to the staff of that institution. Dr. Matheson will teach the subjects of zoology, including entomology, at the Agricultural College, but the greater part of his work will have to do with the investigation of entomological problems in the province of Nova Scotia and the administration of various measures for the prevention and extermination and control of insect pests.

Enclosed you will find \$1.00 for two years subscription to The Canadian Horticulturist. The instructions you gave in the April, 1912, Number, on how to trim young fruit trees was worth the two years subscription. —Harry Shore, Byron, Ont.

CHRISTMAS

Next issue (December) is our Christmas Number. Plans which are now under way assure us that this issue will be one of unusual interest to our readers. Special articles are being prepared which will make a fitting close to a year wherein much progress has been made along horticultural lines, and a year wherein Canada's national horticultural journal, The Canadian Horticulturist, has made new records in regard to numbers of subscribers, amount of advertising carried, the adoption of new features and general improvement in the Magazine, and in the quality of the special articles and general information given.

We hope to make our Christmas Number the best of the special issues published this year. It will have a new and attractive dress, (we are having a special cover prepared for this issue), and will number among its contributors many of the big men of the horticultural world in Canada. It will be an issue which our readers will want to keep, both for its attractive appearance and the quality and real live interest of the information contained.

If you have goods to sell which will interest a progressive and well-to-do class of readers, who read The Canadian Horticulturist, because they are vitally interested in the information it contains, it will pay you well to use this Christmas Number. Advertising in The Canadian Horticulturist, this Fall, is exceeding all previous records. Experienced advertisers know that the best mediums to patronize are those in which business is good.

(We do not admit advertisers to our columns except such as we believe are thoroughly reliable.)