

The Canadian Horticulturist

COMBINED WITH

THE CANADIAN HORTICULTURIST AND BEEKEEPER

With which has been incorporated
The Canadian Bee Journal.
Published by The Horticultural
Publishing Company, Limited
PETERBORO, ONTARIO

The Only Magazines in Their Field in the
Dominion

OFFICIAL ORGANS OF THE ONTARIO AND QUEBEC
FRUIT GROWERS' ASSOCIATIONS
AND OF THE ONTARIO BEEKEEPERS' ASSOCIATION

H. BRONSON COWAN Managing Director

UNITED STATES REPRESENTATIVES
STOCKWELL'S SPECIAL AGENCY

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1. The Canadian Horticulturist is published in two editions on the 25th day of the month preceding date of issue. The first edition is known as The Canadian Horticulturist. It is devoted exclusively to the horticultural interests of Canada. The second edition is known as The Canadian Horticulturist and Beekeeper. In this edition several pages of matter appearing in the first issue are replaced by an equal number of pages of matter relating to the bee-keeping interests of Canada.

2. Subscription price of The Canadian Horticulturist in Canada and Great Britain, 60 cents a year; two years, \$1.00, and of The Canadian Horticulturist and Beekeeper, \$1.00 a year. 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.

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, \$1.40 an inch. Copy received up to the 20th. Address all advertising correspondence and copy to our Advertising Manager, Peterboro, Ont.

CIRCULATION STATEMENT

The following is a sworn statement of the net paid circulation of The Canadian Horticulturist for the year ending with December, 1912. The figures given are exclusive of samples and spoiled copies. Most months, including the sample copies, from 13,000 to 15,000 copies of The Canadian Horticulturist are mailed to people known to be interested in the growing of fruits, flowers or vegetables.

January, 1912.....	9,998	August, 1912.....	11,148
February, 1912.....	10,437	September, 1912.....	10,997
March, 1912.....	10,877	October, 1912.....	10,972
April, 1912.....	11,788	November, 1912.....	11,162
May, 1912.....	12,112	December, 1912.....	11,144
June, 1912.....	10,946		
July, 1912.....	10,966		
			132,556

Average each issue in 1907, 6,677	
" " " " 1908, 8,695	
" " " " 1909, 8,978	
" " " " 1910, 9,467	
" " " " 1911, 9,541	
" " " " 1912, 11,037	

November, 1913..... 13,778

Sworn detailed statements will be mailed upon application

OUR GUARANTEE

We guarantee that every advertiser in this issue is reliable. We are able to do this because the advertising columns of The Canadian Horticulturist are as carefully edited as the reading columns, and because to protect our readers we turn away all unscrupulous advertisers. Should any advertiser herein deal dishonestly with any subscriber, we will make good the amount of his loss, provided such transaction occurs within one month from date of this issue, that it is reported to us within a week of its occurrence, and that we find the facts to be as stated. It is a condition of this contract that in writing to advertisers you state: "I saw your advertisement in The Canadian Horticulturist."

Rogues shall not ply their trade at the expense of our subscribers, who are our friends, through the medium of these columns; but we shall not attempt to adjust trifling disputes between subscribers and honorable business men who advertise, nor pay the debts of honest bankrupts.

Communications should be addressed

THE CANADIAN HORTICULTURIST
PETERBORO, ONT.

EDITORIAL

TRACING THE MONEY

The editor of the Grimsby Independent has been occupied recently endeavoring to trace the final resting-place of the bulk of the money that drops out of sight somewhere between the point where the fruit grower is paid for his product and where the city consumer pays out his money for the same article. The following is a report of his investigations and his conclusions based thereon:

