

The Canadian Horticulturist

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Publishing Company, Limited

The Only Horticultural Magazine in the Dominion

Official Organ of British Columbia, Ontario, Quebec
and Prince Edward Island Fruit Growers'
Associations and of the Ontario Veg-
etable Growers' Association

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1. The Canadian Horticulturist is published the first
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are notified by letter to discontinue, when all arrearages
must be paid.

5. Change of Address—When a change of address is
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6. Advertising Rates quoted on application. Circu-
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A GREAT NATIONAL ORGAN

In pursuance of our declared intention to make THE CANADIAN HORTICULTURIST a paper of national influence and of international renown, we hereby announce an important change in policy. In future the regular subscription price will be 50 cents a year instead of one dollar a year. New or renewal subscriptions will be accepted for periods of three years for \$1.20. This means that our regular price for yearly subscriptions has been cut in half, and that the reduction, in the case of three year subscriptions, is even greater. In spite of this great drop, it is our intention to not only maintain the present standard of the magazine, but to further improve it in several important respects.

The decision to lower the price of subscription was reached unanimously at a meeting of the shareholders of the Horticultural Publishing Company held early in August. It was the feeling of all present that it would be better to obtain a circulation of 10,000 to 12,000, within the next couple of years, at the 50 cent subscription rate, than to have a circulation of 5,000 to 6,000 at the one dollar rate.

The facts are these: Most of the leading fruit, flower and vegetable growers of Canada are already subscribers for THE CANADIAN HORTICULTURIST. These men have not hesitated to pay one dollar a year for the magazine, and have considered it cheap at the price. On the other hand, there are thousands of people in Canada who are interested in horticultural matters in only a small way. These include thousands of farmers with three to ten or more acres of apple orchards as well as many people in cities, towns and villages who are growing flowers on an amateur scale. But few of this class of people are now taking the paper. We desire to reach them also.

Experience has demonstrated the fact that these people will not pay one dollar a year for a magazine that is published only once a month. It is necessary, therefore, if their subscriptions are to be gained and retained: first, that we shall offer THE HORTICULTURIST to them at a price that will lead them to subscribe; and,

second, that the quality of the paper be such that they will be glad to renew their subscriptions when they expire. It is this that we intend to accomplish.

In adopting these new subscription rates we are following a policy that has proved successful with the leading fruit papers of the United States. The *Western Fruit Grower* and the *National Fruit Grower*, both of which are monthly fruit papers, having a circulation each of over 35,000, both built up their subscription lists by accepting subscriptions at the rate of 50 cents a year and at still lower prices for long term subscriptions. The *Southern Fruit Grower* and *American Fruits*, two other well-known United States publications, are circulated on the same basis. We have decided, therefore, that THE CANADIAN HORTICULTURIST shall not be outdone by the fruit papers in the United States. Instead, its circulation will be pushed on the new basis from one end of the Dominion to the other, until we have built up a subscription list that will make the magazine not only a decided financial success but one of great influence and power.

The growth of THE CANADIAN HORTICULTURIST during the past five years has been phenomenal. No other magazine in the Dominion has made more rapid progress. Not only has it been doubled in size, but for five years in succession its receipts from advertising have doubled each year. This progress has been most gratifying to the management. The only point in which improvement has been slow has been in that of circulation. On the new subscription basis it is believed that the solution of this difficulty has been found. A bright future for the magazine, therefore, is anticipated.

At the shareholders' meeting it was decided that to enable the making of further improvements in THE HORTICULTURIST, and to permit of an energetic subscription campaign, it would be well to issue \$10,000 more stock. A considerable portion of this stock was subscribed at the meeting. The remainder will be reserved for one month to give the present shareholders an opportunity to increase their holdings, after which the balance, if any, may be offered to our readers.

