

REGISTERED FOR POSTAGE AS A NEWSPAPER

The New Zealand **HONEY** **PRODUCER**

CHRISTCHURCH, SEPTEMBER 10TH, 1929

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Fill in the enclosed Membership Form and forward to the undersigned.

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This Journal is owned and edited by W. B. BRAY. All Communications to be addressed to THE EDITOR, Box 7, Barry's Bay,
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VOL. I

CHRISTCHURCH, N.Z.

No. 3

Editorial

ADVERTISING

Mr. Oldman's reference to the vicious circle is timely and right to the point. In the centre is the whirlpool of disaster, to avoid which we have either got to reduce production or increase consumption. Nature may do the former for us, but on the other hand she is just as likely to be bountiful. The only logical course is to increase the demand. How is that to be done? The answer is "Advertise," using the word in its widest sense. When you go to sell goods you can sell only to the limit of the demand that exists. After that you have to advertise in some way to create a further demand. When the H.P.A. began exporting honey the existing demand was supplied in bulk, but when the exports began to increase largely it was found necessary to advertise. To be successful, good advertising must be concentrated on a particular brand of standard quality. This meant packing our N.Z. honey at a standard blend and under a distinctive name. Approximately the same quantities of bulk are being sold to-day, and the amount

of packed honey being sold represents the demand that has been created by advertising, which proves that advertising can increase the demand.

From the start the name New Zealand has been prominently associated with the brand chosen to represent our honey on the Home market. The value of the advertising was reflected in the enquiries that came to the agents for other New Zealand produce. Merchants in Great Britain, as well as on the Continent, were anxious to handle the produce of a country that was in the public eye. New Zealand honey was the only produce of the country which was sold to the public with a guarantee of its origin.

Unfortunately beekeepers were so confident of success that they went ahead with production too fast, and embarrassed the markets with an ever-increasing supply. While the H.P.A. was endeavouring to get established in the English market it looked to the local market to make sufficient profits to even the prices up. It launched an advertising campaign

which brought results, good in one way, but disastrous in another. It sold honey at good prices, and made a profit, but the good prices tempted even its own shareholders to go direct to the trade and offer honey at a slightly lower price which, of course, netted the producer more than he could get from the H.P.A., because he had no advertising to pay for, no expenses of management, and no export prices to even up on. In other words he shared the overhead expense of the H.P.A. with the merchant. It was also still more difficult to induce outside producers to join up with the H.P.A. in face of the disparity in prices. Really there was so much honey being exported that it left the local market bare for the benefit of these people. It hurt many of the loyal Shareholders to be told that the H.P.A. was not worth supporting because its pay out could not be compared with the local prices. The H.P.A. was powerless because it did not have its people bound under a firm contract. It has learned its lesson, and so have the beekeepers. It has learned that it cannot carry out its policy of an equal deal for all with a contract, and hence the present marketing scheme. We understand that all those who used to think they could do better on their own have already signed up. We mention these things, not in any spirit of rancour, but in the hopes that every one will forgive and be forgiven the errors of the past, will profit by them, and so build a surer foundation for the future.

With production going ahead by leaps and bounds, the local market prices going lower and lower, the beekeepers became disgusted with the local market and fell back on the H.P.A. with its

export market. The result was that more honey than ever was being exported, and the H.P.A. became seriously embarrassed for want of funds to carry on the advertising which would be necessary to move the accumulating surplus. Here it was that the advertising already done proved its worth. Hitherto the industry had blazed its own way without any Government assistance while other primary industries were getting direct financial assistance. Apple growers were getting a guaranteed minimum price. Through the goodwill which the advertising of honey had gained for the whole of the primary producers of New Zealand, as was proved by the correspondence which the H.P.A. agents passed on, the industry had a claim on the Government for financial assistance for the further advertising of honey, which again will produce further goodwill for other New Zealand produce.

The late Government recognised the justice of the claim, and promised to provide assistance to the extent of £9000. The change of Government did not alter the position, as the new Government realised the necessity, and honoured the promise—in spite of the financial stringency—for which the industry is under a deep debt of gratitude.

Now the point is—how are we going to show our appreciation of that debt? Are we going to cease striving to better our troubles or are we going ahead with renewed energy to remedy the weaknesses of the past, and show the country that the £9000 has not been spent in vain. We can be sure that the Minister of Agriculture will follow our doings closely. In gaining his respect we will retain our

own self respect, both of which will go a long way if ever the representatives of the industry have to approach him again for any assistance, however small it may be.

