

If four-way sections are used, there is really very little use in using separators, as they are filled more accurately, and are capped at all the edges better, as well as being fastened more securely. It is less trouble to make sections with bee-way only at top and bottom, but yet we always prefer to send out the four-way sections, because we feel that the results will be so much better.

THE CANADIAN BEE JOURNAL

ISSUED 1ST AND 15TH OF EACH MONTH.

D. A. JONES, - EDITOR-IN-CHIEF.
F. H. MACPHERSON, - ASSOCIATE EDITOR.

BEETON, ONTARIO, MAY 1, 1890.

Sometimes one or two insertions of an advertisement will bear fruit to a remarkable degree, but this is the exception and not the rule. We have had people insert one advertisement in the "Exchange and Mart" column, and after waiting a week or two without any responses they write that they got no replies, and consequently conclude that the advertising medium is at fault. Speaking on this very subject one of America's foremost advertisers says: "Generally speaking, spasmodic advertising is as silly as spasmodic eating. To expect a single advertisement to pay is as foolish as to hope to grow fat from the spoils of one dinner." Just lately one advertiser wrote us that he had received twenty-five replies from one little advt., while another one who advertises in the POULTRY JOURNAL writes that he sold six settings of Duck eggs, all in one day, through his advt. in the JOURNAL. Sometimes it works all right, if you offer *just what people want to buy*, but as we first stated, it is "the exception and not the rule." Somehow many people who advertise only once in three months or more forget that most folks can't remember anything longer than seven days.

Though we own the dies on which our perforated metal is punched, yet it is not always possible to get the punching done as promptly as we could wish. This has been more so the present season than ever before, and a number of large orders, going long distances have had to be held days, waiting for perforated metal, either in full sheets or for strips for honey-boards.

Recipients of smokers sent out by us under instructions from the Ontario Beekeeper's As-

sociation should know that in case the smokers reach their destination in a badly damaged condition, we are bound to replace them, but the party receiving it, must be at the expense of the return postage. We had taken pains to pack them all to prevent damage to as great an extent as possible, and up to the present time have received complaints from none living on a line of railroads, where the packages can be delivered without being transported by carrier. In the cases of offices only reached by carrier, that individual evidently uses the mail-bag as a cushion with dire results to the contents when they happen to be smokers. Three complaints are the total up to this date.

One or two requests for information as to how to feed came in to us the latter end of March—but too late for the issue of April 1, when the information was desired. These were overlooked in the issue of April 15, and it is now too late to make the replies of any use. We trust those who desired to know about feeding did not find it necessary to do so.

CIRCULARS RECEIVED.

J. B. Mason & Sons, Mechanic Falls, Me.,—16 pages—Beekeepers supplies.

E. L. Eratt, Marlboro, Mass.—Beekeeper's edition "Companion and Prize Weekly,"—Bees and supplies generally.

Joseph E. Shaver, Friedens, Va.,—Bees, hives and supplies generally.

James Heddon, Dowagiac, Mich.—40 pages—The Heddon Hive and supplies generally.

A. I. Root, Medina, O.,—42 pages—All kinds of supplies, and household.

Commendations.

THOS. CHRISTIAN.—I had eleven replies from all parts of the country in reply to my advertisement in the BEE JOURNAL, and I sold all my bees.

Lorranie, April 19, 1890.

JNO. BEEKING.—Received supplies in good shape, everything being satisfactory.
Tyfield, Ont., March 19, 1890.

GEO. WOOD.—Your valuable JOURNAL is all the time improving, as can be seen by any one possessing, as I do, a stack, of which the top one reads Vol. 6, No. 1, and the bottom one, Vol. 1, No. 1, and not a missing number.
Monticello, Ont., April 3, 1890.