

The Canadian Horticulturist

Contents for November

Grounds of H. A. Little, Esq., Altadore, Woodstock Ont. *Cover*

Fruits and Fruit Growing

California vs. Ontario Fruits . . . *T. G. Bunting* 251
 The Apple Situation in Ontario 252
 Fruit Growing in Norfolk County 255

Flowers and Flower Growing

Winter Protection of Plants and Shrubs. *Wm. Hunt* 256
 Success with Bulbs *Thomas Jackson* 257
 Prepare for Sweet Peas *J. E. Edwards* 258
 An Easily Constructed Private Greenhouse *C. Forster* 258
 Notes on the care of Fall Bulbs. *Rev. J. Fletcher* 258
 November work in the Flower Garden *W. Hunt* 259
 The Cultivation of Tulips 259
 Fall Planting of Bulbs *C. Mortimer Bezzo* 261
 Hyacinths in Water *Thomas Jackson* 261

Vegetables and Market Gardening

Insects that attack Vegetables *L. Caesar B.S.A.* 262
 The Cabbage Worm *Prof. H. A. Surface* 262
 Growing Early Potatoes *F. F. Reeves* 263

General

Editorial 264
 Peach Shipments Successful 266
 Fruit Growers Convention 266
 Notes from The Provinces 268
 The Canadian Apple Show 271
 The Horticultural Exhibition 272

INDEX OF ADVERTISEMENTS.

| | |
|---|-------------------------------------|
| Bank | 271 |
| Cameras | 269 |
| Classified Advertisements | vi |
| Cold Storage Rooms | 273 |
| Commission Merchants | 266, 268, 269, 271 |
| Correspondence School | 271 |
| Exhibitions | 266 |
| Fencing | 274 |
| Fertilizers | v |
| Flower Pots | 273 |
| Fruit Lands | vi |
| Greenhouse Material | iv, 268 |
| Hot Water Boilers | 271 |
| Implements and Tools | 270, 274 |
| Insecticides | 270 |
| Landscape Architecture | 271 |
| Nursery Stock | iv, v, 265, 267, 268, 271, 272, 273 |
| Pianos | ii |
| Roofing | 269 |
| Rubber Stamps and stencils | 272 |
| Safes | 271 |
| Salt | 270 |
| Seeds and Bulls | v |
| Steamship Companies | vii |
| Stove Polish | 270 |
| Tea | 267 |
| Telephones | viii |
| Toilet Preparations and Drugs | 273 |
| Tree Protectors | 274 |
| Washing Machines | 270, 271 |

TALKS ON ADVERTISING

By the Advertising Manager

No. 2

QUALITY IN ADVERTISING

"The moral standard of advertising in America is one thousand per cent. higher than it was five years ago. The newspaper is only as clean as its advertising columns. It is only as strong as the confidence it can arouse in its readers. It can make them believe not only in the news which it publishes, but in the advertising which it publishes. We have learned to look the truth straight in the face, and to admit that a filthy medical advertisement is a filthy corner in the newspaper, and that a lying commercial advertisement is a lie in the newspaper, and that the deceptive financial advertisement is a deception in the newspaper."

The above is an extract from an address delivered two years ago before the convention of the Canadian Press Association, by Mr. Medill McCormick, publisher of the Chicago Tribune. We agree heartily with his views on this subject. In a publication such as The Canadian Horticulturist, quality of reading matter and of circulation is the first consideration. To hold the confidence of our readers, we must publish not only clean and reliable reading matter, but also clean and reliable advertisements. A reader who has been "bitten" by an unreliable advertiser, immediately has his confidence lessened, not only in the other advertisers who use that paper, but even in the paper itself.

The Canadian Horticulturist was one of the first of a very few publications in Canada to realize that to secure and retain the confidence of its readers, it is necessary to maintain as high a standard of excellence in its advertising columns as for its reading columns. It does not carry, nor has it carried, any patent medicine, electric belt, liquor, tobacco or fake advertising, or any advertisements that we consider unreliable or offensive to the good taste of the class of readers, among which The Canadian Horticulturist circulates.

Our Protective Policy which appears on the editorial page of each issue of The Canadian Horticulturist, means all it says. Some four years ago we found that one of our advertisers was defrauding some of our readers. We had the party arrested and exposed, and his company went out of business.

We have lost considerable revenue by taking the stand we have, but we believe that we have more than made up this by the confidence we have inspired in our readers toward The Canadian Horticulturist and towards the firms who use our advertising columns. Reliable advertisers are learning that space in a publication which exercises this care in regard to the advertising it carries is much more valuable per thousand of circulation than space in a publication that will publish anything that is offered. This helps to explain the extraordinary increase of over 1,000 per cent. that has taken place during the past seven years in the volume of advertising carried in The Canadian Horticulturist. Remember that when you commence to advertise in The Canadian Horticulturist you are coming to our readers with a good introduction, which contributes in a large measure to the success our advertisers are experiencing, though using The Canadian Horticulturist.

Next Month—Concentration of Circulation