

As soon as a new outlet is found for the sale of honey, be it a pork packer, tobacconist or some other business, send an item to the journals of large circulation. "Pork packers (or whoever they may be) are commencing to use honey successfully in their business, &c." If we had the energy of the general manager of some quack medicine who works up such a market by judiciously appearing before the public, bee-keepers would soon find they could not supply the demand and as ours is an article of merit the market would not decrease. Therefore we want to do a liberal amount of advertising, setting forth the merits of this sweet above all others for children, invalids and people in sound health, something we never do except occasionally in a bee journal, the last place it should be put to enlarge the market.

At exhibitions held in larger cities we want a large and prominent exhibit of honey and implements. Start by giving the directors a nice can of honey, they are human and will interest themselves on our behalf as to space and general accommodation. Give other prominent people a sample if they do not buy and after tasting they will generally leave an order and feel under an obligation to speak of the fine display and quality of your honey.

Do not wait until a reporter makes himself known to you, but hunt out those of the leading papers, pave the way to their good graces by a little honey, in that way the exhibit will receive an amount of attention by the public, it otherwise would not. Having in this way secured the co-operation of influential people and the public generally, it will soon become a habit for them to buy.

As to the quantity in package, you regulate it yourself by the package you give them at first, you can come down to a smaller but hardly to advance a larger. Toronto people have been spoiled by too small a package being placed upon the market; 5 years ago we sold the bulk of our honey in five and ten lb. packages; a few in two and a half but the latter was the smallest. Year after year the size has decreased and to-day it is as difficult to sell a two and a half lb., if not one lb. package as five years ago five and ten lb. packages. The sellers are to blame for this not the buyers. At your exhibition you will find so many wise heads ready to condemn the whole display, because it is too large they say, "that cannot be all honey," but you, who listen, know they are a class who condemn with their own ignorance as a basis. Explain to all who will listen about bee-keepers, be courteous and endeavor to create a kindly impression, and you make a step in the right direction. After the ex-

hibitions follow up by establishing a general agency under a man who knows what is wanted or if circumstances permit, sell honey yourself. Visit nice clean groceries, fruit stores and chemists, and there arrange to set up a neat display in his window or on his counter, and leave a stock to sell from. Do not be discouraged by the store-keeper saying, no one asks for honey, tell him it is because they do not see it to buy. Even if the party has but little push, seeing it will bring customers.

Place honey upon the market at the right time. There is no use rushing it off when small fruits, &c., are abundant, and see that the display is kept up. Put your name upon every package. Whether comb or extracted honey every effort should be made to place it upon the market in as uniform and attractive a manner as possible to eye and palate. The sections should be white, clean and well preserved, any inferior ones should be disposed of at your exhibitions by cutting from corner to corner, making four pieces to each attached to the side of a section, these can be sold upon the grounds in large quantities. Observe the utmost cleanliness with your extracted honey, seldom, if ever, extract before one-third capped, then put into large deep tanks, which will give neither taste or color to the honey, in a few days the thin green honey will find its way to the top and can be removed, the remainder, if clover, should be sealed within a week's time, thistle the same, basswood a little longer, and you have an article fit for any man. Keep dark honey from spring or fall separate, never place it upon the retail market, it blocks the way for a more desirable article.

Many more valuable suggestions, will doubtless be thrown out by the discussions; may all have a beneficial effect.

I would suggest that a discussion upon the advisability of placing extracted honey upon the market in a granulated form, then we would secure a uniformity in the appearance of the article. Do our best it will granulate and we would educate the public mind to the fact that if granulated it is above suspicion.

R. F. HOLTERMAN.

Brantford, Ont., Jan. 9, 1886.

FOR THE CANADIAN BEE JOURNAL.

ON JUDGING HONEY.

I WAS delighted to see under Mr. Corneil's reply to my query "No. 49" C. B. J., that he "thinks the opinion which has been advanced that honey loses flavor by the escape of its essential oil through long exposure to the air is well founded." I never knew of any one advancing it until I wrote an article upon it in the