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E. A. Earp

The New Zealand Beekeepers' Journal.

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The Official Organ of the National Beekeepers' Association of N.Z.

No. 34 DUNEDIN. 3/6 PER ANNUM.

Local Inspectors.

Re Mr. Benton's letter in this issue, some explanation is necessary. The beekeepers of the South Island are not so much blind to their own interests, but rather their eyes are open to the fact that local inspectors do the actual work while the permanent inspectors draw the pay. We cannot understand why North Island beekeepers are so obliging. We know of one local inspector who has resigned because he found he was doing the work, while the permanent inspector stayed in his offices and wrote out the notices. Mr. Benton says that local inspection is the long end of the lever. We should rather say it is the wrong end. We do not know where Mr. Benton gets his information that from every district where local inspectors are employed comes the pleasing information that conditions are greatly improved. It is the first information we have received to that effect.

Eradication of Foul-brood.

Mr. Benton says that if foul-brood were cleaned up, district by district, the first districts would be rotten before the last were finished. Much mud has been thrown at the box-hive men, but it must be admitted that box-hives are almost things of the past. If a district is once cleaned up and goes back to a rotten state, then it would be the frame-hive beekeeper who would be to blame. We are inclined to think that the greatest problem the inspectors have to face now is getting the frame-hive beekeeper to give up tinkering with disease and tackle the problem of eradication in a whole-hearted way. There are men who have kept bees for many years, and have never been free from foul-brood. Now that the box-hives are gone, they still have it with them, and they still account for it by supposing there must be box-hives about. These men pose as authorities on foul-brood, and are ever ready to advance all sorts of theories and advocate all sorts of tinkering methods, which are doing more harm than good by confusing the average beekeeper. The man who has had foul-brood and has eradicated it, not merely kept it down ,is the best authority. We are afraid that the inspectors are going to have more trouble than enough to get the foul-brood rooted out of the larger apiaries, where it has been an institution for years. There are districts that have been cleaned up, and have remained clean so far, and we cannot see why these districts cannot be extended, so that the inspectors gradually have less and less ground to cover. If it were necessary we could quote from the writings of leading beekeepers to prove that foul-brood is still an institution in their own apiaries. The average beekeeper does not move about enough, and views the subject

in a one-sided way; but in meeting so many beekeepers we have had our eyes opened to the real situation. We think it is time the inspectors came down like a ton of bricks on some of the self-styled authorities on foul-brood. We strongly advise our readers, who are mostly in a small way and looking for a lead, to take the advice of the apiary instructors and follow it to the letter. This is the best way in which we can co-operate with the inspectors to eradicate disease.

Cheap Foundation.

While on the subject of foul-brood, we should like to say that one of the greatest stumbling-blocks to getting foul-brood treated in a wholesale way is the ever-increasing cost of foundation. We hope that now the Honey Producers' Association is taking up the supply business, they will see their way to considerably reduce the cost of foundation. A reduction in price will lead to a greater use in treating foul-brood, and the cumulative effect will be larger apiaries and increased production of honey, which will be better than a big profit on a small quantity of foundation. There is no reason why all the foundation required cannot be made in this country, and if sufficient wax cannot be obtained locally, it can be imported. In the latter case we ought to get the duty of a penny per pound removed, as it is useless bolstering up the price of wax when the beekeeper has to buy it back as foundation. It is an anomaly to see the duty on the raw material while the manufactured article comes in free. The remedy for cheap foundation is in the hands of the beekeepers themselves. They can make their own foundation. Already there are a number of plants in operation, and we expect to see still more. If there is a call for it, we shall be pleased to publish the best methods of manufacture. To show that cheap foundation is a great factor in combating foul-brood, we may mention that the oldest and most consistently successful beekeeper in New Zealand gives his foundation mill credit for the fact that he was able to make beekeeping a success in the days before the passing of the Act, when foul-brood was rampant. Beekeepers in the past have made failures, and put it down to "clover sickness," box-hive menace, and bad seasons, but we think the example of this veteran beekeeper could be safely followed. His apiary of 220 colonies is a credit to him.

From estimates made by the Apiary Instructors, it has been reported that the total honey crop will be about 1,250 tons. While we would wish this to be true, we are afraid that it is rather an optimistic estimate. We should think that the instructors are in a good position to make a fairly accurate estimate, but from reports we have received we think that the total honey crop is not much more than one-half the estimate.

A few good crops loom large in the eyes of the instructors and influence them in over-estimating the average per hive. They hazard a guess at the number of colonies in their districts and multiply by the average. We understand that when registration is in force correct figures will be obtained each year by the Agricultural Department, who will send out cards for a crop report. This will be a valuable innovation.

THE TRUE SPIRIT OF CO-OPERATION.

