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THE HONEY BEE CONCERTS; OR ADVERTISING HONEY AT CONVENTIONS.

To some this article may seem premature, to others of no value whatever. Be this as it may, I have nevertheless concluded to present my scheme to your readers, with your permission of course, in the hope that, if not feasible, it may draw out some suggestions regarding a more thorough way of advertising the article produced by the apiarists of Canada.

Conventions generally are agreed to be a good thing in so far as they go; but they do not accomplish, by any means, all that we as beekeepers could desire, no matter how large and enthusiastic they may be. Most of us are aware that the value of a convention is confined principally to those engaged in the pursuit, and while the marketing and advertising of honey is at times discussed, nothing, so far as I have been able to learn, has been advanced except advertising it in the same manner as any other product. This is good to the extent that it is carried out; but we must remember honey is not a staple article yet, and that even printed matter, circulated from house to house, or otherwise, is not always productive of the desired effect. People have not always the time or inclination to read all that comes into their hands, and unless something of specially interest the public is devised, the sales will go on in about the same ratio as in the past.

The scheme, therefore, which has occurred to me as likely to be of considerable benefit, is that, in addition to having the usual convention, something also of an attractive character be added, in order to secure, if possible, a larger attendance of the public, that they might be instructed as to the value of its uses and benefits, as a healthy article of diet for daily consumption.

Very well; we will suppose the O.B.A. or any local association is to meet at a stated place, said town or place of meeting to be one accessible from all quarters by railway, and so situated also as to afford the best facilities for going to and from that point. A three days meeting is billed, and the evening of the second day is to be utilized for the purpose of giving a concert, to be advertised as "*The Honey Bee Concert*," the programme to consist of local and instrumental music, interspersed with brief lectures, by way of intermission, on the bee, honey, etc. Local talent or, if need be, something in the professional line, may be called into requisition, even going so far as to secure the services of a chemist competent to state briefly the value of honey as a food and medicine.

My own conviction is, that if such a course were pursued in every town at which a convention was held, the amount of honey consumed would be vastly increased, and in such a manner as would not only produce enjoyment for the public, as well as diversity for the beekeeper.

Ah, well! but how is this going to be