If beekeepers as a whole have not sufficient interest to support a journal which is run in and for their interests, they are not likely to sign the marketing contract, and if they fail to do that then surely will the industry reach the centre of the vicious circle, the whirlpool. Some wag has said that a beekeeper's life is one darned sting after another. Beekeepers learn to put up with the fine points of the game, but can they afford to be financially stung?

The strongest argument for the marketing scheme is that it stabilises prices, which is the foundation of a comprehensive advertising campaign. It provides the funds for advertising. It also makes the advertising more effective, as standard prices give both consumers and traders confidence in the article. Neither one nor the other has the feeling that he is being stung. The consumer really pays for the advertising, and strange to say he likes to pay for it. Merchants and retailers as a whole will welcome organised marketing, coupled with advertising as it will give security and stability to the buying and selling of honey. They have enough troubles with the cut throat traders in their own ranks, and if our organisation can save one more line from the tender mercies of such traders the trade in general will welcome it.

If by advertising, the beekeepers can send the public to the stores to buy honey, be sure the general run of storekeepers

will stock the honey and not argue about the price.

The above is not theory, but hard proven facts. The writer has proved it out for himself. Advertising helps the advertiser considerably, but unfortunately for him it also helps the other fellow too. In boosting a particular brand of honey it is difficult to avoid boosting **all** honey. That is another reason why those who drafted the contract saw fit to stipulate that it should start off with a substantial majority behind it. History is not going to be allowed to repeat itself.

The wool-growers are faced with competition from other textiles, and there is a movement afoot to advertise wool. The growers' representatives have met the Prime Minister, Sir Joseph Ward, and obtained his promise to put the necessary legislation through this session in order to collect a levy on wool exported, the proceeds to be used for advertising wool. This will be valuable to the beekeepers as establishing a precedent if it should be necessary to secure funds in this way for advertising honey. But there should be no need for it if beekeepers would one and all sign the marketing contract. It will kill two birds with one stone—stabilise the prices and provide the means of advertising. The industry will retain control of the prices right to the consumer and so eliminate profiteering.

We do not know whether to be elated or downhearted. In another column we print extracts from some of the letters of encouragement we have received from all parts of the country. We had not intended to do this as it looks rather like self-praise, but we are somewhat afraid that it is necessary to impress the majority

of the beekeepers with the various points of view that have appealed to our subscribers. We have received support from beekeepers with five hives and upwards, from the far north to furthest south, from prospective beekeepers, and from the veterans of fifty years' experience. We have the active and moral support of the executive members of the H.P.A. and the National. Yet for all that we are still a very long way short of the required number of subscribers. Why are the majority withholding their support? Is it that the 8s is considered too high a subscription? At over £20 an issue it cannot be done for less. Our editor does not expect to make a profit, though he will have all the hard work, but he cannot be expected to find hard cash besides the work. It would be much easier and more profitable to devote the time to a few more bees even though honey prices continue to fall. Is it because the beekeepers do not like a free lance journal? The Editor knows on which side his bread is buttered—as a beekeeper and a journalist. How else can the journal become popular enough to pay its way other than by promoting the welfare of the beekeepers? Do not judge it by one or two issues, but give it a chance for a year. A journal cannot accomplish success for you. It can only point the way.

Some there may be who think we should have given a report of the Annual Conference of the National held at Timaru last June, instead of airing our views so much about marketing. To such we would say that the general feeling of the Conference was that nothing else mattered except bringing to a successful issue the local marketing scheme that has been launched by the H.P.A. as a result of the work of a committee appointed by the 1928 Conference. The local market problem lay like a shadow over the Conference. A miscellaneous programme was dealt with, but there was nothing of outstanding importance to report while our main task is as yet unaccomplished. Even the Editor's pet scheme for the reorganisation of the National was relegated to the background to be dealt with after the local marketing scheme has been successfully launched. How to reach the rank and file of beekeepers scattered up and down the country was found to be the greatest difficulty. If a suitable canvasser could be found it would take him years to visit them all. There was no journal in existence

through which an appeal could be made. It was necessary to get into touch with every beekeeper with over ten hives. A circular letter would be useless. A journal was necessary so as to keep hammering in the arguments for the scheme. The National were powerless to start one because having sold their own journal some years ago they were bound not to start one for ten years. Some means of communication is absolutely essential if proper organisation of the beekeepers is to be accomplished. Our Editor has done his best to provide that means, and it rests with the beekeepers to continue it.

