

**The Canadian Horticulturist**  
 COMBINED WITH  
**THE CANADIAN HORTICULTURIST  
 AND BEEKEEPER**

With which has been incorporated  
 The Canadian Bee Journal.  
 Published by The Horticultural  
 Publishing Company, Limited  
 PETERBORO, ONTARIO

The Only Magazines in Their Field in the  
 Dominion

OFFICIAL ORGANS OF THE ONTARIO AND QUEBEC  
 FRUIT GROWERS' ASSOCIATIONS  
 AND OF THE ONTARIO BEEKEEPERS' ASSOCIATION

H. BRONSON COWAN Managing Director

UNITED STATES REPRESENTATIVES  
 STOOKWELL'S SPECIAL AGENCY

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1. The Canadian Horticulturist is published in two editions on the 25th day of the month preceding date of issue. The first edition is known as The Canadian Horticulturist. It is devoted exclusively to the horticultural interests of Canada. The second edition is known as The Canadian Horticulturist and Beekeeper. In this edition several pages of matter appearing in the first issue are replaced by an equal number of pages of matter relating to the bee-keeping interests of Canada.

2. Subscription price of The Canadian Horticulturist in Canada and Great Britain, 60 cents a year; two years, \$1.00, and of The Canadian Horticulturist and Beekeeper, \$1.00 a year. 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.

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, \$1.40 an inch. Copy received up to the 20th. Address all advertising correspondence and copy to our Advertising Manager, Peterboro, Ont.

**CIRCULATION STATEMENT**

The following is a sworn statement of the net paid circulation of The Canadian Horticulturist for the year ending with December, 1912. The figures given are exclusive of samples and spoiled copies. Most months, including the sample copies, from 13,000 to 15,000 copies of The Canadian Horticulturist are mailed to people known to be interested in the growing of fruits, flowers or vegetables.

January, 1912.....	9,966	August, 1912.....	11,146
February, 1912.....	10,437	September, 1912.....	10,997
March, 1912.....	10,877	October, 1912.....	10,971
April, 1912.....	11,766	November, 1912.....	11,562
May, 1912.....	12,112	December, 1912.....	11,144
June, 1912.....	10,946		
July, 1912.....	10,966		132,556

Average each issue in 1907,	6,627
" " " " 1908,	8,685
" " " " 1909,	8,970
" " " " 1910,	9,067
" " " " 1911,	9,541
" " " " 1912,	11,000
August, 1913.....	12,300

Sworn detailed statements will be mailed upon application.

**OUR GUARANTEE**

We guarantee that every advertiser in this issue is reliable. We are able to do this because the advertising columns of The Canadian Horticulturist are as carefully edited as the reading columns, and because to protect our readers we turn away all unscrupulous advertisers. Should any advertiser herein deal dishonestly with any subscriber, we will make good the amount of his loss, provided such transaction occurs within one month from date of this issue, that it is reported to us within a week of its occurrence, and that we find the facts to be as stated. It is a condition of this contract that in writing to advertisers you state: "I saw your advertisement in The Canadian Horticulturist."

Rogues shall not ply their trade at the expense of our subscribers, who are our friends, through the medium of these columns; but we shall not attempt to adjust trifling disputes between subscribers and honourable business men who advertise, nor pay the debts of honest bankrupts. Communications should be addressed

THE CANADIAN HORTICULTURIST,  
 PETERBORO.

**EDITORIAL**

**POWER FOR PRE-COOLING**

A factor that in the near future is going to have a large bearing on the development of wider markets for Canadian fruit is the practice of pre-cooling before shipment. Most particularly does this apply to the more perishable classes of fruits such as peaches, plums, grapes and small fruits. When fruit is placed in the ordinary refrigerator cars several days elapse before the fruit becomes properly cooled. When pre-cooled the heat is removed from the fruit in a few hours, thus increasing the distance for safe shipment and extending the market.

The greatest difficulty that must be met is the question of procuring cheap power. At the present prices at which power can be obtained or produced, pre-cooling proves economical on a large scale only.