The following is an extract from a letter to the Honey Producers' Association by an intending shareholder:—

"A Westland merchant offered me 6d. per lb. done up in 2-lb. cartons, and I believe it might pay better than through you; but it goes against my grain, as it is a tendency to defeat your aims, and this is my first surplus on the market."

This beekeeper can see the threepenny-piece on the end of his nose, but he also sees the sixpence further off.

Since the New Year the Honey Producers' Association has added over 50 new shareholders to its list, and the list is still growing. The Company is making very marked progress. The turnover during the first year's operations was £2,000; second year, £6,700; and last year £8,600. It is confidently expected that this year's turnover will reach £12,000. The subscribed capital at the end of 1916 was £3,112, and since then it has been increased to £3,800. As it is expected that the whole of the present nominal capital will soon be subscribed, an increase of its capital to £9,000 is now being provided for.

The proposed purchase of the Alliance Box Company's business has not been completed as yet, but, failing its completion, other arrangements will at once be made to enter into the supply business. The Company has received offers of personal assistance from men experienced in the supply business, and will thus be safeguarded against the loss resulting from inexperience.

There is no authority for a report that has appeared in a weekly paper regarding a possible change in the personnel of the management of the H.P.A.'s business.

MEETING OF EXECUTIVE.

The Executive of the National Beekeepers' Association met in Christchurch on Thursday, 12th April. Present: Messrs. J. Rentoul (President), W. E. Barker, E. W. Sage, and W. B. Bray (Secretary).

The Secretary was instructed to write to the Department of Agriculture to ascertain the prospects of getting the Government subsidy immediately.

It was decided to hold the Annual Conference in Wellington on June 6th, 7th and 8th, and a draft programme was drawn up. The Department of Agriculture will be asked to exhibit samples of each grade of each coloured honey. Papers on Honey Grading, Apiary Inspection, Apiary Sites, Beekeeping for Returned Soldiers, Honey Packages, Crystallisation of Honey, and Apiary Fittings and Management were arranged for. Mr. A. Ireland was appointed Auditor in place of Mr. W. B. Bray (resigned).

The following resolution was carried:—"That the Executive has considered the position of apiarists called up for military service, and offers to work under the National Efficiency Board as a Board of Trustees for the beekeeping industry, the duties to be the finding of suitable labour for the management of soldiers' apiaries, and to support appeals where labour cannot be obtained.

The Secretary reported having obtained fifty new subscribers for the Journal, and that the Journal could be made self-supporting if readers would send in their outstanding subscriptions, which amount to £40.

STRAY BEES.

(By R.B., Bay of Plenty.)

"Absent-minded beggars" are fairly numerous the world over, but to think that there are 250 of them among New Zealand beekeepers is somewhat of a surprise. Of course, they fully intended to send in their subscription to their Beekeepers' Journal "to-morrow or the next day," but they completely overlooked it. The man who subscribes to a journal in connection with his trade or profession is not helping anyone or any cause more than he is helping himself, for the knowledge thus acquired will often obviate the making of mistakes which would be more costly than a dozen subscriptions paid during a lifetime, to say nothing of the loss of self-respect caused through ignorance. The publishers of a Journal, like workers among bees, must have the material and funds for getting their work done in due season, for the right season soon passes and does not come back again. Now, boys, come along with those subs., and the Beekeepers Journal will supply you with more than a pound's worth of reading matter and good tips in exchange for just the value of the honey contained in one frame. You're in a mighty small way or a poor beekeeper if you cannot produce that much honey. Many a one-hive man presents his friends with a frame of honey just to show that he knows something about bees, and it's pretty good evidence, too.

The Editor says (p. 530) that reliable information in regard to market quotations of apiary produce is not available. If this is so, every source should be exhausted in an attempt to make it available. How is this for a suggestion:—Arrange with the Secretary of the Honey Producers' Association to wire the Editor the day before the Journal goes to press each month, giving the current prices for honey and beeswax, in different-sized tins and grades. A press message of 100 words can be sent through for 8d.—only eight pennies a month, and if the Association always gets as good value for its money, the shareholders should be very well pleased.

(To be continued.)

QUEEN EXCLUDERS.

The February number of the Journal is just to hand, and in it I note a letter from Fred. C. Baines re excluders and his experiences of them. He seems to take exception to one or two of the statements in my letter in the December issue.

First, as to blocking the brood-nest; next encouraging swarming. Now, I have kept bees at the two extremes of New Zealand—viz., Southland and Auckland—and will positively state that the use of excluders in both situations was a decided advantage.