The fruit industry of Canada, during the past few years, has shown phenomenal development. The next few years promise to show even greater progress. New markets are opening in the west with great rapidity. The in-rush of population is so immense that the consuming capacity of our eastern centres is showing a marked increase. The better standing of our fruit in the British markets, and the improved cold storage arrangements on our railway and steamship lines, will greatly extend the European outlet. All this means that Canada needs a live, aggressive paper dealing with horticultural matters, and it is our aim to fill this need by means of THE CANADIAN HORTICULTURIST.

A NEW COOPERATIVE MOVEMENT

The organization of an Ontario Cooperative Fruit Growers' Association is an event of more than ordinary import. It marks another step in the movement that is helping to obtain for the growers full value for their crops. Being founded on a strictly commercial basis, it will assist the local cooperative associations to eliminate many of the evils that beset the Canadian fruit trade.

One of the greatest of these evils is the irresponsible buyer. Every year many growers are defrauded by sharpers. They sell their fruit to men who have carefully and deliberately laid plans to rob them. These men buy as many barrels as they can secure, making only a small advance payment, ship them to the Old Country, and go back to the grower with tales of disaster, injury in transit, a glutted market and others equally false. The grower is forced to accept whatever he can get, because, unfortunately, he can get no redress. The

buyer is irresponsible; he has no property in the section by which the grower can obtain recompense. The buyer, rejoicing in the ease with which it was done, moves off the next year in search of a new field to exploit.

There are other defects in the condition of our fruit industry. Having no storage facilities, growers, acting individually, are forced to rush their fruit to market. This tends to glut the market and the grower suffers. He should be in a position to obviate this feature of the trade, but he is not, so long as he acts alone.

The individual grower seldom has fruit in sufficient quantity to warrant responsible buyers visiting him. The fruit may be good and well packed, but, as no two men in a locality have equal ideas on what constitutes a correct pack, the packing of fruit in such a locality is not uniform. Buyers know this, and steer clear of such localities, or gather in the fruit at ridiculously low prices.

Even when buyers do visit him, the individual apple grower is, as a rule, at his mercy. Having little or no definite information regarding the condition of the market and of prices being paid, the grower, generally, is forced to accept what is offered. Frequently apples that net the grower \$1.50 a barrel, sell on the market for five, six or seven dollars. Between the grower and the consumer there is a line of middlemen that appropriate to themselves the profit that proper management would bring to the growers. Some of these middlemen should be eliminated.

These are some of the evils that cooperation is helping to overcome. Cooperative associations, usually, have large quantities of fruit at their disposal. This enables them to store their fruit when it is advisable to do so, to sell direct to responsible firms and to demand cash for every sale made. They are in a position to put up and offer a uniform pack, and to ask a high price for it.

The cooperative movement in Ontario is of recent origin, but it has shown wonderful advancement. This year one-tenth of the crop of the province will be handled by the cooperative associations; five years ago, it is doubtful if 5,000 barrels were put up in this way. The increased interest is due to the soundness of the principle having been demonstrated by the larger profits that have been realized on fruit thus handled.

A number of the cooperative associations in Ontario have been eminently successful. At first they found no difficulty in disposing of their crops. More recently, through lack of cooperation between them, their salesmen have competed against each other, and prices thereby have been affected injuriously. This has shown the need for still another and a more advanced step in the cooperative movement—namely, cooperation among the cooperative associations. This now has been accomplished. In future, instead of several associations sending salesmen to the west or to Great Britain, and where possibly they might compete with each other, the central organization will be able to send one man, who thus will be able to maintain prices. In the past the local associations have had no means of knowing what the other associations were asking for their crops, or the prices being paid in the different sections. Through the new provincial organization each association in future will be kept informed in regard to the prices prevailing in the other parts of the province. Through the influence of the newly organized Provincial Association, the larger associations now will be able to help the smaller, and therefore, weaker, organizations.

The value of the Ontario Cooperative Fruit Growers' Association will be far-reaching. Other provinces may fall in line. British Columbia, for example, has a number of local associations. It is probable that she will follow the example of Ontario and organize a provincial organization. Thus will be welded