

magazines. (No advertising will be done in the bee journals, as that would be simply a waste of money.) Probably the first feature will be that of killing, or removing, the false beliefs regarding the manufacture of artificial comb honey. Large space, perhaps one-fourth, or one-eighth page, will be used in leading dailies, a large heading reading something as follows:

### \$10,000 FORFEITED!

Then will follow an explanation and refutation of the matter, and the offer of \$10,000 as a forfeit to any one who can show a sample of comb honey that has been produced artificially. Of course, care will be taken to word the offer properly, so that no technical advantage may be taken. The bee talent of the country will be employed in preparing and placing the advertising. Many papers that publish these advertisements will probably be willing also to publish articles on bee-keeping written with a view to increasing the demand for honey. Possibly firms that print "patent insides" for other newspapers may be induced to use such articles.

At fairs and exhibitions, it may be advisable to have educational honey exhibits, together with the distribution of suitable literature. Possibly it may be well to put stereopticon lecturers in the field; but, as has already been stated, newspaper advertising will be the main feature.

#### An Encouraging Incident.

Let me tell just one little incident: On the train while going home from the meeting, I fell to talking with a young man who occupied the seat with me. As we became somewhat acquainted I told him of the object of my trip to Chicago, going somewhat into detail. In reply he said, in substance:

"At our home we are fond of biscuit and pancakes, with honey or maple syrup. We send down to Vermont, to an acquaintance, to get the maple sy-

rup, as that is the only way we can feel certain we are getting the pure article. We don't buy honey very often, because, while I had never heard how the story started, as you explain it, I had been led to believe that a good share, even of comb honey, was manufactured stuff (mostly paraffine and glucose), and I didn't care to eat it. I am very glad to have met you and to have it proved to me so conclusively that I can eat comb honey, and feel that it is the genuine article."

Friends, there are millions of men and women just exactly like my chance acquaintance, and, in the language of the street, it is "up to us" to convince them of the error of their belief. If we could induce one million of them to step into the groceries to-morrow and each buy a pound of honey, what do you suppose would happen?

This is the work for us to do, and it is the most important work that has been taken up in our line in many a long year. Every other industry is pushing its products upon the markets by every means imaginable; are we to sit supinely down and let ignorance, misrepresentation, and business enterprise push our product off the earth? See how new and unknown things are pushed to the front by the force of advertising; let us not lag behind, but use this new force in modern business—advertising—to push our delicious product into the position it so richly deserves.

Just a parting word: Don't wait to "see how it is going to turn out." If others are putting in their time and money for the good of the cause—to accomplish something that will help you—meet them half way, join hands with them, do it promptly and success is assured.

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