In the second paragraph of his letter, Mr. Baines states that he put "two frames of brood and ten sheets of foundation in the lower storey, then the excluder on top, and, I presume, the brood above that. In some cases the bees neglected the queen; in others swarmed; and again in others filled the combs with honey. My opinion is that in the first case the hives were not strong enough to look after their queen; in the second case they (the bees) thought her failing, and superseded her; in the third, the queen shows her inferiority by not absorbing the cells as soon as built. In a nutshell, Mr. Baines broke his hives up too much, and then expected the bees to make up the deficiency.

When I raise brood above the excluder, I rarely take more than four combs at a time, and I put them in the third storey, making a distinct break between the two lots of brood. If the hive is not strong enough to cover a large number of combs, they will always follow the bulk of the brood, and trust to the queen to follow.

In the third paragraph, I admit that Mr. Lens knew what he was talking about when on the subject of bees, but how many times did he try excluders? and, after all, 36 tons from 1,300 colonies is only an average of 61¾ lbs. per colony, as compared with my 246½ lbs. per colony with excluders; and this year I have 14 tons from 138 colonies; and Mr. Allen, another excluder man, has 10 tons from 100 colonies. No, the trouble is that you northern men's education in the use of excluders has been sadly neglected.

I will briefly state our method of using excluders. In the spring we work up all colonies to their full strength by taking from the strongest and giving to the weakest; but to do that there must be no foul-brood about. When the hives (single-storey, 10 frames) are full of brood and bees, No. 2 storey is put on, and the queen allowed the run of the lot. As soon as the main flow from the clover sets in, excluders are put between the two supers; we don't bother looking for the queen. Next week we go round, and if there are eggs in the upper storey then the queen is there, and she is put down. When the queen is not in the upper storey, we search for cells and smash them. Next week we go round and smash cells again, and that part of the business is finished in the top storey, for the brood is now too old to start more. I lift the bottom storey, and turn the bottom bars toward Mrs. Gibb. She blows a few strong puffs of pungent smoke over them, the bees retreat, and if any cells are present she detects them; if the hive is going to swarm, it is marked; if not, its brood-nest is left alone; if its super is full

of honey it is lifted up and an empty one placed underneath. After going round the apiary, the marked ones are dealt with; four or five combs are taken from the centre of the brood-nest and the space filled up with foundation (that's the best place to get combs drawn out), the excluder is put on next the honey, and, last of all, the four frames of brood on top, and drawn extracting combs to fill out with. As the brood hatches out the bees fill the combs with honey—at least that is what the bees do here. Please note when the brood is taken from the brood-nest it is never put in the second storey, always in the third; if the hive is not strong enough to look after a third storey and yet wants to swarm—well, I come to the conclusion that the queen won't do me, so I replace her with a better; in fact, I try to re-queen my yard every year. I'm sure it pays.

To hark back to the swarming and Mr. Lenz's opinion that excluders encourage swarming, he must have had them on at his Greytown apiary one day when I passed, for I counted seven hanging on the willows, and when I asked one budding young apiarist of that benighted village where he got his Italian bees from, he said, "Oh, there's dozens of them on the willows over there," pointing his thumb in the direction of Mr. Lenz's apiary.

Menzies Ferry. ROBERT GIBB.

FIELD MEETING AT RUAKURA APIARY.

(Waikato Times.)

A very interesting and instructive day was spent at the Ruakura State Farm on Wednesday, 14th February, by about 200 people—members of the Waikato Branch of the National Beekeepers' Association and others interested in the production of honey. The day was an ideal one, and the farm was looking at its best. The visitors, besides seeing everything to be seen in the apiary section, made the best use of their time in a general inspection of the many other interesting features of the farm. The Farm Manager (Mr. A. F. Green), the secretary (Mr. E. Brogan), the apiary instructor (Mr. Westbrook), the apiary manager (Mr. A. B. Trythall), and the other officers of the farm placed every facility in the way of the visitors for gaining knowledge, and the greatest satisfaction with the day's instructiveness was expressed.

The visitors were welcomed by the Farm Manager (Mr. A. F. Green), who stated that twelve months ago the first beekeepers' field day was held, when the hope was generally expressed that the gathering would become an annual one. He was now pleased to notice that the function was described in the official circular as the "annual field day." The speaker referred to the value of unity amongst honey producers, to whom it was just as important as to any other business or industry. At the initial field day a number of suggestions were made for increasing the usefulness of the State Apiary from an experimental point, and he was pleased to announce that many of these suggestions had been carried out, and great improvements had been made.—(Applause.) The speaker referred to the excellent work of Messrs. Kirk (Advisor to the

Government on apiary matters), Westbrook and Trythall, and commented upon the readiness with which Mr. Brown (Director of the Fields Division) had accepted and authorised the carrying out of proposals calculated to increase the interest and usefulness of the apiary, and, in fact, any other department of the farm.—(Applause.) In conclusion, Mr. Green heartily welcomed the assembly, and trusted they would benefit by their visit.

