

the people know it is honey.

Mr. Abbot.—All this is summed up in one word, "Advertise." Produce good honey, put it up properly and then advertise it. A stock company is a good idea but we must back it up with money.

Herman F. Moore read a paper on the "Future of the National Bee-Keepers' Association and duties of affiliated Societies." According to the United States census report there are 700,000 bee-keepers in the country. Of these only about 1,000 are members of the National. How shall we increase this to \$10,000, to \$25,000? First appoint the very best man in the country as Business Manager, the laying aside all petty jealousies, support him. Advertise! Advertise!! let every bee-keeper in the country know that the National is doing something and that the larger the membership, the more it can do. Let every small association join the National in a body and let each individual solicit members.

(Continued next month.)

50 YEARS' EXPERIENCE

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