

our readers who may have witnessed some of the childish representations at the picture shows will recognize the truth of Mr. Archer's remarks, as well as the desirability of a better class of exhibition being placed before the public.

We hope to hear further from Mr. Bee Mason regarding his interesting work with his camera among the bees.

DEVELOPING THE BEE INDUSTRY IN CANADA

Induced.

By H. Harley Selwyn.

It is with great pleasure that I have read over the issue of the C.B.J. for March, just to hand, and noted the good work incorporated in its pages. There is nothing to prevent the Canadian Bee Journal becoming as powerful a publication as its esteemed contemporaries across the border, for we have as great a country at our disposal. It is only a case of building up the industry to a sufficient extent, thus warranting—necessitating, in fact—the circulating of a thoroughly up-to-date periodical.

Miss Robson's Tour

Miss Robson's description of her itinerary in connection with her Institute work is most interesting, and, undoubtedly, in her various travels, she has been greatly impressed with the work that could be done along the lines of advancing apiculture all through the provinces. To tell the truth, until one gets out and sees the slipshod methods employed by the average individual, it is hard to realize the extent to which this very remunerative calling could be benefited; and it might be said that the Farmers' Institute meetings will be the great medium through which knowledge of this kind will be distributed to the farming community, especially by actual demonstrations and practical talks by men of experience. The time will come when the Government of Can-

ada will realize the importance of this industry in connection with successful agriculture, and will be willing to employ numbers of lecturers and demonstrators, who know the business, and can put the facts before the farmer in such a way as to win his confidence.

Corn Syrup versus Honey

See what Miss Robson says about corn syrup (glucose) being so much in evidence throughout the remotest districts, whilst honey is conspicuous in such places by its absence. A strange state of affairs, indeed, when we consider the ease with which honey could be produced in these regions abounding with nectar-yielding flora—regions where manufactured goods of any kind would be difficult to secure. Yet the corn syrup finds its entry! Will the day ever come to pass when from the hoardings of our city thoroughfares signs will call down to us with ceaseless repetition the fact that the "United Honey Association" controls the gateway of Canadian honey, or that we should use "Co-operative Stores Brand—the Hub of the Honey Trade," and the day of the petty trader shall have passed, making way for the specializer or the man who controls apiaries extending over a hundred miles of territory?

Honey Advertising Campaign

An interesting article on this subject of formulating an advertising campaign is that in the American Bee Journal for the month of January by Dr. A. F. Bonney. Dr. Bonney is of the opinion that because we can never absolutely guarantee the production of a given amount of honey, such as would be required to meet the yearly demand, it would be unwise to inaugurate an advertising campaign on a large scale by the combination of bee-keepers great and small. He says: "Take it from me, Mr. Editor, that we bee men never can and never will be able to