Value of Experiments.

Mr. Kirk (Director of the Apiary Division) said that at the last field day certain suggestions were made for the improvement of the apiary, and although all the desired improvements were not yet completed, there had yet been added a considerable number, including the basis of experimentation in the way of different makes of hives. Many of these hives had been condemned, and it was for the purpose of pointing out the weaknesses that they were kept. Last year there was very little experimental work carried on, but this year beekeepers would find considerable interest in the different experiments which had been introduced, and whether these experiments were a success or a failure, they were all valuable in that they furnished knowledge. They got a very much more valuable return than a cash profit from these experiments in the information obtained. An experimental farm of any kind could not be expected to pay financially, and no rational being would suggest that they should, as naturally experiments were expensive, and the failures must be demonstrated equally with the successes. He trusted all would spend a pleasant day, and that they would go away with additional knowledge as the result of their visit.

Mr. J. A. Young, M.P., said the bee industry was one that could only be built up by co-operative effort. It was a growing one, and it was the duty of the State to encourage and foster in every way the exploitation of our natural resources. It was very essential in experimental work of any kind not only to demonstrate the successes but the failures also, accounts of which should be published for general information in order to prevent those engaged in the different industries falling into error. He agreed with Mr. Kirk that it was impossible to run an experimental farm on financially profitable lines—the value really lay in the knowledge gained, which was worth far more than cash.—(Applause.)

Work for Returned Soldiers.

Mr. J. S. Cotterell (President of the Waikato Branch), after touching upon the excellent situation of the State Farm for such a gathering as that, stated that the crop of honey this season, though not equal to that of Southland, had been good. They had doubless seen from published reports that some apiarists in the south had individually secured fourteen tons, ten tons, and two eight tons of honey. Waikato used to produce honey largely, but where, he asked, was the apiarist amongst them who could equal these figures? That they produced a fine quality of honey went without saying, seeing that the

Waikato honey gained the gold medal at the Panama Exhibition; but something more than this was needed these times—that was, to greatly augment their output by greater energy and enterprise. A little more formic acid in their systems might do some of them good, as tending to greater effort.—(Laughter.) They should take a lesson from the bees: the more they had in the way of honey the more did they seem to desire.—(Applause.) The speaker drew attention to the good work of their trading organisation—the H.P.A. He understood, he said, that there was a demand now for 100 tons of their produce, packed in 2-lb. tins, for the New Zealand market, whilst the demand for H.P.A. honey in England could not be satisfied. It was also satisfactory to note that at last local grading had been introduced by the Waikato Association. By this he meant that there would be two prices for honey, determined by the quality, on the same basis as that in vogue with honey for export.

Referring to the large unoccupied areas in New Zealand, even in the bush districts, the speaker said these might well support thousands of hives of bees, and what better or more healthy and absorbing occupation could be offered to returned soldiers, he asked, whether physically fit or partially disabled, than to set them to work producing honey. The work during the season was intensive, when queen-rearing was undertaken, but there was really no hard work attached to it, and for some months there was little, if anything, to do but make supplies for the next season. He thought all would agree with him that this was a matter which the Government should take up to provide future employment for returned warriors. Mr. Cotterell added that in his opinion beekeeping was the best of all producing interests in New Zealand, and was the poetry of farming.—(Applause.)

Mr. G. V. Westbrooke (apiary instructor) gave an instructive address on "Bee Diseases, and How to Cope with Them."

A very instructive address on "How to successfully introduce a fertile queen, though virgin queens may be present," was given by Mr. J. S. Cotterell, President of the Association. The speaker said that owing to the abnormally mild winter, breeding in the hives had taken place almost continuously, with the result that the queens had become partially impaired in their egg production. The result was that at the height of the honey season the bees started to supersede them by raising new queens in order to supplant the old one. In many cases the old queen was found outside the hive, with one or more virgins present in the hive, and consequently abnormal swarming resulted. In such cases it was necessary to bring the colonies back to a normal condition, which could only be done by introducing a fertile queen, which, if done without removing the virgin queens, would result in her death. The method which the speaker had successfully employed during the past season was, he said, simplicity itself. The old hive was removed to one side, and substituted by an empty one, the precaution being first taken to place a queen excluder between the bottom board and the brood chamber. All the

bees were then shaken before the new hive, and the frames placed within the new hive, which in its turn was covered by a queen excluder, and supers added in the usual course. The caged fertile queen had, of course, already been introduced between the frames. By this method the virgins were sifted away from the combs of brood and remained harmless below. The ultimate fate of these virgins was unknown. All the beekeeper had to concern himself over was that the fertile queen had been accepted and was duly attending to business.

