

better of the bee-keeper and the chemist
every having the same qualifications, and
al re the solution of which will be of prac-
honey tical and lasting benefit to the bee-
keeper keeper and consumer of honey.

The bee-keeper gets only a small
percentage of the nectar the bees
gather. The brood is fed, the heat
and energy of the bee has through
food to be provided for, the brood has
to be warmed and the process of
ripening through raised temperature
and the fanning of atmosphere in and
out, all has to be done at the expense
of food consumed. We masticate
food and change starch to sugar by
the addition of certain secretions, in
this the food undergoes the first stages
towards digestion. The bees by
nature are compelled to gather nectar
a little at a time, they again transmit
it to fresh bees at the threshold of
the comb, again as it is moved about
from cell to cell in the process of
ripening, in all these as in the slow
process of mastication the honey
is being inverted; thus in honey we
have a partially digested or pre-di-
gested food ready for assimilation,
no other sweet on earth can boast of
this in its favor. The above process-
es properly carried out are done at
great loss in quantity from what
is first gathered but it is the machin-
ery power, the coal if you will to
produce the energy required to gather,
change and seal this food in its stages
from nectar to our valuable food—
honey. At no stage should this pro-
cess of ripening, etc. in the hive
be stopped by the bee-keeper, to do so
must work injury to our market.

Again if we do not know wherein
our goods are superior to others
which at first glance appear to be the
same and are, NOT CHEAPER, but a
less price how can we expect to sell
them to advantage and do them
justice? There is simply no answer
to the question. We must under-
stand their points of merit and have

faith in them and possessed with that
conviction we can hope to convince
OTHERS.

Think of a butcher becoming a
dry goods drummer, the hardware
man acting in that capacity for a
horse dealer, the dairyman pointing
out the merits of fruit or the poultry
man sent as an expert to find a mar-
ket for cheese and butter and you
have a spectacle of what every Dick
Tom and Harry is expected to do for
honey. Even our Governments are
guilty of such action, it is often done
unthinkingly but the consequences
are disastrous to our honey market.
Bee-keepers should combine in every
large city such as the one we are
meeting in, Syracuse, and have a
wholesale and retail establishment
for sale of honey, the retail establish-
ment could have for sale articles of
food etc. in which honey has been
used as an ingredient, here the high-
est in the land could be drawn by
advertising, exhibitions of bees, their
handling at certain hours, observa-
tory hives and displays setting forth
the natural history of the bee and so
on. Such a store at a comparatively
small outlay of cost could be made
the talk of the city and reach the
most intelligent and desirable class
of citizens and honey be made to
reach the tables of thousands upon
thousands where the article is today
a stranger. In other places arrange-
ments could be made to make the
sale of honey a strong (not neglected)
department in a business already es-
tablished or the business in certain
places might only be run for a por-
tion of the year but always be in
charge of a bright, alert expert hav-
ing confidence in and knowing the
goods. These centres could also be
made centres of instruction to em-
ployees in establishments where the
sale of honey would be desirable.

Give a proper margin to the one
who sells your honey. Bee-keepers