

low, there is no speculation in holding the honey a year or two, and the more bee-keepers there are who are determined not to sacrifice their honey because of a bountiful crop and low prices, the more stable will the market become.

In the last issue of the "Review," editorial notice is made of a bee-keeper who had been offered 7 cents for the best white clover honey that could be produced, laid down in Indianapolis; it would net him but a trifle above 5 cents per pound. I wish to say that the apiarist, as a class, is largely responsible for such market conditions. The jobber is always anxious to obtain goods at as low a price as he can obtain them, for the reason that his profits are correspondingly greater, and because of the lower prices at which he is able to sell, he can do a greater volume of business.. He sends out offers for honey, and quotes the current jobbing price of 5 to 7 cents, and in most years is able to supply his wants at these figures. Then, not being a philanthropist, why should he give more?

Once in a while there is a bee-keeper who does not figure the expense of cans and transportation, and thinks one-sidedly only of the 7 cents per pound he is going to obtain. Rather than take 5 cents net from the jobber, the bee-keeper quoted by the "Review" would better sell locally to consumers direct for 7 or 8 cents, and thus save the expense of his cans; and what could not be sold locally might be disposed of at satisfactory prices by a little well-directed advertising. Personally, I do not believe it to be ever necessary to sell honey direct to the consumer at less than 10 cents per pound. I reason that any lover of honey will supply his needs to the limit at 10 to 15 cents per pound in bulk, inasmuch as 10 to 15 cents is a popular price. Lovers of fresh butter in the cities and villages satisfy their wants at 25 to 30 cents per pound, simply because that has come to be the popular price.

If you have honey to sell, but keep still about it, disposing of it will be slow and tedious. There are various ways of directing public notice to the fact that you have honey to sell. If you imagine that a bountiful crop is to be a burden, remember that the local fairs bring together large crowds, among which are many lovers of honey, who will be as glad to learn where they can get it in its purity as you are to sell to them. Be on hand at these fairs with an exhibit of bees and honey. Show how it is extracted, and impress upon the willing listeners that honey production is your business, and that, being a specialist, you are able to produce it of a quality as fine as bees can make it. Allow prospective purchasers to sample it. Many of you who have exhibited at fairs will bear me out in the statement that a taste of the honey to a somewhat doubtful enquirer will almost always result in a sale if the quality is what it should be. Have some attractive cards with your address and an announcement of your business of honey production ready to hand to all enquirers. Customers gained in this way are likely to purchase of you year after year, and after you have established a trade at a fair price you will not need to lower it, even if you and others have a bountiful crop. If you think you could take naturally to the temporary occupation of a show-man or sleight-of-hand performer, operate a colony of bees in a cage, a la Root, to attract a crowd, and have your salesman ready to sell the honey as the performance proceeds and while the onlookers are spellbound.

If you have a good crop, remember that your brother bee-keepers in other localities may not be so well favored. All bee-keepers who have been in the business for years have a certain steady demand, sometimes reaching into thousands of pounds. They do not wish to lose their trade, and if they allow some other person to pick it up, even for one season, that other person has gained it.

customers for
lost them.

No better ad-keepers who ir-a business, and-crop, than to p-bee-keepers to-of failure. The-reaching this cla-vertising throug-up a neat adv-e the attention of-and have it ins-the leading bee j-months, and you-little effort. If y-writing advertis-the attention, r-lishers are only t-write them for y-abulary well sta-words' and synony-the superlative d-goods you have i-finish," "thick i-the like, are exp-the highest quali-and thought very-copyright on wor-describe your hone-be freely resorted-to the statement sho-accordance with the-positive injury to-very customer wh-assumption that you-perior. There is r-with the productio-quality. Just leave-il thoroughly cap-and of the season,-be perfectly satisf-A few bee-keeper-business in selling-from door to door d-method is to be hig-gives an opportunit-y in reference to b-ing such an excellen-own production,