Queen Rearing.

Close attention was paid to an address by Mr. C. S. Hutchinson on "Queen Rearing and Introduction." The first thing to remember in selecting hives for queen-rearing purposes, according to the speaker, was that they should be very strong, or full of bees, and should show a distinct tendency to raise dummy queen cells. This was the best indication of good queen-raising hives. The next thing was to shut the queen in the bottom storey, excepting about three combs, which would encourage the queen to go on rearing below. Three days later a number of other hives would be prepared in the same day, and at the end of six or seven days the keeper would return to the first hives and remove the bottom storey containing the queen, to a fresh stand, putting the top storey on an old bottom one. The position would now be that the top story larva would be too old from which to raise queens, and an inspection with the object of seeing that no queen cells had been started was now desirable. This was very important, as if queen cells had been started and were not detroyed, the bees would not accept the newly-grafted cells. Twelve grafted cells were now inserted in the hive according to the Doolittle system, and next morning thirty grafts on two frames were prepared under the same system, while the grafts placed in the previous day (which should be well started) were removed, and the two new grafted frames of cells inserted in the hive, about two frames distance from each side. The frame of started cells was next inserted in one of the hives in which the queen had been shut down three days after the first hives. The same process was followed each successive day until bees ceased to accept cells. By this method it was possible to start about fifty queen cells in about three days, while the method was an absolutely sure one. If bad weather supervened, it was necessary to feed the colony engaged in starting the cell.

Practical Demonstration.

The Apiary Manager (Mr. A. B. Trythall) gave a practical demonstration of the work carried on at the apiary, including experiments with six different kinds of hives, and showed the advantage of asbestos slate as the foundation of a hive stand, and various improved methods of laying out apiaries. He described the making of nuclei and the various improvements in the honey-house, including the steam heated uncapping knives, gravity strainers, improved bottling arrangements, and the latest appliances for making up hives and frames, and the advantages and disadvantages of shallow honey supers,

wood quilts, flat and gable roofs, hive-numbering, etc. Of all the experimental hives dealt with he recommended the hand hive, containing the switch bottom board, utilising existing standard frames and bodies.

Afterwards the students demonstrated the handling of bees and the taking off and extracting of honey with the latest appliances. Among the cadets was Mr. Brogan, jun., a returned soldier.

At the conclusion of the function a number of questions were asked and answered by the experts, and a hearty vote of thanks was passed to the manager and farm officials for the facilities provided and the hospitality shown, Mr. R. F. Bollard, M.P., who attended in the afternoon, speaking generally on the prospects for the sale and export of honey.

THE BENTON CAPPINGS REDUCER AND THICK HONEY SEPARATOR.

In many parts of New Zealand beekeepers are troubled with considerable quantities of thick, unextractable honey, such as manuka, flax, cabbage-tree. These beekeepers will be pleased to learn that at last a practical device has been invented to deal with thick honey, as well as cappings, in any quantity, without deteriorating the quality in the slightest.

The device is composed of a tank 18 inches deep and 20 inches in diameter, with a 1-inch jacket on the bottom. On the inside 6 inches from the top is a copper coil, spaced so that there is an interstice of one-eighth of an inch between the tubing, of which the coil is composed. Underneath the coil is a wire cloth screen. One end of the coil is connected with a steam boiler of about five gallons capacity, with a piece of rubber tubing; the other end is connected with the jacket at the bottom. The coil, when being traversed by steam, presents a large heating surface, and the steam jacket underneath keeps the wax at just sufficient temperature to stop it from setting. As the machine automatically releases the honey and retains the wax, the honey is not in the machine long enough to deteriorate in quality.

Mr. R. H. Nelson, of Martinborough, wrote me in part as follows as regards his impression of it:—"You struck the right idea that time. It is just the thing for the thick honey business. I wouldn't mind now if I had all the thick honey I have poured into the the sandhill; I could soon find a market for it now. Your melter has the heating surface to do the job in quantity without spoiling the honey."

I have used my invention this year for both cappings and combs of thick honey, and I do not think a more practical

machine will ever be built for handling either in large or small quantities. I intend to demonstrate the machine at the coming Conference.

Newstead, Featherston, 22/2/17. H. BENTON.

[The Conference will no doubt be pleased to see the machine next June. Mr. Benton does not mention it, but we presume that he has provided for an opening for the steam to blow off, otherwise there will be a blow-up.—Ed.]

QUEENS.

Mr. Hopkins blames the grafting method for the loss of queens imported from America. May not the loss be caused by the mail-bags being bumped about more nowadays through the quicker service, or through the mail-bags being fumigated, or through the queens being put into the ordinary canvas mail-bags instead of special ventilated mail-bags as they used to be?

