

much disgusted when he found out his loss, besides spoiling the market for a time for others. I would rather lose the sale than be beaten down in price.

H. C.

Cheltenham, August 15, 1893.

BEGINNERS IN BEE-KEEPING.

Congratulations—The Consumption of Honey Should be Increased.

(For The Canadian Bee Journal.)



ALLOW me to congratulate THE CANADIAN BEE JOURNAL on having fallen into such good hands when making a change. I think the bee-keeping fraternity have reason to believe that it will acquit itself creditably as Canada's representative journal in bee-keeping, as the new editor is an experienced bee-keeper and writer on subjects relating to the industry, and in the nature of his business has, no doubt, had occasion to form extensive acquaintance with all classes of bee-keepers, both those who are practical, whose bread and butter is in it, and beginners.

I notice that while W. Z. Hutchison, of The Review declares it his aim to further the interests of the practical or professional bee-keeper, the C. B. J. now avows its purpose to pay particular attention to the interests of beginners, and for myself I will confess to a little disappointment on this latter score, as on account of the competition already existing I have, and no doubt many others have, found it difficult, very difficult, to get remunerative prices for our products. Unfortunately we have a very limited market, so many of Canada's sons with their hearty appetites, have gone across the border, that you could almost satisfy the rest with berries and apple sauce and what little honey the "beginners" already produce.

Still we want recruits to keep up the grand volume of the army of honey producers, for there are always some leaving the ranks, but at the same time we need to stimulate the consumption of honey. It has often occurred to me that the public do not use anything like the quantity of our sweet that they should, considering its low

price compared with many of the other luxuries set upon the table, and even butter itself. Indeed I think it has a right to be considered a necessary as much as butter, and now when this latter commodity is commanding such a ruinous price and is so bothersome to keep cool, a discerning public ought to know that honey—new honey—at 10 cents per pound is offered by nature as a timely, economical and excellent substitute.

Perhaps we honey producers are to blame for not educating the people in the use of honey. We sell it to them and that is the end of it. But it has occurred to me that many are sickened by their first helping at the table, who, were a wiser plan adopted would be constant users, and form a strong liking for honey.

The way honey is generally used is the very way to turn folks against it. If, instead of supping it with a spoon from a fruit dish, as is generally done, one would take it with the point of a knife and spread it on bread, then he would get the good of it. Honey is too rich for the ordinary appetite to have it served up by the spoonful and apart from some milder food.

Some time ago I drafted out a honey label to try to introduce and encourage this way of using honey among my customers, and intend to print it when my present stock of labels is run out. If your readers think well of my suggestion now is a good time to act on it and train consumers to use their honey spreading it on bread. I feel confident that honey would be much more freely used if this way were generally introduced.

Yours truly,

R. W. McDONNELL,
Galt, Ont.

[Before receiving the above an editorial had been written somewhat along this line. We thank friend McDonnell for his very kind expressions. It would perhaps be well to define the position of the editor upon the above subject, and when he pens this he knows it must meet the eyes of thousands who have either heard him upon the platform, or who have read articles contributed by him to agricultural papers, and these remarks must tally with what has been said there. We recognize that to establish a business it must develop upon a healthy basis. To boom a business, to develop the bee business through setting forth that it pays better than it does is to eventually hinder its development. To lead individuals to believe that anyone can keep bees, and that they require neither skill, time nor experience means that some one may buy bees and appliances to-day