# The Canadian Horticulturist

#### Contents for June

Strawberry Patch and Orchard at Kelowna, B. C., Cover

#### Fruit and Fruit Growing

The Grape—Its Cultivation and Care, A.B. Balfour, 133
Orchard Observations . . . J. H. Hare 134
Co-Operation in Nova Scotia . . S. C. Parker 135
Practical Experience in Fruit Growing . . . .

Alexander Smith 136
Fertilizers for Fruit Growers . . R. Harcourt 137

#### Flowers and Flower Growing

Treatment of Evergreen Plants Wm. Hunt 137	7
Herbaceous Borders A. E. Fletcher 138	
Flowers in June	)
Hints for Amaieurs	
June Planting Notes Wm. Hunt 141	
Delphiniums Mrs. A. L. Jack 142	2
The Amateurs Garden E. F. Collins 142	2

#### Vegetables

Growing 82 Varieties of Vegetables, Geo. Baldwin 143

#### General

Editorials	144
Publishers Desk	145
Society Notes	145
D 1, 011	145
Fruit Shipments to Glasgow	147
Successful Market Gardener	150
Provincial Notes	153
Poultry Notes	v
Fruit Crop Prospects	. v

### INDEX TO ADVERTISEMENTS.

Bank
Cameras
Classified Advertisements vi
Commission Manalant
Fencing
Fortilian 192
Planes Data
E
100
- · · · · · · · · · · · · · · · · · · ·
Insecticides and Fungicides . ii, 146, 148, 149, 152, 154, 155, v
Ladders
Lawn Mowers
Lawn Swings
Nurserv Stock iv, 146, 147, 156, vi
Periodicals
Pianos
Premiums
Plants and Bulbs
Salt vi
Spraying Machines and Supplies ii, 148, 149, 155, 156, v
Telephones
Typowyitana
Vonniald-
Weshing Mark
wasning Machines

### TALKS ON ADVERTISING

By the Advertising Manager

## WHY ADVERTISED GOODS ARE BEST

Advertised goods usually possess special points of merit. That is why they are advertised. What firm would spend \$50,000 to \$100,000 or more per year, as many Canadian firms do, to advertise their goods, if they knew these goods to be of inferior quality? They cannot afford to do so. No individual or firm could continue to advertise a line of goods if the quality were such that customers would not buy those goods a second time. They realize that advertising a product extensively will bring them a large number of new customers, but no amount of advertising will hold those customers if the goods are not satisfactory. On the other hand, if the goods have quality, each new customer gained through advertising is likely to continue to buy these goods, and is accordingly worth to the advertiser many times more than the customer who buys once and once only. The advertiser with a poor product simply cannot compete with the advertiser whose goods possess quality.

The firm or individual who has been advertising steadily and persistently, and backing up his advertising with goods of high quality, has built up a reputation of many thousands or even hundreds of thousands of dollars. He knows he dare not risk his reputation by putting out inferior goods. When, therefore, we see an advertiser who has been keeping his name steadily before the readers of any publication or publications for any length of time, we know that the money he has spent to make his goods known stands as a guarantee for the quality of his goods and the fair treatment accorded customers.

Many of the firms advertising in The Canadian Horticulturist, have been doing so for years. Their names are familiar to the readers of The Canadian Horticulturist, who feel that they know them, and that they can depend on their reliability, and the quality of the goods they have for sale. The amount which these advertisers have spent on advertising in The Canadian Herticolturist, and through other mediums, has not only served the purpose of making their name well known to prospective customers, but represents to a large degree the amount which they have invested in building up their present reputation, which reputation must be protected by the quality of their goods and full satisfaction to customers. Customers of firms which advertise in our columns have the additional assurance of quality and fair dealing given by our Protective Policy, which appears in each issue, and which practically guarantees to our readers the reliability of all advertisements appearing in The Canadian Horticulturist.

Advertised goods have a reputation which must be maintained. In the case of unadvertised goods, the advertiser or dealer has not spent the same amount to make his goods widely known and to establish their reputaion. He accordingly has not as much at stake should he decide to sacrifice the interests of his customers for the sake of temporary gain. It pays to buy advertised goods.

We do not admit Advertisers to our Columns except such as we believe are thoroughly reliable.