I do not believe that natural reared cells produce longer-lived queens whose bees are better honey gatherers. The reason is that out of a number reared in a hive and allowed to hatch at will, there will be one which was not so well nursed, and she, being smaller and more active, may destroy her more useful sisters. A colony headed by such a queen will produce a very poor crop. I have known a number of such cases in my own experience that could not be accounted for any other way.

Most beekeepers have not been breeders of stock, and do not understand the culling out that has to be done to get the best results. In queen-rearing, I believe it is sometimes necessary to cull out even some of the best-looking queens. It is not looks that count, and a close watch must be kept on their stock to detect any weakness. For example, a queen may produce bees which on hatching are unable even to crawl about. Most beekeepers think it is a case of chilled brood, but on looking closely it will be seen that such bees are not properly developed in their legs or wings. I have read in American journals accounts of what I am certain are such cases. The remedy is to kill the queen and introduce another. It is quite possible for queens to have other defects that we cannot see, but they are sure to show up in the amount of surplus honey stored by their progeny.

I have a grafted queen that has just finished her third season. Her bees have stored a good 200 lbs. in a yard with a 50 lb. average. This is not bad going. One of her sisters in a yard of 120 lb. average put up a performance of 350 lbs. How is that for grafting? I have yet to find a naturally reared queen to beat it. The mother of these two was one of a grafted batch, and she lived well into her fourth year. The best

naturally reared queens are got when the bees rear only about two or three cells and do not swarm; if they rear a number and swarm, one will get only an average queen.

The grafting method is easy, quick, certain and cheap. As for baby nuclei, no one seems to have an easier or more workable plan for keeping track of young queens. It is quite trouble enough at times to find the queen in a small lot without having to look through a full-sized hive for her.

Wainui. A. BARRETT.

EFFECTIVE NATIONAL ADVERTISING.

(Extracts from "Gleanings.")

Having given considerable study to advertising, and read a large number of the articles on the subject that have appeared in the pages of "Gleanings," I have come to the conclusion that we have not yet been down to bedrock on the essentials of advertising as taught by modern schools devoted to this subject. Summarising the somewhat long-drawn-out instructions, one is faced with three broad principles upon which success ultimately depends. First in importance we must appeal directly to the personality of the reader—that is, to something that actually concerns either his welfare or his ideal. Such an appeal is not made by the mere words "Eat Honey," of the much-lauded sticker. Second, we must devise an advertisement that will be outside the groove of the usual eye-catching advertisement. Third, we must be brief. As brevity is the soul of wit, so it is of successful advertising.

The sticker, "Eat Honey," has been pushed more than any other in recent years; but while it is good in its way in lieu of nothing at all, it does not contain the first principle of successful advertising. It fully carries out the third, but has little or no claim to the second. Obviously it says either too little or too much.

That honey aids digestion does not appeal to the person with the splendid appetite which we wish our consumers to possess. Such an idea suggests that honey is a food for the invalid. We must adopt something stronger, and at the same time, if possible, something actually startling and of definite educational value. If we want the public to sit up and take notice we must adopt something very different from a mere statement which they can believe or not, as they wish. We must tell them, in a way that cannot be contradicted, something that they did not know before. In doing this we carry out our second principle—that is, adopting something outside the ordinary groove of advertising.

In honey we have an unparalleled opportunity to make a good display, owing to the ignorance of the public upon a subject of so much fascination as the bees.

Let me suggest that no other thought so appeals to humanity, not even that of wealth or health, as does the thought of long life. Granting that whatever relieves the bodily organs of labour also lengthens one's term of existence, let us put down for a starter the words, "You cannot live as long as you should." Will such an expression answer? Perhaps many will say it is all right for a start. Well, it is not good! Almost every one who reads such a statement will mentally remark, "Oh, that is some gag about living as old as Methuselah's ghost," and away goes the effect of our advertisement. Suppose we change it to read, "You cannot live long." Here we have our first principle carried out—that is, a direct appeal to the personal welfare of the reader through a most startling announcement. Any one roused out of the ordinary casual reception of the usual advertising matter will read further.

What else shall we say to fulfil the two other conditions? The second principle really includes the first—that is, personal appeal plus originality. We must develop originality further, nevertheless; but let us proceed truthfully, for sooner or later the slightest exaggeration defeats its aim. Suppose after saying, "You cannot live long," we add the explanation "as you should," in very small type, and then go on with a truthful and brief statement, "unless you eat less sugar and more honey." This is brief, but not backed up with any kind of proof. It is too brief. So we add another fact that the reader never knew before and cannot contradict. Being a fact, the whole world must come to recognise it if we tell them sufficiently often. "Honey builds the system up and sugar wears it out." The whole thing should run like this:—

"YOU CANNOT LIVE LONG as you should unless you eat less sugar and more honey. Sugar wears the system out. Honey builds it up."

