

make it also a land flowing with honey, so that we will be able to say that this is a land flowing with milk and honey. Our dairymen have not only given us good products, but they have advanced now to such a stage as to the quantity of the product as well as the quality, that our country is known for this product all the world over. Now I shall be very glad if the bee-keepers are able to add to the other in a similar way. I would like to say that in my judgement this country is admirably suited for the best quality of honey, and what I have felt all along, and perhaps you understand better than I do, is that all we needed is a sort of stimulus to advance production in this country was a better market. I think now you will probably soon see an open door for better markets for this product, as we have for all products. I understand that some Canadian honey has gone into Great Britain; I understand also it is very much appreciated there, and I would expect in the near future that you would have this market increasing very rapidly. I think now is the chance, because more than ever in the history of our country do we find Canada appreciated in every respect in the Old Land. I remember years ago being in that country, and I used to be, to put it mildly, disgusted to find that the people there knew so little of Canada. They knew of America, but they didn't seem to have heard distinctly of Canada, and when you talked to them about coming to this country, they would say to their neighbor "This is an American," and when we went to purchase sheep or cattle they would say "The Americans are here," and when we spoke of the ports in this country, they would tell you of New York and Boston. I remember on one occasion being seated at a dinner table where a number of prominent gentlemen were present, and we had been talking of Canada. One of the gentlemen turned to me, and said, "By the by, I didn't hear you say which of these gentlemen you voted for as President last election." You see after all our talk the man reverted in his mind to American institutions; he referred not once to Canada, but the Republic. I didn't like to rebuke the man and tell him how little he had studied the history of the world; I had to sit by silently, and say "But you forget that I am from Canada, and that our institutions are similar to what yours are hear." I venture to say that in the near future we can not have such ignorance as that.

All the people are studying our country, are studying how trade can be increased between the motherland and this land, and to-day, I am told, what you need to do to have your products receive attention is to mark them "Canada," and Canada will be preferred rather than America to-day. We understand that they are friendly to America because of what has been done by some of our politicians; it has had that effect all over the country. Now, in order to catch this market, of course I need not tell you that there are two or three things absolutely essential. You must have superior products. You meet there the whole world in competition, and you cannot expect to gain the front rank in the market with that which is inferior, but that which is superior. You must put it up in some attractive form, so that it will present to the eye some attraction as well as to taste when they open up the parcel. I think our people in the past have made a mistake in this regard, and have not paid enough attention to their peculiarity in that regard. So that they will know at once "That is Canadian. I have had some of that before; that is what I want you to give me." The Englishmen doesn't like to be deceived; you can't try any wooden-nut-meg business on them. It must be honest dealing. Those who handle this product must be careful that they do not impose upon the Englishmen; he won't stand much of that. If he makes up his mind that American cheese is filled, and therefore inferior, he says, "I don't want any more," and you will have to work a long time to get it out of his head. What I think you gentlemen ought to realize, is that everybody ought to unite their efforts to this end. So far as I am personally concerned you all know I am your friend, and am prepared to render any assistance to any of these Associations we have in this country, provided we work along the line of progress and development and improvement to our country. I have often difficulty because some organizations say, "The country, let the country take care of itself, I am looking after this gentleman." Do not let us have too much of that. We must understand we do the best for this gentleman, (for ourselves) when we are doing that which is best for the country. I would like to suggest that the bee-keepers of Ontario have a part to play in working out our national interests in this country, just as certainly as any other branch of agriculture. The little bee may be com-