

ject, but I want to emphasize a few points on creating a market for honey as they occur to me; and, perhaps, this may bring out a little discussion. To advertise honey one cannot go about it in the same way as to advertise any special food product, for the simple reason that honey or nectar is the name for a sweet gathered by bees from the nectaries of flowers. Of course, the bee-keeper might advertise clover, linden buckwheat, or other varieties of honey; these are general terms that any producer may use, but one cannot get up a fancy name for honey like the manufacturers of canned goods or breakfast foods.

The best form of advertisement I have found is a pleased customer; and the best way to get and keep the customer is to supply a No. 1 article of honey at a fair price, no matter if it is at wholesale or retail.

One might properly ask "how can we secure the customers?" One plan is to canvass the surrounding country, or, if you have not time, an assistant might be engaged who would sell on commission, but go yourself if possible; it is wonderful how many farmers will buy honey when it is brought to their notice. Talk it up, a buyer likes to talk to the producer who can speak of the goods he has to sell as if he understood them. Many bee-keepers make the mistake of sending their honey to the large cities that are perhaps already overstocked, when, with a little enquiry, there is always a market in the surrounding villages and country. Another plan is to make an exhibit at the township or county fair. It may be said that the premiums offered do not make it worth while, here is an opportunity to become interested in the local agricultural society, attend their meetings and give them pointers when revising the prize list for honey. I have found that the di-

rectors are generally willing to encourage an exhibitor who will put up an attractive exhibit of honey. The ordinary exhibit of honey at the local fair only calls for an entry of from five to ten pounds, and attracts no more attention than a can of fruit or pickles. Just try what an effect it will have to put up 100 or 200 lbs. of comb and extracted honey in clean, white cases and clear glass jars, with a sign above stating it was from the apiary of the local apiarist. Many who had never thought of honey will be attracted by its beautiful appearance and remark that they would like some of it. Demonstrate your honey by giving samples to prospective buyers, and have a supply to draw from put up in different sizes of cases, jars, and pails, neatly labeled, giving your name and address, small packages may be disposed of in this way that will, if the honey is good, bring enquiries for larger quantities. If possible, take along an observatory hive of bees, it is a great attraction and never fails to draw the attention of the crowd to your exhibit of honey. Call on the local dealers at regular intervals with a supply of honey in packages of various sizes to suit their class of trade. Do not press too large a quantity on them at one time; no up-to-date grocer likes to see a quantity of fly-spotted packages on his shelves, but would rather buy in smaller quantities and have them clean and fresh.

If you have more than enough honey to supply the local demand, do not make the mistake of putting up your honey in what I heard a wholesale grocer term "homespun packages"; see that the sections are freed from propolis, properly graded and cased, and the extracted put up in well-labelled cans. Nothing disgusts the commission man or dealer worse than to have a consignment of honey shipped to him with the sections unclean and ungrad-

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