

but the proposition seems to have overcome them, as we hear nothing more about it.

From a horticultural standpoint one of the best things that could happen in Canada would be the making of arrangements by which each of the provincial exhibitions now held annually in Nova Scotia, New Brunswick, Ontario and British Columbia would follow each other in consecutive order. These could then be advertised. Intending well-to-do settlers could be encouraged to make a tour of all the provinces, taking in each of the exhibitions; apple buyers could be attracted, and a healthy rivalry created between the provinces that would prove beneficial to all. The suggestion might receive attention at the next Dominion fruit conference.

From time to time we have drawn attention to the need that exists that the work of the entomological division of the Dominion Department of Agriculture should be extended and strengthened. In this connection we would like to see the division furnished with the funds that would enable it to publish a bulletin or book, profusely illustrated by colored plates, describing and giving the life history and characteristics of the more important injurious insects of the orchard, garden and farm. There are numerous bulletins giving this information in part, but none seems ever to have been attempted that would deal with the subject at all comprehensively. The educational value of the weed bulletin issued a few years ago by the Dominion seed division has been so great as to justify the expense that would be involved in the publication of a similar volume dealing with insects.

Compulsory spraying has frequently been advocated in Ontario and elsewhere in the

East, but the proposal has never been treated seriously by those in authority. Such a law prevails in British Columbia. If a grower refuses to spray, government officials have power to enter his orchard and do the work for him, and he has to pay the bill. Had there been such a law in Ontario the San Jose Scale would never have made the progress that it has. One of the worst agencies, probably the worst, in the spread of this pest were the orchards so far destroyed by the scale that their owners neglected them and left them to infest surrounding orchards. Some townships have appointed inspectors in an effort to deal with the situation and much good work has been accomplished by them. The situation, however, has never been entirely satisfactory. We can hardly wonder, therefore, that we still meet those who favor compulsory spraying.

From the outset the Ontario government has acted as though the Jordan Experiment Station was a sort of unwelcome infant that had been forced upon it against its will. It has never granted any more funds than it could well help to develop the work for which the station was established, and now it is stinting these. An improvement in this respect is over due.

PUBLISHER'S DESK

Our front cover illustration this month shows a partial view of the celebrated Prairie Valley, near Summerland, B.C. It conveys a good idea of the beautiful nature of the country in this favored fruit growing section.

From time to time we are asked why we do not publish more news from British Columbia in *The Canadian Horticulturist*. The same mail that brings such a letter may bring similar letters from subscribers in Nova Scotia and Quebec who feel that the fruit interests of their sections do not receive adequate attention in our columns. To all such letters we reply that *The Canadian Horticulturist* is national in scope. The territory covered by *The Canadian Horticulturist* is so broad it makes it impossible for us to publish as much information and as many special articles relating to each section as we could were this paper local in character. As far as practical we endeavor in each issue to publish some notes from each of the leading fruit growing provinces and also articles that will be of equal value wherever they may be read. Within the next year or so we expect to be able to enlarge *The Canadian Horticulturist* sufficiently to enable us to give more attention to each province than we now do. Thus, while we will give more local news connected with each province, *The Canadian Horticulturist* will still remain national in scope and in usefulness.

Quite often we receive letters similar to the two mentioned in the advertising talk in our September number, asking for information as to where a certain class of goods may be purchased. There are probably many of our readers who wish to secure some such information, but who hesitate to write us. As our advertising department is in touch with the leading manufacturers and dealers handling goods and as readers of *The Canadian Horticulturist* may wish to buy, we can usually furnish the desired information to inquirers, where they fail to find what they want in our advertising

columns. We are always pleased to furnish any such information as may be desired by our readers.

Plans are being laid for next year's issues of *The Canadian Horticulturist* which will insure our publishing the strongest numbers of the magazine our subscribers have ever received. Experts are being engaged to furnish timely articles for each issue throughout the year. Every issue will be filled with the most helpful class of information, and it will all be furnished by well known Canadian authorities on the subjects dealt with. The illustrations in each issue will also be of special merit. Expert photographers have been at work this year securing photographs for publication next season when their appearance will be most helpful. Attention is being given to each department of the paper, including the fruit, flower and vegetable sections. We expect to have our plans sufficiently complete to enable us to tell you more about them in our November issue.

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.

The Ontario Association

A meeting of the directors of the Ontario Horticultural Association was held in the tent of the Ontario Department of Agriculture on the Exhibition grounds, Toronto, September 5th. There was a full attendance, with the president, R. B. Whyte, in the chair. An excellent programme has been drawn up, which will make the approaching annual convention a most interesting one. Flowers, small fruit and civic improvement will be discussed. The selection of the date for the convention was left to the president and secretary. It will be held during the week of the Ontario Horticultural Exhibition in November next.

LET US HAVE DISCUSSIONS

In establishing this department in *The Canadian Horticulturist* our desire has been that officers of horticultural societies would discuss through it methods of work that they found most successful. We would like to see discussions on such subjects: for instance, as whether or not it is advisable for societies to hold regular exhibitions. Some societies that have been holding exhibitions for years claim that by means of the exhibitions they interest the public in their work and that the competitions lead their members to put forth greater efforts to produce the highest quality of fruits and flowers. Against this it is contended that almost invariably the prizes at these exhibitions are captured by the same growers month after month and year after year, that not over five per cent. of the members of the average society draw any of the prize money offered and that more good would be accomplished were the money that is spent for prizes given for lawn and garden competitions and for the purchase of more liberal premiums for distribution among all the members. Officers of societies who have had experience in both lines of work are requested to furnish us with statements giving the results of their experience.

GALT

The September exhibition of the Galt Horticultural Society was held in the Market Hall, which was filled with unusually attractive exhibits. An entrance fee of fif-

Clean Advertising

"He must go." That is what two thousand representative advertising men from Canada, the United States, and England said at a great convention held recently in Boston, when discussing the advertiser who publishes dishonest, unclean or untruthful advertising.

Publishers recognize that they cannot allow the dishonest advertiser to use space in their publications if they are to retain the goodwill of their readers and the patronage of reliable advertisers. It is as much their duty to protect their readers from unreliable information in their advertising columns as from misleading articles in their reading columns.

The Canadian Horticulturist was one of the first Canadian publications to adopt this principle in regard to the advertisements it prints. For years its publishers have refused to publish any advertisements they felt to be unreliable or objectionable in any way, or that they felt doubtful about.

This attitude, while it has cost the publishers a great deal in loss of advertising which they might have accepted and published, has earned the confidence of readers of *The Canadian Horticulturist*. They intend to continue to merit that confidence.

We believe that every advertisement in this issue of *The Canadian Horticulturist* represents a reliable individual or firm and one which our readers need have no hesitation in patronizing.