If every honey producer used printed envelopes, the large number used in a whole year seen by so many persons would be a most effective way of calling the attention of the purchasing public to the fact that honey has a really necessary place in the daily menu.

Advertising Jones' or Smith's honey is all right in one's own territory; but what is required for successful results is the everlasting publication of one great fundamental fact, and that can be obtained only by national effort. I therefore suggest the national envelope.

H. BARTLETT MILLER.

Kihikihi, N.Z.

Mr. T. W. Kirk (Director of the Horticultural Division), Mr. F. S. Pope (Secretary of Agriculture), and Mr. F. A. Jacobsen (Government Apiarist) are inspecting parts of the North Island with a view to improving matters in connection with the beekeeping industry..

Correspondence.

(TO THE EDITOR.)

Sir,—I beg leave to contradict a statement made by you (p. 553) in footnote to letter by "Local Inspector." Granted that registration will aid the present permanent staff to make a more complete inspection, it will still be an utter impossibility for them to do the work thoroughly, district by district, as you suggest. It would take years, and by that time the first districts inspected would again be rotten with foul-brood.

In my opinion inspection is the pivotal point upon which turns the eradication of foul-brood. Permanent inspection is the fulcrum, and local inspection the long end of the lever. The whole question in a nutshell is just this: if we wish to combat foul-brood successfully, we must have a thorough inspection of each district at least once a year; as the number of permanent inspectors is insufficient, we must take some of the work upon ourselves as local inspectors until the Government can see their way to appoint some more permanent inspectors. I believe we have twenty-four local inspectors in the North Island, and from every district where they are employed comes the pleasing information that conditions have greatly improved for the better. I am told there are only four local inspectors for the South Island. How is it that beekeepers in that part are so blind to their own interests?—I am, &c.,

Newstead, Featherston. H. BENTON.

[We have referred editorially to this letter, but anything we have said there is meant in a general sense, and is not to be applied to our correspondent.—Ed.]

(TO THE EDITOR.)

Sir,—Who says cut the queen's wings and you will lose no swarms? Since I have been in this district I find I lose quite a lot of my queens in November, the bees killing them for some reason unknown to me. Although I never keep a queen after the second season, the queen will suddenly disappear after queen cells have been built, and then the bees swarm out with the virgin, leaving the hive queenless. Another noticeable thing here, and this may occur with you. I find quite a number of the queens from the middle of December to the end of January having a holiday—in fact, some of my best queens in the spring are the worst in the two months mentioned. This season I re-queened several hives about the middle of December, killing the old queen and replacing her with a laying one. I opened up the hive, pinched the head of the queen, and replaced her immediately with a laying queen from a nucleus by covering her with honey. By doing this a strong

force of bees is kept going all the time, which otherwise would have meant a serious loss in honey and plenty of bees in March, which is too late.

To procure a big crop of honey, keep your hives full with bees and a surplus of young queens always on hand to replace any tiring queen. In the future I will re-queen every season in December.

This season I put ten hives on one side to experiment with, two queens in a hive. Seven had two queens from November 1st, and three had two queens for only one month. The experiment was very satisfactory. I secured 2,225 lbs. of honey, the best hive giving me 360 lbs. Has anyone else had any luck with two queens in a hive? Next season I will run 100 colonies on the same principle.

This season has been anything but good here, owing to the excessive amount of rain. No honey came in after 21st January, and there is usually a little coming in right up to the end of March.—I am, &c.,

Awakeri. A. L. LUKE.

National Beekeepers' Association of New Zealand.

Membership is extended to any Beekeeper who is in accord with the aims and objects of the Association, on payment of a small fee.

The object of the Association is the Improvement of the Beekeeping Industry and furthering the interests and the prosperity of the Beekeepers throughout the Dominion.

OFFICE-BEARERS OF THE NATIONAL BEEKEEPERS' ASSOCIATION OF NEW ZEALAND.

President: Mr. J. Rentoul, Cheviot.

Vice-President: Mr. W. E. Barker, Peel Forest.

Executive: Messrs. W. B. Bray (Banks Peninsula), A. Ireland (Andover Street, Christchurch), H. R. Penney (Okaiawa), E. W. Sage (Ohaupo).

Secretary: W. B. Bray, Wainui, Christchurch.

AN URGENT APPEAL.

