

colonies, and this should result in doubling the crop, with no extra efforts put forth in marketing, and the price should go down one-half, there would be nothing gained in "keeping more bees." But the real fact is that not every bee-keeper will keep more bees. It is only a few of them that will wake up to the opportunities in this direction, and, if this enterprise among a few bee-keepers should help to depress prices, it will only help to drive out of business those who are not so enterprising. It is always the man who produces at the maximum profit who succeeds, while he who produces at the minimum profit fails. Here is the real point of the whole argument: Where is the bee-keeper with 100 colonies, who produced 10,000 pounds of extracted honey last year, who would not be better off, financially, if he had kept 200 colonies, and produced 20,000 lbs? As I have already said, if every bee-keeper in the country had doubled his colonies, and his crop, and this had reduced the price one-half, there would be no gain to bee-keepers but this is supposing something that will never happen.

Even if the honey crop should be doubled by the keeping of more bees, there is no assurance that prices would drop in proportion. As a commodity drops in price, it is used more largely, which has a tendency to bring prices back again. All things eventually find their level.

Then here is another point: The proper distribution of the crop in marketing is something towards which scarcely any organized effort has been directed. It is expected that the National Association will do something this year in the way of gathering statistics in time to have them available when marketing honey. This question of marketing is really the most important question before

us, and the Review expects to do its hardest work in that direction the coming year. When we consider the number of people in this country, and the number of pounds of honey produced we are astonished at the small amount per person. We should keep more bees, and, at the same time, improve our methods of marketing. Let no one imagine for one moment that he can increase the prosperity of the bee-keepers by persuading them to keep fewer bees in order to cut down the amount produced, and thus raise the price. That is beginning at the wrong end of the problem. Let us keep more bees, produce more honey; reduce the cost of the production, and improve our methods of marketing.

Just a word in closing, in regard to how I would have bee-keepers keep more bees. I would not do it by increasing the number of bee-keepers, but by increasing the number of colonies now kept by those already in the business. I am working to increase the prosperity of existing bee-keepers, instead of adding to their numbers. If a man feels that bee-keeping is his calling, he will be welcomed into our ranks, but I never believed in hurrahing in every Tom Dick and Harry. By so doing we often do a wrong to all concerned."

In the American Bee Journal "experts opinion column" out of twenty-seven replies to the question "If for some reason you were to start in anew to keep bees and were obliged to get an entirely new outfit, what section would you choose". Seventeen were in favor of the ordinary bee way 4½ x 4½ sections.

The Canadian Bee Journal and Toronto News (daily by mail) one year for only \$1 50, don't miss this offer.