

# The Canadian Horticulturist

Published by The Horticultural  
Publishing Company, Limited

PETERBORO, ONTARIO



## The Only Horticultural Magazine in the Dominion

OFFICIAL ORGAN OF THE ONTARIO, QUEBEC, NEW  
BRUNSWICK AND PRINCE EDWARD ISLAND  
FRUIT GROWERS' ASSOCIATIONS

H. BRONSON COWAN, Managing Director

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

2. Subscription price in Canada and Great Britain, 60 cents a year; two years, \$1.00. For United States and local subscriptions in Peterboro (not called for at the Post Office), 25 cents extra a year, including postage.

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

4. The Law is that subscribers to newspapers are held responsible until all arrearages are paid and their paper ordered to be discontinued.

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

6. Advertising rates One Dollar an Inch. Copy received up to the 15th. Address all advertising correspondence and copy to our Advertising Manager, Peterboro, Ont.

7. Articles and Illustrations for publication will be thankfully received by the Editor.

### CIRCULATION STATEMENT

The following is a sworn statement of the net paid circulation of The Canadian Horticulturist for the year ending with December, 1911. The figures given are exclusive of samples and spoiled copies. Most months, including the sample copies, from 11,000 to 12,000 copies of The Canadian Horticulturist are mailed to people known to be interested in the growing of fruits, flowers or vegetables.

January, 1911	8,082
February, 1911	8,260
March, 1911	8,523
April, 1911	9,469
May, 1911	9,783
June, 1911	10,178
July, 1911	10,062
August, 1911	10,043
September, 1911	9,973
October, 1911	9,991
November, 1911	9,968
December, 1911	10,157

Total ..... 114,499

Average each issue in 1907, 6,527

" " " " 1908, 8,095

" " " " 1909, 8,970

" " " " 1910, 9,967

" " " " 1911, 9,541

August, 1912..... 11,403

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 benefit 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,  
PETERBORO, ONT.

## EDITORIAL

### A MARKET TRANSFORMATION

Slowly at first but of late years more rapidly the control of the fruit markets of the world has been passing from the hands of the dealers into those of the growers. Ten years ago the grower was at the mercy of the buyer when the time came for him to market his crop. He had little or no authentic information concerning crop conditions throughout his own province, not to mention those of the world. Therefore he was compelled, unwillingly, to accept the statements of the buyers, who naturally always knew of large crops in some portion of the world that were certain to ensure low prices prevailing during the season to follow. In consequence, growers were forced year by year to accept unduly low prices for their products, and the fruit industry in general suffered therefrom. For the most part orchards were sold tree run, and little or no encouragement was given growers to produce a superior quality of fruit.

The transformation that has taken place in these conditions during the past ten years has been marvellous. The first sign of the change that was coming developed when the first cooperative apple growers' association was formed. One by one these came into existence in different parts of the country. Some lived for only a season or so, but for the most part they succeeded. Confidence in them increased as the years passed by and the benefits that accompanied their operations became evident.

Some six years ago in Ontario a provincial association was formed composed of representatives of the various local associations. This association gathered authentic information in regard to crop conditions and prices and posted its members accordingly. Thus they were no longer dependent upon the buyers, but instead were enabled largely to set their own prices.

Gradually the reports issued privately among the local associations by the provincial association were supplemented by reports issued by the various provincial departments of agriculture. These reports, published broadcast through the press, helped to keep growers posted in regard to crop conditions. Coincident with the publication of these reports, the Dominion Fruit Division commenced the publication of a national crop report, including a summary of crop conditions in other countries, that has helped materially to strengthen the hands of the growers. Across the border the Crop Reporter, issued by the United States Department of Agriculture, has served to reveal fruit conditions and prospects in that country. Still more recently the International Institute of Agriculture, representing all the leading nations of the world, has commenced the publication of regular international reports dealing with world-wide conditions. In consequence of these developments there is no reason to-day for any wide-awake fruit grower who desires to be informed in regard to crop conditions lacking information. Instead, it is a simple matter for him to be comparatively as well informed in regard to fruit conditions as any buyer.

Another and almost equally important development is now being effected. For a while after the opening of the great west-

ern fruit market local associations were largely dependent for their information concerning it upon reports furnished by such representatives as they might send to the consuming centres of the west. Three years ago the British Columbia Provincial Government appointed a market commissioner to visit these markets and report weekly the conditions there existing for the benefit of the growers of that province. This year the Ontario Government has followed the example thus set. In this way the position of the growers is being still further strengthened.

As a result of all these changes the prices obtained by fruit growers for their crops have been steadily advancing, especially in the case of those growers who are members of cooperative associations. To-day the old system under which the buyers dealt with the individual growers has almost completely disappeared in many portions of Ontario, Nova Scotia and British Columbia. Instead the buyers deal direct with the associations, sometimes purchasing from twenty to forty thousand barrels of graded fruit from an individual association.

All that has thus been accomplished is but preliminary to further changes still to come. The better returns they are receiving in their fruit are encouraging the growers to produce fruit of a higher quality and to adopt more modern styles of packages. Box packing is becoming more and more general. The pre-cooling of fruit, with all it will mean, is now within sight. A new spirit of optimism and confidence is evident among the growers in all the fruit districts of the Dominion. This new spirit is the most encouraging augury we have of the further improvements and successes the future holds in store for us.

### A POWER IN PUBLICITY

Few horticultural societies realize what assistance they might gain for the work they are doing were they to make greater use of the reading columns of their local papers. The two most successful horticultural societies in Ontario are those located in St. Catharines and Ottawa. The president of the former is the editor of one of the local papers. Through his efforts publicity has been given to the work of the society the whole city has been interested in its accomplishments. In Ottawa all the city papers have, time and again, liberally assisted the local society. In some instances full page descriptions of the work it was doing have been published. Thus thousands of people have been interested in the society, who otherwise might never have heard of it.

The average editor is a busy man. Many are not directly interested in horticulture. Therefore they do not appreciate its importance or give to it the attention that they otherwise would. This has led many societies to conclude that their local papers are not interested in this work, and that they will not give the publicity that is so important to horticultural affairs. Some societies claim to have sent their local papers reports which have been suppressed or emasculated as to be of little value.

In nine cases out of ten the first conclusion is not well founded, and an explanation may be found for the abbreviated reports. The officers of societies often do not know how to write their reports in an interesting manner. Their reports, therefore, do not appeal to the editor nor to the public. When, however, a society discovers how to describe its doings in an interesting manner it will be found almost invariably