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customers for the future, and you have lost them.

No better advice can be given to bee-keepers who intend to make apiculture a business, and who have had a short crop, than to purchase honey off reliable bee-keepers to carry them over seasons of failure. There is no better way of reaching this class of customers than advertising through the journals. Write up a neat advertisement that will catch the attention of those in need of honey, and have it inserted in two or three of the leading bee journals for three or four months, and your honey will be sold with little effort. If you are unaccustomed to writing advertisements that will catch the attention, remember that the publishers are only too glad to help you, or write them for you, and they have a vocabulary well stocked with expressions, words and synonyms that will express in the superlative degree the quality of the goods you have to offer. "Smooth oily finish," "thick rich deliciousness" and the like, are expressions descriptive of the highest quality and catch the eye and thought very readily. There is no copyright on words that will beautifully describe your honey, and their use should be freely resorted to—only remember that the statement should be invariably in accordance with the fact, or their use is a positive injury to you by way of loss to every customer who purchases on the assumption that your goods are really superior. There is no secret in connection with the production of honey of superior quality. Just leave it with the bees, unspelled. At the end of the season, and the quality will be perfectly satisfactory.

A few bee-keepers have built up a good business in selling honey by canvassing from door to door direct to families. This method is to be highly commended, as it gives an opportunity to educate the public in reference to bees and honey. Having such an excellent food product of his own production, no bee-keeper should

hesitate as to the propriety of this manner of selling. I am informed that a number of bee-keepers of more than ordinary business capacity have made a good success of this manner of selling. Never having had occasion to sell in this way, it is largely a matter of theory with me, but I am convinced that customers thus gained will purchase of you year after year. A number of bee-keepers have obtained good results from advertising in their local papers.

There is one thought I desire to very strongly impress upon you. If you have a bountiful crop, do not get panicky about it, and offer to sell regardless of price. It is never necessary to do so. Let bee-keepers be determined to obtain a fair price, and not compete against each other unfairly, and the normal demand will be well supplied. If there is a surplus over and above, for which there is no demand at a fair price, carry it over to a year of scarcity. You will thus have nearly as much money as though you sacrificed the whole crop; you will have been spared the real misfortune of having broken and ruined your market, and you will still have the surplus over and above what is required to fill the normal demand to supply your market in years of scarcity that are sure to follow.

Suppose a bee-keeper's normal crop is 10,000 pounds, and in normal years the price is 8 cents per pound wholesale, his income from the honey crop will be \$800. Suppose he obtains a bountiful crop of, say, 15,000 pounds, or 50 per cent. greater than the normal, from the same number of bees. A slight decrease in price in such season of bountiful crop would be no injustice to the bee-keeper, because the additional expense and labor of producing it is less in proportion than that of producing a normal crop. A slight decrease in price might also be charged to the increased supply, but don't let us ever have a panic, because of a bountiful crop, and lose all the latent benefits that nature has showered upon us. If we are