

papers is at once swallowed as gospel truth by the majority of its readers. This fact has often been the means of prompting people to circulate false items and reports for the sake of "the sensational," for notoriety, individual gain and other selfish reasons. It may be that some who took the bait held out in our papers this past season and who are yet smarting from the effects of the barb, will be hoping that a tirade of abuse will be showered on the heads of those "awful fellows," the wholesale men. While not in sympathy with methods of business practiced by certain firms, yet I realize, as every fair minded man must, that this question, like all others, has two sides to it. So instead of denouncing the "other fellow" my purpose to day will be rather more to see if we as bee-keepers are not sometimes, to a certain extent, indirectly responsible for reports being circulated adverse to our interests. "Charity begins at home," likewise some other virtues, so I will give an instance in my own experience this past season, which taught me a little lesson. During the busiest part of the season the Editor of one of our local papers paid us a visit in the apiary one afternoon. Being very busy I forgot to "put a flea in his ear" before he left us, as to any report of his visit he might write up in his paper.

The following week, was surprised to find in a quite racy account of his visit with us, the statement that we would have SO MANY TONS of honey this year. While the item was not so much of an exaggeration, yet I felt sure that it would have a bad effect, as to the average reader a ton of honey seems like something prodigious. Although I at once interviewed the Editor of our other local paper and asked him not to copy the item in question, this did not prevent

local papers in adjoining towns from copying the same. Now as to results. In a short time letters came to me asking for quotations on honey, coupled with statements like these: "Honey must be a great crop this year," "As you have so much it ought to be very cheap," etc. A much more forcible illustration in this line was the notorious statement, published in one of our Toronto dailies, purporting in effect, that honey was a great crop in all sections of Ontario, consequently would be cheaper than for some years, also stating that a certain wholesale firm had had the refusal of a large quantity of extracted honey. To make matters worse, the Associated Press copied the article, which was scattered broadcast over the land, and somehow the authority of the Dept. of Agriculture became attached to the same. It is only fair to say, that the firm in question, after some time repudiated the statements credited to them, however, that did not prevent a number of bee-keepers from stampeding in the meantime and selling their honey at a very low figure. Now as to the bee-keepers' part in causing reports like this to be sent out. While as before intimated, not endorsing methods employed by certain firms to find out what the crop of honey is, yet the fact remains that if they are going to do business in a business manner, they must in some way at least, have an idea as to the amount of honey in sight. As long as we as bee-keepers do not provide them with better plans for gaining information of the honey crop, we should not be too emphatic in saying just what, or just what not they shall do. I venture to say that if we could have the privilege of perusing SOME of the letters sent to the wholesale firms by bee-keepers, in answer to query as to their crop of honey, that we would be