Of the 1250 copies sent out twenty-two have either been returned through the Dead Letter Office or the recipients have written to say they do not want the journal. It would help us considerably if those who want the journal, but find it inconvenient to secure postal notes, would ask for it to be sent in the meantime. We will be pleased to trust them. And if those who do not want the journal would just send a postcard to say so—no need to give reasons—we would know where we stood. We don't expect every beekeeper to take it, but if we can get half to subscribe we can carry on. Some there may be who think it is not worth the trouble of sending because we are not likely to get enough. It is a good thing for such people that they cannot think at birth or they would be thinking it is not worth living because they are bound to die in the end.

We have felt much encouraged by the practical sympathy of Mr C. A. Oldman, Waiau, who in a further letter says: "I am enclosing cheque for £4 for extra subs. Regret finances will not allow me to send larger cheque, but even this trifle inconveniences me. I find I have to produce more each season to make the bees keep me. Vicious circle, isn't it? Lower prices mean producing more honey, which in its turn means still lower prices, and ever drawing nearer to the whirlpool in the centre. Wishing you the success your certainly merit." We also have a guarantee of £10 from a beekeeper who desires to remain anonymous. It is not our personal success which is at stake. It is the success of the whole of the beekeepers of New Zealand which hangs in the balance. We feel that in the eyes of those competent to express an opinion we have done our part properly.

Pushing Honey to the Front.

By W.B.B.

(Continued from last Issue.)

If you study the advertisements in dailies and magazines, you will be amazed at the variety of remedies that are offered for the cure of constipation and piles, taking just two ailments that are closely related, for piles are mainly the result of constipation. See how the advertisers dwell on the cumulative effects of constipation. All they say is quite true. A movement of the bowels at least once daily is the greatest safeguard of good health that we have. These advertisers have educated our public on that point. The opportunity is now ours to convince the public that the substitution of honey for sugar in the daily diet will maintain that regular movement of the bowels which is so desirable. Though the honey may cost more, it is really cheaper than sugar, plus pills. As I write this, the mail has come in with a free sample of pills of a much advertised name. The claim is made that they are "the most agreeable laxative you have ever used."

This reminds me of a story I was told the other day by the shipping clerk in an office where I was arranging a shipment of honey to Africa. Another man in the office, whom I will call B, was a chronic sufferer from constipation and could not obtain relief without pills. One evening when A and B were at the bowling green, they met in with a beekeeper who was quietly pushing his honey. B took a sudden fancy for some and ordered a five-pound tin. A few weeks later they met the same beekeeper again and B inquired had he not a larger tin. Yes, he had, and a 10lb tin was ordered. A remarked: "You are saving the money in the pills, eh?" About a week later B came to him in the office and said: "I say, old man, I have just tumbled to that remark of yours about saving the money on the pills. Do you know? Since I have been using honey I haven't had to take pills."

Now I believe there is more to be gained in advertising that one fact about the value of honey than in any other way. We can score off all the other advertisers and the idea is so simple that few would hesitate to try it. The results are so certain of success that every one would be convinced. We can give the medical reason why the honey succeeds in the cure and

each one's experience will do the rest. It is a remedy that appeals to any age. No one really dislikes honey, but oil! cascara! ugh! Constipation is a complaint that we are liable to from babyhood to old age and in demonstrating that the daily use of honey frees us from this complaint we are putting forward the strongest reason for the daily use of honey. We want to make honey an article of daily use, not just for special occasions as a treat. Too many people think that honey is children's food. It is not. It is the food for any age. Milk is more a child's food than an adult's.

I have outlined just one way in which an advertising campaign could be directed. There are other ideas which can be worked to advantage, but the burning question in the meantime is to raise the funds first. What are you going to do about it? You must by now be convinced of the necessity of doing something. Are you going to add your mite to the common fund and help to create the mighty force of a conqueror?

In the meantime, while we are gathering our forces, we can each one of us be doing something towards the common goal. We should never lose an opportunity of extolling the virtues of honey when we can get a listener. I used to be somewhat diffident about talking honey, thinking it looked too much like pushing one's barrow in everywhere. However, I have overcome that shyness now as I realise that we have jolly well got to push our honey. I have found, too, that most people are interested in hearing new facts and claims for honey. Where it concerns their health they are still more interested. To create a good impression on our hearers we must be well informed on our claims and be able to say who and what he is when we quote an authority. During the last few years *Gleanings in Bee Culture* has published a number of special articles, by highly qualified authorities, on the health value of honey. I had these and several others compiled in a booklet which I have used for advertising purposes, distributing it through the stores and at a honey stand at the Christchurch Winter Show last year. I have found this booklet invaluable. The information in

it has enabled me to talk honey much more effectively than I could before. Anyone can talk well on a subject that he has studied thoroughly.

