

The Canadian Horticulturist

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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.

Since the subscription price of The Canadian Horticulturist was reduced from \$1.00 to 60 cents a year, the circulation has grown rapidly. The following is a sworn statement of the net paid circulation of The Canadian Horticulturist for the year ending with Dec., 1908. The figures given are exclusive of samples and spoiled copies, and of papers sent to advertisers. Some months, including the sample copies, from 10,000 to 12,000 copies of The Canadian Horticulturist are mailed to people known to be interested in the growing of fruit, flowers or vegetables.

January, 1908.....	7,650	January, 1909.....	9,456
February, 1908.....	7,824	February, 1909.....	9,310
March, 1908.....	8,056	March, 1909.....	9,405
April, 1908.....	8,250	April, 1909.....	9,482
May, 1908.....	8,573	May, 1909.....	9,172
June, 1908.....	8,840	June, 1909.....	8,891
July, 1908.....	9,015	July, 1909.....	8,447
August, 1908.....	9,070	August, 1909.....	8,570
September, 1908.....	9,121	September, 1909.....	8,605
October, 1908.....	9,215		
November, 1908.....	9,323		
December, 1908.....	9,400		

Total for the year...104,337

Average each issue in 1907, 6,627

Average each issue in 1908, 8,695

(Increased circulation in one year 2,068)

Sworn detailed statements will be mailed upon application.

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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, 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 made to us as soon as possible after reason for dissatisfaction has been found.

Communications should be addressed:

THE CANADIAN HORTICULTURIST,
PETERBORO, ONTARIO.

EDITORIAL

FRUIT AT CANADIAN NATIONAL

There is still room for an improvement in the fruit department at the Canadian National Exhibition. No exhibition in Canada affords greater opportunity for advertising the great fruit industry of Ontario and its possibilities. While thousands and perhaps tens of thousands of people may visit other exhibitions, hundreds of thousands, representing nearly all countries of the world, visit the Canadian National. In view of this fact, the fruit show is utterly inadequate, not in excellence of the specimens shown, but in extent and in the method of display. There is little that is attractive about it. The general public is impressed, favorably or unfavorably, by the effect of the display as a whole, not by the quality of the individual fruits. Something should be done to make the fruit show an outstanding feature.

We would suggest that the co-operative fruit growers' associations of the province be asked to make display exhibits of fruits packed in boxes. The Exhibition can well afford to offer liberal inducements for them to do so. These exhibits could be placed uniformly on a sloping stage, made to accommodate four boxes in height, and built all around the fruit wing of the horticultural building. A grand display of this kind would greatly impress the visiting masses and would prove a world-wide advertisement of Ontario's fruit industry.

HOME FRUIT CULTURE

In its desire to develop the love for and the interest in the ornamental features of home gardening, the Ontario Horticultural Association should not let its interest wane in fruits and vegetables. Much good work can be done by this association in encouraging the culture of fruits and vegetables by amateurs. The name of the association implies all of these things but there is a tendency on its part to confine its work and influence only to the ornamental.

There is a satisfaction in growing fruits, not only for what they may bring or save in money, but simply because they are fruits. The commercial fruit grower is allowing business to supplant this. Sentiment in fruit culture is a legacy that is gradually being left by commercialism to the amateur. The growing of fruits for the love of them is rapidly becoming a thing of the past. This was pointed out in an able address by Dr. L. H. Bailey at the recent conference of the American Pomological Society that was held at St. Catharines, Ontario. Dr. Bailey deplored the growing lack of sentiment and of real horticultural spirit in the fruit grower. The point was well taken but the commercial fruit grower of to-day considers dollars more than sentiment. It is left to the amateur, who grows things not for profit but for pleasure, to hold what may be lost.

Every home garden should have a place for the growing of one or more kinds of fruits. One reason why fruits are not planted more often by amateur horticulturists is because their culture is not known by many of these persons. It is within the province of our amateur horticultural organizations to teach them. The Ontario Horticultural Association should not neglect this phase of its work. It should continue the interest in home fruit growing that was promoted by the Ontario Fruit Growers'

Association until the amateurs formed the afore-mentioned organization for themselves. A part of the programme for the November convention could profitably be given to the consideration of topics that deal with fruits and vegetables. Let the good work embrace not only the strictly aesthetic but also those features of gardening that are equally useful, and sometimes more appreciated.

VENTILATED APPLE BARRELS

The lesson learned last season from the disastrous results that followed the shipping of apples that were packed in the extremely hot weather, has caused a number of Ontario shippers this year to use ventilated barrels for summer and fall varieties. The fact that it has been shown by experiment that it takes between six and seven days to cool to the centre of a barrel of apples packed in warm condition in air tight barrels, shows the uselessness of expecting much benefit from using refrigerator cars between points in Ontario and Montreal. Ventilated packages should go hand in hand with refrigeration unless the fruit has been cooled before being loaded.

The ventilation should be in the sides of the barrels, not in the ends. Holes bored in the staves, will answer the purpose, if the holes are not too large, but they make the barrel appear unsightly. The better plan is to make small slits on the edges of the staves, say, four in a stave and in every fourth stave, making sixteen openings in a barrel. This can be done by using a two-inch gouge before the barrels are made. As the demand for the ventilated barrels increases, this work could be done by machinery when the staves are being manufactured.

Thousands of barrels of Canadian apples shipped to Europe last season did not return to the shippers a penny a barrel through the heating of the fruit picked and packed in warm weather. Much of this loss would have been prevented had ventilated barrels been used.

The visit of the American Pomological Society to Canada was an event of more than ordinary importance. The papers read and discussed at the meetings, the excursions throughout the Niagara district and to Guelph, and the inspection of the great horticultural exhibition held at St. Catharines, will result in much good to our fruit industry and to our country. While the excursions and exhibition were chiefly "Niagara district" in character, we believe that all Canada will be benefitted by the good things that the members of the society had to say about us and which they probably will tell to others. Canada was honored by the society in making St. Catharines its meeting place for 1909.

The action of the directors of the Ontario Horticultural Association in deciding by resolution at a recent meeting to ask the provincial government to increase the grant to horticultural societies by \$5,000, is commendable. As stated editorially in our last issue, the progress of horticultural society work demands an increase in the grant at once. While the passing of a resolution to this effect by the directors should help materially to secure the increase, the agitation should not stop there. Each local society should exert itself in the matter. They should impress the need upon their local members of the legislature and ask them to use their influence in having the necessary sum voted at the next session.

The fruit division at Ottawa deserves the thanks of fruit growers in Ontario and eastwards for occasionally bringing experts