

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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6. Advertising Rates quoted on application. Circulation 6,000. Copy received up to the 18th. Responsible representatives wanted in towns and cities.
7. Articles and Illustrations for publication will be thankfully received by the editor.

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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 to believe that any of our advertisers are unreliable, 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 benefits 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 sent to us as soon as possible after reason for dissatisfaction has been found.

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Few business enterprises pay as well as successful publications. It is seldom that papers or magazines that have recognized fields, fail. It is for this reason that investments in reliable papers are generally sought after and seldom prove disappointing.

As announced some months ago, the shareholders of the Horticultural Publishing Company, Limited, have decided to increase the subscribed stock of the company from \$12,000 to \$22,000, and the paid-up stock from \$6,000 to \$10,000. The \$10,000 in new stock is now being offered for subscription. Already about half of it has been subscribed by the directors and shareholders of the company. It is desired that the balance shall be placed among the readers of the two papers, THE CANADIAN HORTICULTURIST and *The Canadian Florist*, owned by the company. In offering this stock to our readers, we do so with every confidence that, should they decide to invest, they will not regret their action and that in a few years the stock of the company will prove very valuable.

During the past four years the receipts from the advertising carried in THE CANADIAN HORTICULTURIST have doubled each year. During the past five months the paid subscription list of THE HORTICULTURIST has increased by over fifty per cent. By the end of this year it is expected that the number of paid subscribers will be almost, if not quite, double what it was

last year. This is going to make possible, in the near future, a decided advance in our advertising rates which will result in increased receipts from advertisements without its being necessary to further enlarge the paper. As regards *The Canadian Florist*, the receipts from that paper already exceed the expenditures.

The shares of the company are \$50 each, on which it is intended to make four calls this year of ten per cent. each. In other words, on each \$50 share only \$20 will be called. Do you not think it would be nice to be a part owner of THE CANADIAN HORTICULTURIST? Those of our readers who are interested in this announcement are invited to write for a prospectus giving detailed information.

A DOMINION FRUIT ASSOCIATION

Why should there not be a Dominion Fruit Growers' Association? There are six provincial fruit growers' associations, all of which meet yearly, all of which receive regular provincial grants, and all of which are accomplishing much valuable work. It seems as though the time has come when the present organizations should be crowned by the formation of an association that will be representative of the fruit growers of the Dominion.

The Dominion Conference of Fruit Growers, that was held in Ottawa last April, was productive of much good. It demonstrated that there are many matters relating to fruit growing that can be discussed to the best advantage only at a meeting representative of the fruit growers of all the provinces. Although three busy days were spent at the conference, much of the work had to be hurried through without sufficient consideration, while a number of important matters that were down on the program for discussion were not reached. This serves to show the necessity that exists for the holding of regular meetings of the same nature.

This need was expressed at the conference by a resolution that was submitted and which favored the formation of a Dominion Association. This was one of the matters that lack of time prevented being considered. The resolution in question was withdrawn when Hon. Sydney Fisher promised to arrange for the holding of another conference within two or three years. This announcement on the part of Hon. Sydney Fisher was received with such enthusiasm by the assembled delegates, that it leads us to ask Hon. Mr. Fisher why he should not carry the matter further and arrange for similar conferences at stated periods.

One objection, expressed by Hon. Mr. Fisher, to the formation of a Dominion organization, representative of the fruit interests, and which would meet regularly, was that his Department, already, is so busy he would find it impossible to give such meetings his personal attention. With all due respect to Hon. Mr. Fisher, we fail to see the strength of this reason. The provincial fruit growers' associations manage to hold very successful conventions even when they are not attended by the provincial ministers of agriculture. In fact, they sometimes hold even more successful conventions in the absence of the ministers of agriculture from some of the sessions than they otherwise would, inasmuch as the growers present feel more free to talk-out on the matters relating to government work. Later, when decisions have been reached on subjects in regard to which it is felt that the assistance of the government is needed, deputations are appointed to wait on the Minister of Agriculture and discuss them with him. Why could not this be done in the case of a Dominion organization of fruit growers? While Hon. Sydney Fisher might not be able to attend each meeting, he surely could find time to meet with deputations to consider the results of their conferences. This, in the absence of a better arrangement, would be sufficient.

The matter of expense should not be a serious difficulty. A couple of provinces give an annual grant to their local fruit growers' associations of

\$1,800. We understand that the last Dominion conference cost the Dominion Government about only \$2,000. The Dominion Government can afford to be as liberal as the provincial governments in a matter of this kind, and, therefore, should be able to make a regular grant of \$3,000, or \$4,000 if necessary, to assist the holding of such conferences regularly. While it, probably, is not necessary that representative fruit growers from all the provinces should meet together each year, they should meet not less often than once every two years. At present, the calling of these conferences is left to the discretion of the Dominion Minister of Agriculture. While fruit growers generally have every confidence in Hon. Sydney Fisher, they would feel better satisfied were there an arrangement by which they would be able to meet as regularly in a Dominion conference as they now meet at their various provincial conventions.

NOT YET SATISFACTORY

During the discussion in the House of Commons of the new Cold Storage Act, introduced by Hon. Sydney Fisher, it was pointed out that the basis of distribution of the proposed government grant was not satisfactory, owing to the period of payment being extended over too long an interval. The first proposal was that the Government, on the completion of a cold storage warehouse, should make a grant equal to one-tenth of the cost of construction, and that during the succeeding four years, four more payments should be made, each equal to five per cent. of the cost of construction. The Minister of Agriculture has expressed a willingness to increase the amount of the first payment to make it equal fifteen per cent. of the cost of construction and to increase the amount of the second payment to seven per cent.

This change is in the right direction, but we feel that it still does not go far enough to offer sufficient inducement to fruit growers to co-operate in the erection of warehouses for the handling of their fruit. When the Cold Storage Act was introduced in the House of Commons, it was explained that one of the chief objects in view was to prevent the enormous waste that takes place each year in the marketing of the apple crop. This object will not be accomplished unless the growers are encouraged to erect their own warehouses. This will not result, to any considerable extent, unless the first payment by the Government is equal to at least twenty per cent. of the cost of construction. We hope that the bill will be amended accordingly. In any event we desire to congratulate Hon. Sydney Fisher on having introduced this measure, which, in the end, should prove of great benefit to the fruit growers of the Dominion.

Announcement was made some time ago that the Provincial Secretary for Ontario proposed to introduce a new Companies' Act. This Act is now before the Legislature. The scope of this Act is so wide as to take in and provide for the incorporation of all kinds of companies, whether joint stock companies or cooperative. Hitherto many cheese-making and butter-making companies have been incorporated under the Act respecting cheese and butter manufacturing associations and companies; and many fruit companies have been incorporated under a similar Act, entitled, "An Act to Provide for the Incorporation of Cooperative Cold Storage Associations." Incorporation under these two Acts was very simple: Five or more persons could sign an agreement which was filed in a local registry office and the company was then allowed to carry on business with certain restricted powers. The new Act will continue the incorporation of all companies organized under these two Acts and will place these companies on a par with joint stock companies, having powers to carry on business just as joint stock companies have at the present time. These companies will hereafter be required to make