

man's orchard, and at a certain place, there would be a meeting of fruit-growers. Generally we had two or three during the year. The first, for the pruning of the orchard, was held early in the spring, March or April, and we would distribute these circulars through the mails, and have it advertised in the local papers and have a prominent man send out postcards and get the men together. We would send a practical fruit-grower around, one who knew something about pruning, and we would get these men in the orchard and show them how it should be done, and then get them to try it. We found this very serviceable. We did the same thing in the spraying season, and again in the packing season. We got fruit experts from the Dominion Department to go around and show the men how to pack the apples, and we got the Dominion Department to bring in men from British Columbia, California, etc., where they make a specialty of this, and we have done a great deal of good.

Now, I see no reason why you should not have apiary meetings in the same way. I think in this way your local associations could make a step in advance. I think it would be very interesting and instructive, probably much more than a meeting here just talking over matters.

Now, so much for what you could do as an association. Now as individuals, I think the main thing is to increase your markets. Mr. Smith gave us some pointers last night. As far as honey is concerned, Toronto is probably the largest market in the province. Now, what are you doing as bee-keepers to advance the markets in these larger cities and towns? I go into a store and get honey without any label on it. As stated last night, it was pretty pure, but I think it is up to you bee-keepers

to educate the people in that respect. Mr. Briggs, of the Steele, Briggs Co. was telling me recently that he bought some honey as a sample, intending to buy more, but they would not eat it as it was full of bee-bread and tasted wax.

Now, I suppose he will not buy as much more honey this season. You have got to educate the people to the quality, care and uses of honey. I think one of the best ways is the little honey pamphlet Mr. Smith brought with him. Your local associations could get hold of them, it would be a good thing, or the Ontario association would have them printed. You take them to your meetings and distribute them to the people. Several years ago, in Toronto there were a lot of these distributed. I think this year it is up to the beekeepers to make a fine honey exhibit there. Think of the advertising your industry is going to receive there. Go there with the intention of advertising the industry as much as possible. Get the Ontario Association to give you 5,000 or 6,000 of these pamphlets and distribute them there. Toronto and these larger cities will form your local markets for a long time, and the markets there could easily be worked. A good many of you in smaller towns can get your grocers to fill their windows with honey, and that does a great deal to advertise the business. There is nothing shows up better in a shop window than comb or extracted honey in glass. Keep second-grade honey out of the stores and hotels.

Now, another point—that is, the press. This is probably one of the best sources by which you can inform the public of the value of honey, there are very few households now that do not take one or more newspapers and if it is a family in the country, or more agricultural papers. Now,