

"variously chosen as their destination or "dinner stop" the most attractive hamlet in the district, noted probably for its tidy river and ponds, its avenues of maples and elms, its velvety park, its private lawns and well kept boulevards, its quaint and vine covered porches and walks and its many glorious flower gardens."

When a municipality enjoys advantages such as those described by our correspondent, it becomes a far stronger business magnet than most people realize. Not only does it attract a transient trade but it in many cases becomes the determining factor which leads industries to locate in such centres.

Quality

The fruit grower who decides to make a little more money out of his fruit crop by putting all the small, wormy, or bruised apples at the bottom of the barrels with the good fruit on top is careful that his name does not appear on the barrel. He knows that the people who buy this fruit once and get "bitten" will not buy fruit again, knowing it has been packed by the same man.

The same principle holds true with every kind of goods, which are bought and sold. People will not knowingly buy the same goods a second time, if they have bought them once and found them unsatisfactory or unreliable. Take the case of a nurseryman whose stock is not true to name, poorly grown or diseased. Or a seedsman whose seeds are not reliable. Or a manufacturer whose goods are inferior. Could these people hope to build up a big business among a certain class of people with such unsatisfactory goods?

When you see advertisers continue to spend money to tell people about their goods, describing the goods and connecting them up with their name, you may be sure they are finding their advertising profitable, or in other words that people are buying their goods and finding them satisfactory. No firm can afford to spend money to tell people about its goods if these goods are inferior or unreliable.

Notice the firms who have been using space in The Canadian Horticulturist regularly to tell you about their goods. They are all good firms, and their goods, or the service they have to offer, may be depended upon. And the new announcements appearing in The Canadian Horticulturist from month to month are from firms we feel we can recommend.

Sometimes, of course, there are fakes in advertising as in anything else. These people by making a lot of fine promises that they cannot fulfil often secure considerable business but they are soon found out and are obliged to place their advertising in other mediums, where it will reach a fresh crop of prospects. They cannot continue doing business with the same people.

This last kind of people do not advertise in The Canadian Horticulturist because they cannot. Read our "Protective Policy" on the opposite page.

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

Even more important than such considerations as these, however, is the effect such surroundings have on the citizens, young and old, who are so fortunate as to live in their midst. Most of our city fathers have been far too slow in their appreciation of the aesthetic value of such considerations as these. An improvement is now manifest in numerous sections and we may expect to see this improvement spread. Our horticultural societies are doing much to bring it about.

At long last congress has passed a bill by which a parcel's post system will be established in the United States on and after the first of the new year. It is time that something more was done in Canada than has been done as yet to introduce such a system in this country. Parcel's post is general throughout Europe and even in some South American countries. Even although Canada is large and our population sparse we should not lag behind in a matter of this importance.

A greener in the Maritime provinces who recently suffered loss through the receipt of some fraudulently packed fruit made public the treatment he had received by exposing the package and its contents, with the name of the shipper, in his window. His protest would have been more effective had he made it to the fruit inspector, for his district, of the Dominion Department of Agriculture.

PUBLISHER'S DESK

Is not that display of celery on the front cover of this issue of THE CANADIAN HORTICULTURIST something worth being proud of? It was grown in the open field by Messrs. Card and Williams, of Peterboro, and was photographed by a representative of THE CANADIAN HORTICULTURIST just as it was growing at the end of a long row. It was little, if any, above the average quality of the large crop of which it formed a part, and which is illustrated also on page two hundred and thirty-nine of this issue. There is money in such crops as these when you know how to grow them. This accounts for the increasing number of market gardeners and vegetable growers we have in Canada.

We feel a little proud of the contents of this issue of THE CANADIAN HORTICULTURIST. Look over the various articles and the names of the contributors. You will see, if you are at all familiar with our leading authorities in the different provinces, that the articles are almost all by contributors enjoying a national reputation along the lines on which they have written. It is our endeavor to secure as contributors, only such parties as are known to be thoroughly competent to deal with the subjects they handle. The fact that this publication is known as "The Old and Reliable Canadian Horticulturist," and that its circulation and influence continues to grow rapidly is an indication that we are succeeding with our aims. Our November issue will equal this one in point of excellence. Watch for it and, as usual, you will not be disappointed.

During the next three months several thousand subscriptions of THE CANADIAN HORTICULTURIST will expire. A few hundred are already in arrears. Our subscri-

ors will confer a great favor on us, and possibly save inconvenience to themselves, if they will make it a point to renew their subscriptions promptly. There is a possibility that the subscription price of THE CANADIAN HORTICULTURIST may be advanced at the first of the new year. This being the case, we would advise our subscribers to take advantage of our offer to send THE CANADIAN HORTICULTURIST for two years for one dollar. Do not allow this to escape your memory.

SOCIETY NOTES

We invite the officers of Horticultural Societies to send in short, pithy reports of work that would interest members of other Horticultural Societies.

St. Catharines

The first exhibition of flowers and vegetables grown in the gardens of the Alexandra School, St. Catharines, was given recently. The display was made in one room, and consisted of exhibits grown and arranged by the pupils of the school, and each class was given fifteen minutes to observe the display and learn the names of the various exhibits. The whole was under the direction of Principal Gayman, assisted by Mr. Vosburg, the caretaker of the school grounds and gardens, and the exhibition was attended by all the teachers of the school, by Mr. Watson, chairman of the Public School Board, and Trustees Moyer and Watts.

The vegetable display consisted of large pumpkins, squashes, ornamental gourds, mock oranges, beets, tomatoes, cabbages, cauliflowers, radishes, beans, corn, flax, sweet potatoes and peanuts, which do not come to maturity in this climate, and all the samples were well grown.

The flowers were of different varieties, displayed neatly in vases, and made a brilliant show. They consisted of a large number of blooms, including varieties of asters, dahlias, mignonette, dianthus, zinnias, phlox, verbenas, candy-tuft, snow on mountain, African and French marigolds, pansies, gladioli, sweet alyssum, nasturtiums, petunias, scabiosa, corn flower, golden rod, geraniums and others.

The vegetable garden is at one side of the grounds, the flower garden at the other, though flowers appear in different parts, for ornamentation. In the vegetable garden are different varieties of seeding pine trees, Kaffir and sweet corn, onions, lettuce, etc.

Tillsonburg

Our local skating rink was a bower of beauty recently with bunting, flags, Chinese lanterns, and many tables filled with brilliant-colored blossoms, the occasion being the annual flower show under the management of the Horticultural Society. A large number of valuable special prizes was an incentive to the members to put forth their best efforts, and so the number of entries was large and the quality of the exhibits of a high order.

The refreshment section of the show vied with the flowers in beauty and was well patronized. Music was furnished by the Imperial orchestra.

The flowers were judged by Mr. Hay, of Brantford, who spoke in very complimentary terms of the exhibition, praising especially the showing of asters and gladioli.