

Which End Do You Depend On?

A man once sat firmly on the top rail of a tall fence, and with questioning eyes regarded a large dog.

The dog was on the ground.

He was wagging his tail at the rate of three hundred revolutions to the minute.

But at the same time he was growling double fortissimo, with all stops open and the loud pedal on.

He was a very inconsistent dog.

At least, so the man thought.

He said that for the life of him he did not know which end of the dog to depend on.

So he depended on the fence.

A good many BEE men regard their business as this man regarded the dog.

They say that one end of their business growls while the other wags its tail.

They don't know which end to depend on for their profit.

They depend on the selling end because it wags its tail, and they get bitten by the growling end.

The money they make selling their products they lose in buying supplies and equipment.

We know it to be a fact that it is possible to lose more money running an apiary than it is managing a newspaper, or playing "angel" to a dramatic company.

We know, because we are in the bee business ourselves, and know by practical experience. Our goods are manufactured from that standpoint. They are well and accurately made, and of good material.

ORDER EARLY. Our business is increasing every year.

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