

# The Canadian Horticulturist

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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.
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3. Remittances should be made by Post Office or Express Money Order, or Registered Letter. Postage Stamps accepted for amounts less than \$1.00.
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6. Advertising Rates quoted on application. Copy received up to the 18th. 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, 1910. 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, 1910 .....	8,525
February, 1910 .....	8,967
March, 1910 .....	9,178
April, 1910 .....	9,410
May, 1910 .....	9,505
June, 1910 .....	9,723
July, 1910 .....	9,300
August, 1910 .....	8,832
September, 1910 .....	8,776
October, 1910 .....	8,784
November, 1910 .....	8,747
December, 1910 .....	8,662
	<b>108,969</b>

Average each issue in 1907, 8,677

" " " " 1908, 8,635

" " " " 1909, 8,978

" " " " 1910, 9,967

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, ONTARIO.

## EDITORIAL

### THE ELECTION AND THE FUTURE

Since the election those fruit and vegetable growers who were alarmed, and with reason, in regard to how they might be affected by the passing of the reciprocity measure, have been breathing easier. There is little chance now of such a measure being adopted for another nine or ten years at least, and therefore all immediate cause for anxiety has been removed. Nevertheless the election has its lessons which should not be overlooked.

The inherent weakness of all industries built up behind the walls of protection is that they are subject to constant alarms. Every election is liable to bring on a clamor for the lowering or removal of the protecting tariff. This creates uneasiness in the minds of all connected with these industries and tends to unsettle trade. In Canada, hereafter, in spite of the immense vote polled against reciprocity this condition is likely to be most apparent.

As long as the United States was opposed to free trade there was practically no agitation in Canada for it. This accounts for the relief in this respect that we have had in the past. Now, however, that the United States has shown its willingness to enter into a free exchange of natural products the agitation in Canada for the acceptance of the offer is not likely to subside. The urban population of the United States is growing rapidly. Its rural population is remaining stationary or decreasing. Thus year by year the value of the United States markets to our farmers will steadily increase. In Canada, because of our millions of acres of free farm lands, our rural population, for years to come, is likely to increase more rapidly than the population of our towns and cities. Thus our surplus of farm products for export will grow in proportion. This being the case, the demand for free trade is more likely to increase from year to year than it is to subside.

It seems altogether likely that the Liberal party will continue freer trade as a plank in its platform, including even many lines of manufactured products and an increase in the British Preference. This would make the question of free trade an issue at each election hereafter. Thus the battle may have to be fought all over again with its consequent disturbance to business conditions. The indications are that there lies before us a long period of tariff unrest.

### ESSAY COMPETITIONS

This year, through the generosity of Messrs. R. B. Whyte of Ottawa the president of the Ontario Horticultural Association, and of Mr. Hermann Simmers of Toronto, a member of the well known firm, J. A. Simmers, Ltd., acsismen, of Toronto, prizes aggregating fifty dollars in value were offered to members of the Ontario Horticultural Societies contributing the best essays on the subject "My Favorite Garden Flower and How I Grow It." A number of excellent essays have been submitted in this competition, but not nearly so many as there might have been had the competition been more widely advertised by the local horticultural societies. The results of the contest will be announced shortly and the winning essays printed.

This is a line of work that the Ontario Horticultural Association might well take up next year and extend. A condition of the contest might be that competing essays must first be read at meetings or exhibition of the local societies before being eligible to compete for a provincial prize. Later the successful essays could be read at the annual convention in Toronto of the Ontario Horticultural Association and published in its annual report, thus receiving wide distribution. There is a great demand for such information as these essays could be arranged to provide. By conducting competitions of this character regularly each year the educational value of our horticultural societies could be much increased without involving the expenditure of more than a trifling sum.

### EXHIBITION SUGGESTIONS

The fruit growers of Eastern Canada are making rapid progress, but much still remains to be accomplished. Our greatest need is a broader vision of the possibilities of our industry, more enthusiasm and a spirit of hearty cooperation in efforts to bring them to pass. In the light of what we might do if we would, what we are doing often seems sadly inadequate.

This year, for instance, Nova Scotia will export over a million barrels of apples. The fruit is of unusual quality. The bulk of it will grade high. It will bring into the province several million dollars. This month the Nova Scotia Horticultural Exhibition will be held at Wolfville. It will open on October tenth and last for three days. The prize list amounts to two thousand dollars. Think of it! Two thousand dollars! It should be twenty, or still better, thirty thousand dollars. But not it is two thousand dollars.

Last year British Columbia, which imported twenty-eight thousand, one hundred and three barrels of apples and exported only one thousand nine hundred and twenty-three barrels, held a national apple show at which fifty thousand dollars was offered in prizes. Five thousand dollars was offered as one prize for the best carload of apples. This year they are holding a provincial show at which the prizes offered will be equally liberal. What, let us wonder, would their prize list be if they had an apple crop like that in Nova Scotia?

The trouble in Nova Scotia does not rest on the shoulders of the directors of the exhibition. It cannot be blamed against the provincial government. It rests with the people of the province as a whole and particularly with the rank and file of the growers themselves. Did they but realize that there is nothing to prevent them from holding a show equal to that held in British Columbia, that doing so would advertise the fruit growing possibilities of the province to the world as nothing else could, that it would tend to double and treble the value of the good orchard lands of Nova Scotia, which are ridiculously low, thus increasing the prosperity of all the growers, we would soon see Nova Scotia holding an apple show that would be a credit to the East.

Ontario is but little if any better. It grows the great bulk of the fruit produced in Canada. Each year it holds an excellent provincial horticultural exhibition, but its prize list of less than five thousand dollars, a large proportion of that being offered for flowers and vegetables, is not what it should be. This year the directors of the Fruit Growers' Association had an opportunity to arrange for the holding of a national apple show in Ontario next year.