The Executive of the National Beekeepers' Association has offered its services to the National Efficiency Board to assist in making arrangements for the carrying on of soldiers' apiaries. It will facilitate matters if every beekeeper who is liable to be called up for military service, and is unable to make his own arrangements for carrying on his apiary, will communicate with me and let me have full particulars of size and location of his apiary. I should also like to hear at once from every person who would be able and willing to undertake the management of one or more apiaries next season. Give full particulars of wages or terms expected, experience, and size of apiary you are willing to look after, whether whole or partial management would be undertaken, and any other information that may be useful. If the Executive are able to get all the above information at once, it will be a great help in making prompt arrangements to deal with each case as it comes up.

J. RENTOUL, President, Cheviot.

Before Mr. R. J. Acheson, S.M., at Lawrence recently, Alexander Fraser (J.P.), farmer, Forsyth, was charged on the information of Edgar Allen Earp (apiary inspector) with keeping bees in other than properly constructed frame hives. Defendant pleaded not guilty. Mr. Earp stated that, on visiting defendant's place about eleven months ago, he found eleven hives of bees in ordinary boxes, when he advised him to have them transferred into proper framed hives. On a recent visit he found this had not been done. The work, he said, could have been carried out in four hours. Defendant said he did not understand the bee business, and had other work to do, which kept him fully occupied. He had since destroyed most of the hives. His Worship expressed the opinion that it would have been more profitable to defendant to have transferred his bees into proper frame hives than to have destroyed them. The Act compelled the use of frame hives in order to permit of coping with disease, and in neglect to use these defendant had rendered himself liable. A fine of 20s., with costs (7s.), was imposed.

The Beekeepers' Exchange.

ADVERTISEMENTS on this Page will be inserted at the rate of 2/- per 36 words per insertion.

FOR SALE, UP-TO-DATE APIARY BUSINESS, situated in rich South Taranaki, as a going concern; 600 colonies and 300 nuclei (Italians); extractor, engine, &c.; guaranteed free from foul-brood; or will sell colonies or nuclei in any quantity; safe arrival guaranteed to any North Island station; terms for suitable security.

Prices and further particulars on application to

H.P.A.,
Box 104, Hawera.

FOR SALE, about 120 COLONIES of BEES; clean and in good order, with bee-proof shed, extractor, &c.; as a going concern.

Further particulars from JOHN KEMPTON,
Morrison's Bush, Greytown.

SUBSCRIPTIONS RECEIVED.

The following subscriptions have been received during the month:—

Messrs. W. T. Adam, J. Allan, W. E. Barker, L. Barkla, T. Y. Barwick, A. R. Bates, J. Bathgate, C. Beavan, E. D. Best, F. B. Blackwell, A. E. S. Bosher (7/-), W. Bray, T. Binkley, Bristol and Dominions (2), J. T. Bull, W. Clark, E. Coates, V. J. Cottle (5/-), E. Crawford, W. A. Dawson (7/-), L. Day, H. Dixon, junr., D. Ewart, A. Fraser, J. Froggart, A. J. Fyfe, R. W. Garvie, C. E. Grainger (10/-, two years), T. Gray, R. Gibb (10/-), H. W. Gilling (7/-), H. M. Goodman (5/-), J. Gordon (10/-), W. C. Harvie, F. Hague, F. Hemmingsen, H. Hepburn, C. S. Hutchinson (7/-), J. Hyslop, W. J. Jordan, E. P. Karl, J. Keast, B. Keech, R. E. Kempshall, J. Kempton (7/-), W. Kofoed, W. A. Lilburne, J. List, T. B. Lockhart, T. Le Comte, junr., C. Lonie, G. Lyall, J. Miller, T. D. Moffat, D. McCorkindale, J. McGettigan, C. F. McGregor, A. McKegg, L. McKenzie, J. McLay (7/-), C. McPherson (7/-), W. McPherson, N. C. Napier (10/-, two years), J. Nathan (7/-), W. A. Nehoff, S. Nicholls, O. H. Osborne, Page and McGregor (7/-), E. Parkin, Parr Bros., J. Pearce (7/-), J. Peek, W. Peterson, H. R. Penny, A. Phillips, J. G. Prebble, R. Pringle, junr., J. Pritchard, A. Quarrell (4/6), J. Rentoul, W. Rossiter, E. W. Sage, R. Scarlett (7/-), W. A. Sillifant, A. M. Simmers, A. C. F. Skey, E. Smith (7/-), J. A. Steadman, G. Stevenson (3/6 and 5/-), W. A. Stewart, S. Svendsen, A. Symonds, H. Taege, J. Thompson, W. Twelftree, C. B. Walsh, J. Walworth, F. V. Waters (5/), J. Watson, Geo. Watt, Wm. Watt, J. H. White, F. Wroble, Mrs. E. A. Earp, Mrs. R. Jones, Miss E. Stirling.

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