

# The Canadian Horticulturist

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## TALKS ON ADVERTISING

By the Advertising Manager

No. 10

### SOMETHING ABOUT OUR SEPTEMBER NUMBER

In point of real live interest, practical information and dollars and cents value to Canadian fruit growers, buyers and shippers, the September issue of *The Canadian Horticulturist* will eclipse anything yet published in Canada. Plans are already well advanced for this number, which is to be a combined Exhibition and Fall Packing Number. Judging by the character of the articles and the educational value of the illustrations already received, we can assure our readers and advertisers that this number will prove of unusual value to them.

One of the special features of our Exhibition and Fall Packing Number which will add greatly to its attractiveness will be a special cover illustration printed in three colors. The illustration which has been selected will prove of particular interest to all fruit growers, and will be a feature which alone will lead many of our readers to preserve their copies of this number.

The size of the issue will be considerably increased to allow adequate space for publishing the varied list of special articles which are being secured from the best known authorities on Canadian fruit growing. The September number will contain two or three times the usual amount of information on subjects relating to fruit growing, which will allow us to cover a wider range of subjects, and to go into them more fully than could be done in an issue of the usual size. We are aiming to give our readers in this special number information such as will be of use to them in connection with the harvesting, packing and marketing of their fruit crop—the time when they are turning into money the result of their year's work.

Mr. J. A. Ruddick, Dairy and Cold Storage Commissioner, will furnish an article dealing with the importance and methods of precooling fruit for shipment; A. McNeill, Chief of the Fruit Division, will write on the packing of fruit; P. J. Carey, Dominion Fruit Inspector for Ontario, on modern methods of handling the apple harvest; P. W. Hodgetts, Director of the Fruit Branch of the Department of Agriculture, on the benefits of co-operation among fruit growers; G. H. Vroom, Dominion Fruit Inspector for Nova Scotia, on methods of handling the Nova Scotia apple crop, and R. M. Winslow, Provincial Horticulturist for B. C., will describe the improved methods of handling the fruit crop as practised in that province. These are but a few of the contributors and subjects to be dealt with in our September number, but they are sufficient to give an idea of the high standard and educational value of the information which this issue will contain. Every reader will want to keep his copy where he can refer to it frequently.

The circulation of the Exhibition and Fall Packing Number will be greatly increased by the distribution of sample copies among selected lists of fruit growers and fruit shippers throughout Canada. Representatives will also be present at all the leading exhibitions and fall fairs distributing sample copies and taking subscriptions. Thousands of persons interested in fruit growing and other branches of horticulture who do not take *The Canadian Horticulturist* regularly, will see this number.

Our September number offers a splendid opportunity for advertisers to reach a well-to-do class of people who as a rule are not interested in other agricultural publications. We would like to give you further information about this special number if you will write us.

*We do not admit Advertisers to our Columns except such as we believe are thoroughly reliable.*