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to these shows and we consider that the
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the arrangement of the tables.

When Canadian bee-keepers are fully
alive to the importance of advertising they
will, we imagine, evince a desire for more
shows, better displays, and practical de-
monstrations at every opportunity.

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On the subject of "Advertising Honey,"
E. G. Hand, of Cobalt, Ont., has an
able article in "Gleanings," October 15th.

"Why is it," he asks, "that the various
concoctions masquerading under the name

THE LARGE EXHIBITIONS AND THE *Indexed* BEE-KEEPERS.

(Read at O. B. K. A., November, 1910,
by Morley Pettit, Provincial Apiarist.)

This is not a subject to be passed over
lightly. It is one which I feel that
others might have handled better than
myself. The large exhibitions have
brought and are capable of bringing
great benefit to the bee-keeper. They
come under the head of that broad term,
"Advertising" which has become such a
science in the distribution of all produce
either mental or material.



Partial View of the Apiary of Mr. Jacob Haberer, Zurich, Ont.

'corn syrup' have such an enormous sale,
We echo—"why?" He goes on to say:
"The honey industry is big enough and
rich enough to invest a few thousand
dollars a year in a publicity campaign,
which, if properly conducted, would pro-
duce results beyond the imaginings of
anyone who has never advertised in the
present-day sense of the word." We
agree with every word. This is a matter
that our convention should seriously take
up and deal with. Perhaps some of our
readers may have suggestions to offer.

W. W.

It is one thing to produce a good ar-
ticle; it is quite another to let the public
know that you have it and to persuade
them that they need it. Advertising a
product affects two classes of people.
First, those who are to be the consum-
ers; others, who produce the same ar-
ticle.

The prospective consumer is shown
attractive samples of the article. His at-
tention is directed to it in the case of the
exhibitions by an attractive display.
Thousands of people who have seen the
display from year to year, have become