In California, from which thousands of carloads of citrus fruits are shipped annually, pre-cooling plants with capacities as high as twenty to thirty cars daily have been established. When applied on such a large scale as this the economical use of power is assured.

This power question is "the thorn in the flesh." Growers in the Summerland district of British Columbia are this season working out a solution of the problem. The Provincial Government, the Canadian Pacific Railway and the municipality are all cooperating to make the venture a success. In this instance the fruit is to be pre-cooled in a portion of the warehouse, the cost of fitting being met by the department. The Canadian Pacific Railway will provide free ice for one season, the part played by the municipality being to supply the electric power gratis.

The carrying out of this scheme will be followed with interest by Canadian fruit growers in general. The establishment of pre-cooling plants in the Niagara district has often been suggested and is a development that is bound to come within the next few years. Hydro-Electric may furnish the solution of the power problem of this district.

**MARKETING VEGETABLES**

To grow good vegetables is one thing; to market them to advantage is another. Not a few growers have reaped but a scanty reward from a whole season's work, because they lacked a knowledge of the essentials of good marketing practice.

Any ordinary grower can get the ordinary price. In the endeavor to obtain a fancy or even a fair price on a glutted market, the most necessary essential is for the producer to study the consumer's needs. He who originates a method of marketing which places his produce in the hands of the consumer in a more attractive form than that of his competitors is the man who wins out. In this respect our neighbors across the line seem to be leading the way. The "Home Hamper" method of marketing vegetables described in an article in this issue, shows one example of what can be done to build up a trade in a high class product.

But this is only one of many ways in which the progressive grower, who is courageous enough to break away from time-worn methods and blaze a new trail, can find an outlet for his produce at remunerative figures. Instead of sticking to the

style of package that has become common in his neighborhood he can originate one that would catch better the fancy of the buying public. Then, too, he can provide his packages with an appealing label that will also serve as a trade mark. The trade will become accustomed to his brand and will call for it. Many growers make a great mistake just in this respect. They place both the poor grade and the high grade article in the same style of package. The package therefore does not become a criterion of the grade.

Grading is most important. And the standard for each grade should be rigidly maintained in the face of all price fluctuations. Oftentimes greater returns will be realized by marketing only the higher grades and discarding the rest, than by offering the entire lot as ordinary stock.

The development of marketing methods offers wonderful possibilities for the grower to exert his ingenuity. Only the fringe of this phase of the vegetable growing industry has yet been touched. Producers will do well to give this matter serious attention.

**CENTRALIZATION JUSTIFIED**

The Central Selling Agency organized in British Columbia this season is already proving its worth. The organization is to handle an order for thirty thousand boxes of apples to be shipped to Australia. The benefits of cooperation on a large scale are at once apparent in a case such as this. Only a large organization could handle an order of this size.

The securing of this order indicates that Australia may become an extensive purchaser of British Columbia fruit. This would relieve to some extent the situation in the west through the withdrawal of considerable quantities of fruit from that market. Cooperation on a large scale is all that can bring this about. The relief it would effect is much needed as this year Washington State growers are giving both British Columbia and eastern growers a harder run than ever on the prairie markets. Freight reductions on the railroad controlled by J. J. Hill are enabling them to compete with us to greater advantage than ever before.

The United Fruit Companies of Nova Scotia is proving the salvation of the apple growers in that province. For example, steamers are chartered outright with the result that the traffic congestions that were once so annoying are largely a thing of the past. With such examples of the benefits of centralization before us it is not too much to expect splendid results from the recently organized Central Selling Agency for Ontario.

The number of complaints emanating from fruit shippers and commission men indicates that the employees of express companies are far too careless in the handling of fruit shipments. If the companies are not able to impress upon their employees the fact that they are responsible for the safe delivery of fruit handled by them, then it is time that outside influences were brought to bear on the matter. If an inspector or inspectors could be appointed to investigate the extent of the loss that fruit shippers experience in the same manner that Mr. McIntosh has handled the question of freight rates, the amount of damage reported would soon convince the Government of the need of remedial measures. Some action should be taken without delay. The express companies have managed affairs in their own way too long.