

nual plants. The committee aims to have only one name used, the common English name. Where the botanical name is common it will be accepted in the case of such flowers as phlox. Further mention of this report will be given later.

It was decided to ask the Dominion Government to modify its regulations so as to make it possible for roses to be imported by parcels post.

The following officers were elected: President, J. H. Bennett, Barrie; first vice-president, G. W. Tebbs, Orangeville; second vice-president, Dr. F. E. Bennett, St. Thomas; treasurer, C. A. Hesson, St. Catharines; secretary and editor, J. Lockie Wilson, Toronto; honorary directors, W. T. Macoun, Ottawa; Prof. H. L. Hunt, Guelph; W. B. Burgoyne, St. Catharines; directors, F. B. Bowden, Hawkesbury; R. E. Kent, Kingston; Geo. Vickers, Barrie; T. D. Dockray, Toronto; Jas. Ogilvie, Hamilton; Thos. Cutler, Clinton; R. W. Brooks, Brantford; J. H. McKay, Windsor; Dr. Bothwell, St. Thomas.

An Apple Consumption Campaign

R. M. Wislow, Victoria, B.C.

Taking advantage of the stimulus given to the apple industry by the advertising campaign of the Dominion Government, Calgary, Vancouver, and Victoria instituted "Apple Weeks"; Calgary's and Vancouver's ran from November 2nd to 7th, and Victoria's during the following week.

The British Columbia Markets Commissioner reported from Calgary that the Albertans rallied to the support of the luscious apple from British Columbia, recognizing that they got full value for their money. Prizes were offered for the best window display. In the schools, domestic science classes gave special attention to apple cooking, and the children had an opportunity to compete for prizes. The C.P.R. dining cars, hotels and restaurants offered their patrons menus of special apple dishes. The British Columbia Department of Agriculture donated \$250 towards the expenses of the campaign.

Vancouver took up the "Week" with enthusiasm, wholesalers and retailers combining in an effort to make the week the greatest boost the apple, the British Columbia apple in particular, has ever received. Prizes for windows most attractively dressed were offered, and as in Calgary all hotels put on special apple menus and newspapers filled their columns with matter eulogistic of King Apple. Every section of British Columbia exhibited at the show held all week at the Vancouver Industrial Bureau, which was enlivened by a choir of children singing apple and patriotic songs.

Victoria's apple days were of special benefit to the Island growers and consumers, and the project was keenly supported by the wholesale and retail trade. The British Columbia Fruit Growers' Association, recognizing the great benefit of these "Apple Weeks" to the industry at large, contributed \$250 towards the advertising expenses in Vancouver and \$100 in Victoria. The Okanagan United Growers contributed three cents a box on their sales for the campaign, and it is expected that the other growers will fall into line and do the same.

A bearing orchard makes annual demands upon the soil almost as heavy as a twenty-five bushel crop of wheat, not allowing anything for the yearly growth of wood.—E. E. Adams, Leamington, Ont.

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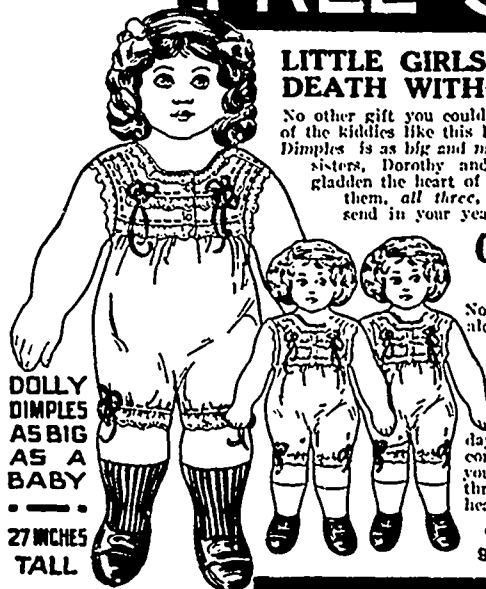
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