

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.

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

5. Advertising Rates quoted on application. Copy received up to the 18th. Address all advertising correspondence and copy to our Advertising Manager, Peterboro, Ont.

6. 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, 1909. The figures given are exclusive of samples and spoiled copies, and of papers sent to advertisers. 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, 1909.....	9,456	January, 1910.....	8,925
February, 1909.....	9,310	February, 1910.....	8,967
March, 1909.....	9,405	March, 1910.....	9,178
April, 1909.....	9,482	April, 1910.....	9,410
May, 1909.....	9,172	May, 1910.....	9,505
June, 1909.....	8,891	June, 1910.....	9,723
July, 1909.....	8,447	July, 1910.....	9,300
August, 1909.....	8,570	August, 1910.....	8,832
September, 1909.....	8,605	September, 1910.....	8,776
October, 1909.....	8,675		
November, 1909.....	8,750		
December, 1909.....	8,875		

Total for the year .107,638

Average each issue in 1907, 6,627

" " " " 1908, 8,695

" " " " 1909, 8,970

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,

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EDITORIAL

DECLINE OF THE APPLE INDUSTRY

When Mr. J. W. Flavell, of Toronto, one of the most influential Conservatives in Ontario, recently addressed his open letter to the Minister of Agriculture, in which he claimed that there has been a serious falling off of late years in the production of agricultural products in the province and asked the Hon. Mr. Duff what he was doing to bring about an improvement, he little knew how soon his contentions, as far as the apple crop is concerned, would be substantiated by an official of the Department of Agriculture. The statement by Prof. J. W. Crow, of the Guelph College, that for fifteen years the production of apples in Ontario has been declining and that it is still declining, is of too serious a nature to be passed over lightly. Prof. Crow has stated what he believes to be the reasons for the decline. The question remains, how can the situation be dealt with most effectively?

It sometimes happens that blame is imposed on the Department of Agriculture for the existence of conditions for which it is not properly chargeable. In this case, however, we feel free to say, without attempting to fix the responsibility for what has happened in the past, that if the Minister of Agriculture does not take immediate steps to arrest the present decline and bring about a decided improvement in conditions he will leave himself open to the most severe criticism. Half-way measures will not be sufficient. A thorough, systematic and comprehensive campaign must be inaugurated that can be counted on to ensure definite results.

Where cooperative fruit growers' associations exist conditions are the best. More of these associations need to be formed. The late Hon. John Dryden, was instrumental in organizing, through his assistants, most of these associations. The work thus started should have been pressed vigorously. It needs to be now. Hundreds of apple growers in Ontario are making a great success of their orchards. In some sections there are men who are obtaining large financial returns through leasing neglected orchards and making them produce good crops of fruit by means of proper cultivation, pruning and spraying. The responsibility of demonstrating the success of these methods to the average farmer in our best fruit districts rests mainly with the Department of Agriculture.

PEACH SHIPMENTS

It is satisfactory to know that the trial shipments of peaches made recently to England by the Dominion and Ontario Departments of Agriculture have turned out satisfactorily. Critics have claimed that these shipments will be of little value and have based their claims on the ground that immense quantities would have to be shipped, and for a period of years, to make any impression on the British market. It has been contended, also, that the peaches grown in Ontario are not the kind the British market demands for the high class trade.

While there is a large measure of truth in both of these contentions, the shipments that have been made should, in fact they have already produced tangible results. Before we can hope to build up an export trade in peaches—and tomatoes as well—with the mother country it is necessary that

we shall experiment to ascertain the styles of packages to use and the conditions of shipment necessary to obtain the best results. Former experiments in this direction proved failures for the most part. There are indications now that the new methods that are being tested will prove more successful. In connection with these tests experiments can be tried with the object of ascertaining the varieties of peaches and tomatoes that will give the best results. If necessary, new varieties can be planted and in due time tested.

Preliminary work of this nature is necessary before any serious attempt to gain a foothold in the British market is made. This work cannot be started too soon. For this reason we feel that both departments of agriculture are to be commended for what they are attempting.

WESTERN ARITHMETIC

Literature issued by the management of the Canadian National Apple Show, to be held in Vancouver in November, states that "a grand total of 9,000 apples" will be comprised in the plate display. It is added that these apples will average three inches in diameter and that if placed in a single row touching one another they would extend five and one-ninth miles. Isn't that wonderful? Just think! 9,000, multiplied by three represents 27,000 inches, which is equal to five and one-ninth miles. Er! what? There are 5,280 feet in a mile or 63,360 inches. That seems funny.

Next, however, we are informed that the secretary estimates that "there will be a grand total of 12,600 boxes of apples on display. A box of apples is approximately 20 inches long. If all of these boxes of apples were placed end to end and a little boy told that he could have the last box in the row, if he would go after it, he would have to walk 47 and three-fourth miles to get it." Gracious! Wouldn't he be tired? But, let us see. If we multiply 12,600 by 20 we will have a total of 252,000 inches. There are 63,360 inches in a mile. Thus, 252,000 inches is a fraction less than four miles. Oh dear! Oh dear!

But, it never rains but it pours! Here is another. After being told that there will be 'a total of 1,638,000 apples in the entire show' we are further informed that "these apples will average about two and one-quarter inches in diameter and if they were placed in a single row it would be 698 miles long." Isn't it wonderful—to think that 1,638,000 multiplied by two and a quarter equals 3,276,000 inches, which on a basis of 63,360 inches to the mile equals 58 and a fraction miles, not 698. We hate to say anything that may detract from the magnitude of this great show, but these figures take our breath away. They astonish us. We are overcome. Do you wonder that British Columbia is sending to Ontario for school teachers? We hope that our teachers will show them the difference between feet and inches and help to make the show a credit to Canada. But really, this is too good to let go by without comment.

While our Canadian fruit growers were unable to take advantage of the invitation of the National Fruitgrowers Federation of Great Britain to pay a visit to the Old Country this year we hope that the members of the Federation understand that their invitation is deeply appreciated on this side of the water. Conditions, not a lack of desire on the part of our fruit growers, made the taking of the trip impracticable. There is a general desire that such a trip may prove possible some time during the next few years.