

The Canadian Horticulturist

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The Only Horticultural Magazine in the Dominion

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BEC, NEW BRUNSWICK AND PRINCE EDWARD ISLAND

FRUIT GROWERS' ASSOCIATIONS AND OF THE ONT-
ARIO VEGETABLE GROWERS' ASSOCIATION

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1. The Canadian Horticulturist is published on the 25th day of the month preceding date of issue.

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3. Remittances should be made by Post Office or Money Express Order, or Registered Letter. Postage Stamps accepted for amounts less than \$1.00.

4. Change of Address—When a change of address is ordered, both the old and the new addresses must be given.

5. Advertising Rates quoted on application. Copy received up to the 18th. Address all advertising correspondence and copy to our Advertising Manager, 72 Queen street west, Toronto.

6. Articles and Illustrations for publication will be thankfully received by the editor.

CIRCULATION STATEMENT

Since the subscription price of The Canadian Horticulturist was reduced from \$1.00 to 60 cents a year, the circulation has grown rapidly. The following is a sworn statement of the net paid circulation of The Canadian Horticulturist for the year ending with Dec., 1907. The figures given are exclusive of samples and spoiled copies, and of papers sent to advertisers. Some months, including the sample copies, from 10,000 to 12,000 copies of The Canadian Horticulturist are mailed to people known to be interested in the growing of fruit, flowers or vegetables.

Circulation Statement

January, 1907.....	4,947	January, 1908.....	7,650
February, 1907.....	5,520	February, 1908.....	7,824
March, 1907.....	6,380	March, 1908.....	8,056
April, 1907.....	6,460	April, 1908.....	8,250
May, 1907.....	6,620	May, 1908.....	8,573
June, 1907.....	6,780	June, 1908.....	8,840
July, 1907.....	6,920	July, 1908.....	9,015
August, 1907.....	6,880	August, 1908.....	9,070
September, 1907.....	7,080	September, 1908.....	9,121
October, 1907.....	7,210	October, 1908.....	9,215
November, 1907.....	7,257		
December, 1907.....	7,500		

Total for the year, 79,525

Average each issue in 1907, 6,627

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 benefits 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,

Toronto Office: PETERBORO, ONTARIO.
72 Queen street west,

EDITORIAL

QUEEN VICTORIA PARK

One of the beauty spots of Canada is Queen Victoria Park at Niagara Falls. It compares favorably with any park of similar pretensions on the continent. All patriotic Canadians are proud of it and well they should be.

The high standard of excellence to which this park has been raised can be credited to the able management of the late superintendent, Mr. Jas. Wilson, and of its late chief gardener, Mr. Roderick Cameron. These men deserve much praise for their untiring efforts in making the park what it is.

It is understood that permanent successors to Messrs. Wilson and Cameron have not yet been appointed. This is due probably to the fact that it is extremely difficult to find men capable of maintaining the standard of the past few years. Some of the persons now connected with the park know more about politics than about gardening and landscape art. None but thoroughly qualified men should be considered in the appointment.

HORTICULTURAL CONVENTION

The annual convention of the Ontario Horticultural Association will be held at Toronto on November 10th and 11th. An excellent program has been prepared and the executive committee expects every active horticultural society in the province to be worthily represented at the sessions of the association which is calculated to be mutually beneficial to all.

There will be interesting discussions on the practical management of horticultural societies. Measures will be submitted, showing the necessity of an increased legislative grant to our horticultural societies, if they are to maintain their present ratio of progress. Reports will be presented giving the original results of experiments in the culture of fruits and flowers. The important work of civic improvement and the beautifying of home surroundings will be discussed and illustrated. Every suggestion that is contributed to advance the interests of the societies and thereby enhance the wealth and the beauty of the province will be gladly welcomed for the benefit of all the people. Steps will be taken to promote combination among horticulturists and their co-operation with the municipal and provincial authorities in extending their influence for good throughout the country.

It is hoped that no society receiving a legislative grant will be so dead to its responsibilities and opportunities as to fail to send a delegate to this auxiliary alliance of horticultural societies, whose annual meeting inaugurates a great forward movement in the noble work of education and extension in which they are engaged. The success of this convention means greater usefulness for our societies and greater love for and pride in our homes and our country.

THE COMING CONFERENCE

Fruit growers in all parts of Canada should now be preparing for the Dominion Fruit Conference promised for the winter or spring of 1909. The need for conferences of this kind is felt by fruit men everywhere and has been pointed out in these columns many times. Many letters from men prominently connected with the industry were published last year. It was then confidently expected that the Hon. Sydney Fisher would call a third conference last spring, similar

to the excellent and important one held in Ottawa in March 1906. While the minister had made no definite promise in respect to the date for same, the delegates to the 1506 conference gathered the impression that they might expect another in 1908. It did not come off. A live-stock conference was to be held and, according to the minister, this would interfere with the holding of a fruit conference; in other words, two agricultural conferences cannot be held in Ottawa during the same year. The fruit growers did not complain. They accepted the decision and waited.

We are now rapidly approaching the time for the holding of the third conference. At all conventions of local fruit growers' associations the matter should be discussed. Questions of national importance should be decided on for discussion. Among them we would suggest an enquiry into the working-out of The Cold Storage Act as it affects the fruit industry. Scores of subjects equally important require attention. Readers of THE CANADIAN HORTICULTURIST are invited to send suggestions for publication. Let us all get together and plan together for the Dominion Fruit Conference in 1909.

In our issue for November last year, we referred editorially to the pilfering or petty stealing in orchards to which fruit growers are subjected. The practice is not confined to the country. It is followed even more in our towns and cities. Freeholders and householders in urban municipalities are constantly occasioned much annoyance and loss. Boys are the most troublesome. They locate the trees early in the season (many of them have known the best trees for years) and when the fruit is ripe, and often times before, they make wholesale raids. The remedy is in the hands of the owners and of the police. One prosecution, with possibly a brief term in jail as the penalty, if well advertised in the press, would do much to make the boys realize that stealing fruit is as great a crime as stealing money.

The progress of two of Ontario's largest and most active horticultural societies—namely, Ottawa and St. Catharines—is due in a large measure to the publicity given them by one or more newspapers in those cities. The success of any society depends to a great extent upon co-operation with its local press. There are many other horticultural societies in Ontario that would be better off if they could get their newspapers interested. How about Toronto for instance?

The drawing features of conventions are the papers and addresses that are read and delivered and the discussions that usually result. The paper and its discussion are equally important; in many cases, the discussion that the paper incites is the more valuable of the two. As the season of conventions is near at hand, it would be well for speakers to remember that it is not always the lengthy paper or address that is the most valuable. In the time allotted, the reading of the paper should not occupy more than half. It furnishes the subject for discussion and is, therefore, in effect, an introduction to the debate. Quality in an address is the first consideration. Oftentimes the quality is not as apparent as it should be until brought out by an analytical discussion.

I enjoy THE CANADIAN HORTICULTURIST very much, and I think that the people in the United States have something to learn in the way of putting out a practical magazine of that sort.—W. W. Bassett, Monticello, Fla.