

# 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  
Chicago Office—People's Gas Building.  
New York Office—286 5th Avenue.

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, \$1.00 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.....	9,908	August, 1912.....	11,148
February, 1912.....	10,437	September, 1912.....	10,997
March, 1912.....	10,877	October, 1912.....	10,971
April, 1912.....	11,708	November, 1912.....	11,162
May, 1912.....	12,112	December, 1912.....	11,544
June, 1912.....	10,946		
July, 1912.....	10,906		

Average each issue in 1907, 5,817

" " " " 1908, 8,985

" " " " 1909, 8,976

" " " " 1910, 9,967

" " " " 1911, 9,541

" " " " 1912, 11,857

July, 1913 ..... 12,240

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 so 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."

Borers 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 honourable business men who advertise, nor pay the debts of dishonest bankrupts. Communications should be addressed

THE CANADIAN HORTICULTURIST,  
PETERBORO, ONT.

## EDITORIAL

### MISTAKES IN MARKETING

In nineteen hundred and twelve there was a fairly large crop of peaches on the Pacific Coast, for which the only available market was Alberta, Calgary being the chief distributing point. With commendable enterprise those who had charge of the selling of the peaches visited the large wholesale merchants in Alberta and sold a fair proportion of the crop at a stated price. As the season advanced, it developed that there was still a considerable surplus for sale in the hands of the growers. The selling agents made their mistake in the sale of this surplus, if indeed so mild a term as "mistake" can be applied to the transaction.

With the full knowledge that the wholesale merchants had bought all that they considered it discreet to buy, they still took this surplus fruit and shipped it to other merchants in the same market, on consignment. The fruit, of course, could only be sold at prices lower than that which was held by the other dealers and, as a consequence, the market generally was badly demoralized. Surely it was only a matter of common honesty on the part of the peach growers to protect the men who had bought outright and at a fixed price earlier in the season. In all probability, the growers will have plenty of opportunity to reflect on their mistake when they again try to dispose of the crop at fixed prices.

Another instance: A cooperative association in Ontario, putting up a splendid brand of fruit, shipped to the north-west and sold largely early in the season at a fixed price. They still found themselves with several thousand barrels unsold. These they stored at a convenient selling point in the north-west, and during the selling season they were disposed of at whatever price they would bring, in direct competition with their own fruit in the hands of those who had bought outright. As a matter of record the prices in February and March were lower than the prices paid by the dealers for the same grade of apples in October, and this lowering of the price was largely the result of the surplus fruit thrown indiscriminately on the market by the agents of the growers.

One more instance, this time from Aberdeen, Scotland. When urged to buy the apples of a cooperative association, one of the largest firms replied:

"As a rule I have found that the cooperative societies hold their prices so high at the opening of the season that 'business' has been quite impossible, and then what surprises me all the more is that later on in the season, I can usually buy the packing of the same cooperative societies on one or other of the largest markets at a great reduction. If cooperative associations wish to develop a regular trade, then it is unwise to pretend inflated values because they imagine that when they get an inquiry they have 'a man on the line who must buy.'"

What might have been but was not done in the peach deal and apple deal here noted was to have re-embursed the merchants with the difference between the slaughter price of the surplus and the fixed price at which they sold fruit to these merchants earlier in the season. Unless fruit grow-

ers are willing to deal upon these terms there appears to be little chance of confidence developing between producer and merchant—as long as practices, such as those recorded, are continued. The central selling agencies that have been formed by the local organization should bear these conditions in mind and build up the confidence of the trade by striving for their removal.

### OUR WILD FLOWERS

True lovers of nature cannot but view with regret the rapid disappearance of many of our wild flowers. Unaided by the hand of man, nature has given to these products of her art a charm that is all her own. In what more delightful way could one spend an afternoon than by strolling through the shady woodland aisles, and in her perfumed jewels in their mossy settings, see nature at her best.

Against the onward march of civilization nature has had to give way. The wild flowers that were once so plentiful are rapidly disappearing. Our woodlands have become the grazing grounds of cattle or have been turned into parks. Probably the former practice has been responsible more than any other for the destruction of the wild flowers. Woodlands are of little or no value as pasture and for the conservation of our forest wealth, cattle should not be allowed to graze in wood lots.

In the management of our parks more attention should be paid to the preservation of the wild flowers. Every effort should be made to introduce the once profuse flowers that are now so conspicuous by their absence. Some varieties are now almost extinct. The Ontario Horticultural Association might well devote attention to their preservation.

### ADVERTISING THE APPLE

Fruit growers have recognized that if the buying public is to be convinced of the importance of the apple, both as a food and a table delicacy, constant and judicious advertising is necessary. Just how to obtain the money necessary to finance an advertising campaign, and in such a manner that those who would derive the greatest benefit from such advertising would bear the larger share of the burden, has been a knotty problem.

The Advertising Committee of the National Apple Shippers' Association in the United States has evolved a unique solution to the difficulty, which promises to meet with considerable success. In brief, it is the "Stamp Plan." The committee are to issue stamps of one and two cent denominations, which will be purchased by the shippers and placed on the packages of fruit, a one cent stamp being placed on a box and a two cent stamp on a barrel. Thus the man who has one hundred packages to ship will buy one hundred stamps, paying in direct proportion to the amount of fruit shipped and in direct proportion to the benefit which will accrue to him from the advertising.

These stamps will be sold by the Equitable Mortgage and Trust Company of Baltimore, through the many banks throughout the country which act as its agents. The funds received will then be placed to the credit of the Advertising Committee. Experts in advertising are to be retained and an extensive educational campaign carried on.