

common bee, with this difference, that the cells are much smaller and contain no honey. At the exit of the shaft a tiny chimney of propolis is made to exclude dust, pebbles and storm water from the hive."

The honey-bird never leads to the nest of the Moka bee. When the bees are at work they form a whirling cloud above their tiny chimney. The honey-hunter lies flat on the ground, facing the sunset. "Against the illumined west he detects the little cloud, and then the fate of the hive is sealed. A long twig or tambukie grass is first of all thrust down the shaft into the honey so that the direction can be maintained after the shaft has been lost in the loosened soil."

The smaller variety of Moka bee is known among the Afrikanders as *os-bije* (ox-bees). It builds in trees of the hardest and toughest wood. On a hot summer day these tiny bees will settle in swarms on one's hand and face, evidently in search of moisture, and this is a sure indication of the vicinity of a hive. The honey resembles in all respects that of the larger Moka bee.

Both kinds of Moka bees are easily domesticated. The comb can be removed in its entirety with the bees and carefully placed in a previously prepared box with a shaft and chimney ready made. The box can then be placed under a verandah or even inside a room near a window. Here the little inhabitants will continue their incessant labor, showing no objection to the presence of man, and nothing will induce them to desert their hive.

Ottawa.

Mr. Wm. White severed his connection with THE CANADIAN BEE JOURNAL on Jan. 8. For some time past he has been endeavoring to secure the support of the Executive of the Ontario Beekeepers' Association in the publication of a new bee journal. He has been trying to organize a joint stock company.

METHODS OF SELLING HONEY

A PAPER READ BY MR. E. B. TYRELL, DETROIT, MICH., AT THE RECENT CONVENTION OF THE ONTARIO BEE-KEEPERS' ASSOCIATION.

"Salesmen are born, but not made," is an old saying that has been thrown at us from time immemorial; but it is an old saw needing a lot of filing, for "salesmen are born and made" if they will recognize and use the fundamental laws underlying salesmanship.

The extent to which salesmanship enters into our lives is little recognized by the majority of us. No matter what our occupation, we will find by careful analysis that the art of selling plays an important part in our success. The laboring man requires salesmanship in order that he may sell his services to the best advantage. The lawyer must exercise the principles of salesmanship if he gets the best patronage. The banker, to make the biggest success, must observe the finest points of salesmanship, suggesting, persuading, and creating favorable impression, and doing it so nicely that no one suspects he is trying to sell the services of his bank. And so we could go on down the line naming one occupation after another, all dependent on salesmanship, and showing the most successful men are the best salesmen.

The Influential Factors

Three factors enter into a sale—the salesman, the thing sold, and the customer. No sale can take place without these three factors. To consider two and ignore the third would be to invite failure. So we must analyze each in turn.

The Salesman.—A successful salesman must be able to inspire confidence, create desire, and command decision. He is without doubt the most important factor of the three, and yet in many establishments he is evidently considered the least. Large department stores pay out thousands of dollars for adver-

tising, stock goods, and the selling over clerks. How into a store up to purchase the clerk handles money, and don't want anything but the Brown?" If this in the past future how may suggest to you anything but the paid for and Then, again, no one who will and then tactful to a half-dozen "just received," more than you good one.

Many would-bes themselves that tired on them instead to be sold. This or manner. A plausible thing allows enthusiastic manner where you want be sold. Confidence to selling, and we the most confident who dresses to extr or too good, or who ing of what he has

The Thing Sold. must have merit. I price asked. It must command the respect of and the salesman. continue to successf he does not have must be able to be over it. He must be it at all times. This sincere, for insincerity in an attempted sale may delude himself in