

having time to take care of them, handed them over to the boy. I myself got into bee-keeping in a somewhat similar way. The bees were here with no one to look after them, and I took them over. It is not a bad idea where there is a growing family to have more than one line to interest the young people in. What may be only a side line in one generation may become a speciality in the next. The main thing if you are going to keep bees is to look after them properly so that you do not become a menace to the neighborhood in the matter of foul brood. Otherwise I should not want to shut anyone out from the pleasure of bee-keeping, and certainly there is not room for all to be specialists.

Disposing of the Honey Crop—Salesmen are Born and Made.

Salesmanship :— 1, Salesman; 2, customer; 3, thing sold; 4, sale.

Salesman :— 1, Introduction; 2, selling himself; 3, using sample; 4, working his class.

Customer :— 1, Farmer customer; 2, city; 3, retailer; 4, jobber; 5, drug trade; 6, dentist; 7, manufacturing chemists.

Thing sold :— 1, Jellies; 2, pound bottles; 3, 10 lb. pail (a) label, (b) wrapping; 4, price; 5, comb honey.

Mail orders :— 1, Package; 2, finding customer; 3, advertising; 4, classes to reach.

Wholesale :— 1, Hunting markets; 2, crop reports; 3, distribution.

This was the interesting-looking diagram which met our view on the last afternoon of the convention in London; Mr. Tyrrell, of the Review was to be the speaker. In opening he remarked humorously that we had spent the greater part of the convention in discussing how to product the crop and then expected him to tell us in a few minutes how to dispose of it. Bee-keepers work too much on this principle; they spend all the year producing a crop of honey, and

then often dispose of it in five minutes. Before Mr. Tyrrell had finished he made us feel that selling honey was a good deal more dignified proceeding than many of us had regarded it.

Much of the above diagram is self-explanatory. There is a general idea that salesmen are born. This is true; but it is equally true that by studying conditions they can also be made. Knowledge is the key which opens the door to success. The man who would dispose of his honey profitably must learn the underlying laws which govern selling. Salesmanship is made up of four factors, —the salesman, the customer, the thing sold, and lastly the sale which is accomplished by the salesman convincing the customer that he wants the article that is for sale.

Salesmen :—All men are salesmen; much of their success will depend on their method of introducing themselves. Many men have only their own labor to sell. Shall the man who is selling honey use a sample? The speaker thought it wiser not to do so as a sample as a rule gave very little idea of the goods. It was better to depend on having goods strictly up to the standard. The important point in selling was to learn how to work your class. If dealing with business men they expect a short pithy statement. Women are the largest buyers of honey, and a woman almost invariably wants to know why she should buy, and you must be ready to convince her.

Honey is put up in various ways, in jelly glasses, pound bottles, 10 lb. pails, and so forth. It is an advantage to sell in pails as much as possible, as it is not so much the number of sales as the quantity that counts. The pail should have a label on, and then a neat wrapping. This last impresses on the customer that he is getting a clean and wholesome article. It is not wise to hold your honey at too low a price. This only makes the customer believe he is getting a poor article.

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