"I have traced a basket of peaches from Grimsby to Queen Street West, Toronto, and made the following discoveries—First, the fruit grower got forty cents for his basket of fruit, the railway company got five cents, the commission house got four cents, landing the basket of fruit in the hands of the retailer in Toronto for forty-nine or fifty cents. The consumer paid at a retail store on Queen Street West, Toronto, ninety cents. Now this is not the history of only one basket of fruit, but it is the history of thousands and tens of thousands and it is a very conservative history, because there are many choice baskets, for which the grower does not get anything more than the usual price in his home town, and the retailer puts them up as extra choice, and charges a dollar, a dollar and ten cents for them, and even a dollar and twenty-five cents. Now, what does this prove? This proves that the grower got forty cents for his basket of peaches, the railway company got five cents, the commission house got four cents, and the retail dealer got forty cents. What does that mean? It means that the retail dealers of the Dominion of Canada are getting the profits of the fruit business, instead of the growers. The railway is paid a fixed amount, the commission house gets a fixed amount, but the retailer fixes his own price and fixes it so high that he makes a hundred per cent. profit, and sometimes a hundred and fifty per cent. profit, and he injures the fruit business into the bargain."

May we be allowed to enter a dissent with the conclusion reached? Our contemporary has not pursued the investigation far enough. If the retailer is able to retain for his own benefit the enormous returns stated, then beyond doubt he is the guilty party. But is he? Let us take a retail storekeeper in Toronto, for example.

A retailer in a store on Queen Street West, Toronto, is doing business on land worth anywhere from thirty to two hundred thousand dollars a lot. Figure out what rental such a man must pay. Estimate how many thousands of baskets of fruit he must handle to pay his month's rent before he will have any profit left for himself. Consider, also, that the help he employs lives on high-priced land and has to pay high rentals—and therefore expects high wages. Consider also, that this man does business all the year round, including slack seasons when the amount of business handled is small. After doing all this, and after allowing for losses due to fruit going bad on his hands, bad accounts and a hundred and one other incidentals, figure out if the retailer is making anything like such a fortune as might at first appear. The fact is, he is not. The man who is reaping the largest harvest is the man who owns this

high-priced land, who has done nothing to create its value, but who gathers in its big rentals just the same.

It may be claimed that these conditions do not apply in smaller cities, such as Berlin, where land is not so high in value, but where retailers maintain prices just the same. The reply is that land in Berlin, considering the restricted opportunities for doing business there, is just as high in value in proportion as is land in Toronto. In Berlin, as in Toronto, the store must be operated all the year round, help must be employed constantly, and the possibilities of a large turnover are much more limited.

Some years ago the milk producers in the vicinity of Toronto concluded that the milk dealers were making excessive profits. They pointed out that the milk dealers were obtaining larger returns for handling the milk for only a few hours in connection with its delivery than the producers obtained. Several hundred of them formed a company and started in the milk business in Toronto. They soon found that the milk dealers did not have any such profits as had appeared.

The expense of doing business in Toronto is so great and the competition from others in the same business is so keen the average retailer has a hard time to continue in business. As soon as we realize this fact and begin to pay a little more attention to the landowners, whose land in some instances in a city like Toronto, is worth over a million dollars an acre, we will be hot on the scent of one of the chief factors in the high cost of living.

A WORTHY WORK

At the recent annual convention of the Ontario Horticultural Association, it was decided to appeal to the Government for an increase in the grants now given to the sixty or more local horticultural societies in the province. This was a wise move. The Ontario Department of Agriculture is now in receipt of a special grant from the Dominion Government of several hundred thousand dollars a year, which money has to be used for the promotion of agriculture including horticulture.

The Horticultural Societies' Act provides that the annual Government grant shall be distributed among the local societies in proportion to their membership and their expenditures for horticultural purposes. Every increase in the membership or expenditures of the stronger societies decreases proportionately the grants received by the weaker societies. Every new society that is organized also reduces the grant to all the other societies. During the past few years the membership of the societies has doubled, and their expenditures for horticultural purposes have increased in the same proportion. Last year, six societies ceased to exist, largely because of the difficulties they had to face in financing their work properly. The time has come when the grants to these societies should be materially increased. The work they are doing is so beneficial in character as to warrant their receiving a considerable share of the money being distributed each year to the province through the Federal Grant to Agriculture.

Eight years ago, following an editorial published in The Canadian Horticulturist suggesting that action should be taken, a few market gardeners living in the vicinity of Toronto met with the editor of The Canadian Horticulturist in the St. Lawrence Market and discussed the advan-