

hand in the sample and say: "This is a sample of the honey we are selling. If you would like some please fill out the blank card. The circular will tell all about it. I will call to-morrow and see you and get the little dish. Not only can almost any one hand in a sample of honey in this way but it can be done very quickly and it is received graciously. It is policy to sample one day just as many as you can call on again the next. There are many advantages about this sample and circular plan over the "Niver" way, no matter how busy a person may be they wont refuse a sample and circular. If only the servant is at home it makes no difference. If the wife is at home but would like to consult her husband first, who is away, then this can be done on his return. They have 24 hours to think about it and read what you have said in the circular. You have told them you will call for the dish so they expect you, and even though you may not receive an order at once you have done some good advertising which will no doubt bear fruit sometime. It is an advantage also in the saving of time. In a city where the houses are close together one can distribute a great many samples and if you receive an order at every 3rd place you can not only dispose of a quantity of honey but will make good wages also, but let it be understood that you are not to sell at retail at wholesale prices, but rather at an advance such as a merchant would expect. You will find that it will not be necessary to cut prices in order to sell, but that you can get as much, or more than would have to be paid at the stores. I would not of course ask more but rather the same as if bought from their grocer. Some may ask why not fill a little bottle and give it as a sample instead of a card. It is more expensive and be-

sides an ounce of honey in the dish looks more than the same quantity in a bottle, although the bottle may have other advantages.

I hope in another issue of this journal to give a photo of a sample case of dishes with fuller particulars regarding them, and this way of selling our honey.

Uniting and Feeding for Winter

"Where is our buckwheat honey now, Doolittle?"

"Evidently all gone. Passed away in about ten minutes yesterday, and the hundreds of acres on which it was in such a flourishing condition yesterday morning might better have been left unplowed and unsown. But I pity the farmers more than I do us bee-keepers. We lose only a prospective honey harvest, while the farmer has not only lost his prospective crop of buckwheat, but all of his labor, seed, grain, and the use of his land. Such a hail storm was never known before in this locality at this time of the year, and I hope such a one may never come again."

"And the loss of buckwheat only commences the loss. Oats and barley are so thrashed out that the fields will hardly pay for harvesting; corn is in shreds, beans are all broken to pieces, the pods as well as the vines; more than half the apples and pears are on the ground, and what remains on the trees have from three to twenty hailstone dents in each fruit, many of these dents breaking the skin."

"Yes I have seen all of these things, and I can not help mourning. But mourning will do no good. Let us talk about something brighter. What brought you over here to-day?"

"Well, I had several colonies of