

as a body are much to blame for having their wholesale and retail price too close together. A retailer should have not less than a margin of twenty per cent.

We as bee-keepers often talk as if the price was our main difficulty in selling and as if the price altogether stood in the way of a larger market. I venture, strongly to assert this is not where more than half our trouble lies. We could raise the price if we only would first improve the general quality, make stronger efforts to put the merits of honey before the public, distribute it more evenly over the country and give the dealer a better margin. Does anyone doubt it, let him or her look at proprietary goods, 'trade marked' goods which stare us in the face on every table today, let them consider how much, of their place on the market is due to real merit and how much to advertising draw their own conclusion and doubt no longer.

Until millions and millions of dollars worth of sugar at present consumed by our people have been replaced by millions of pounds of honey we have no right to say there is no market for honey.

Give honey back the place it once had as a sweetener and our people will have back a greater measure of health. The public must of course be provided with what it wants but our keynote should be to educate them to use what they need and what is best for them. It is in our interest and the interest of the people to advocate for the table either comb honey or honey which has been sealed until granulated. For fancy trade we might put granulated honey into jars like cream cheese and immediately run over the top a thin film of melted paraffine, the object being to exclude the air and retain the aroma. When granulated solid as in large

barrels the block can be cut like cheese with a wire and retailed. I know of no better way of marketing and you can in this way give a customer the best value for his money.

Unfortunately for us as bee-keepers Governments do not do us justice, we can join hands with you over the line, a line which we as Canadians hope will not be effaced as long as man's government lasts, and we can feel with you that we have a grievance in common. Governments levy taxes upon the wealth obtained by bee-keeping but unlike in other branches of agriculture they rarely help us to solve our difficulties in production and marketing. The past history is that in nearly every case for political or other expediences sake incompetent parties have been appointed in the rare instances where anything has been done. The government betrays its trust in this we as bee-keepers are worse off than before. Results in experiments have been given out where the expert beekeeper can see under the veil and gnash his teeth that his profession should be thus belittled and the novice swallowing in his vergency all that comes from such a source like the blind leading the blind, brought into the ditch. If we want to make the best showing in marketing we must have government aid and have the aid other departments of agriculture are getting, aid which a branch of agriculture having power to produce wealth merits, and not have our governments by their lack of action, or by their action blaze abroad that bee-keeping is not worthy of, or a rewarder of the highest agricultural intelligence and application. But this brings me to my closing remarks.

Bee-keeping is a business, it requires experience, application and intelligent care to succeed in it, the