At the show it was interesting to see people turning over the pages and then pointing out a headline to a companion. In nearly every case where I succeeded in spotting what the headline was it referred to constipation. One woman came specially to the show one morning to buy honey (I was selling it from the stand) because she had read in the booklet why honey was good for a weak heart. One grocer informed me that he considered the Health Department should publish such a pamphlet. A doctor took the trouble to write and wish success on the enterprise that got out such an excellent booklet.

The only fault I found with the booklet was that it was helping to sell everyone else's honey besides my own. That was not what I had intended, but

the result being thus, I cannot refrain from taking the credit of it which is, at least, some small satisfaction. It also helps to prove my contention that advertising pays and that every beekeeper should contribute to the cost of advertising. The arguments in this booklet on honey were in favour of honey in general and though the one brand was advertised on every page, the fact remained that honey was honey and most people would not go out of a shop without honey if that particular brand were unobtainable. The arguments for honey are so strong that every beekeeper should study them well and be ready at every opportunity to talk honey. I have a few hundred copies left and any reader can secure one by sending two penny stamps to cover the cost and postage.

I hope to see others continue this discussion.

W. B. B.

(See announcement in Advt.—Ed.)

Foul Brood.

There are beekeepers who take great pains every year to locate disease and treat it, but in spite of their care the disease remains in the apiary year after year. In some cases it will be found that the disease appears in hives close to the hives treated the previous season. In that case it is obvious that the infection was carried by bees from the treated hive who got lost during the shaking process and wandered into neighbouring hives. To avoid this, it is necessary to close all the surrounding hives and do the shaking late in the day. It is better still to remove the infected colony away from the apiary to a quiet spot by itself. The removal should be made at night, so that the bees settle down quietly by morning. Lean a board in front against the entrance to make them mark their new location. On the old stand place a hive with empty combs to attract the old field bees, who will not desert the old stand. Coming out quietly in the morning they carry no honey in their sacs, so even if they do join up with other colonies the risk is small. Having the diseased hive isolated, the risk from wandering bees is nothing.

In other cases the apiarist is not sufficiently acquainted with the symptoms of foul brood to be able to spot a case in the very early stages. He spots a case that shows plenty of dark, sunken

cappings, but misses the case with a few cells that have not yet taken on the dark, sunken appearance, and by the following spring it is far enough advanced to be noticed. In the meantime he has, perhaps, spread it from this one by the mixing of combs at extracting time. The inspectors could help considerably by having the owner with them when examining the hives and show him how to find foul brood in the apparently clean hive. Now, how is it done? Shake all the bees off the brood combs while examining them. Look first for any cells that show the slightest discolouration in the cappings. Uncap them. Failing finding disease there, look for scattered, sealed cells in patches of unsealed brood. In the spring the queen, especially a young one, lays her brood in circles. In the centre may be a patch of sealed brood, then surrounding it a circle of unsealed brood, then another circle round that of sealed brood. Later on the same comb has the reverse. Some queens will have a whole comb filled with brood of one age, so that it is all sealed over within a few days. Now, when sealed cells are found in a patch of unsealed brood it is either because the queen laid in those stray cells at a later date or because the larva has died from disease. Uncap these cells, however nice the capping looks. If disease

is likely to be present, it will be found in such cells.

As long as there is the least risk of foul brood being present it is good practice to examine brood combs as thoroughly as indicated above whenever the brood nest is opened for any reason whatever, and if no other reasons exist, then it should be opened for that one alone at least several times in the spring and once in the autumn, not forgetting once during extracting. The apiarist who gets this habit will become so experienced that ever after he will never miss a cell of foul brood when he handles a brood comb.

It is a moot question whether it is not best to advise the average beekeeper to burn up all infected material rather than risk further infection when trying to save the wax. Undoubtedly it is best to burn if there is no bee-tight room and proper appliances available for melting the combs. It is a fact that an inspector once found a beekeeper melting up foul brood combs in the open in the middle of the apiary!!

If it is desired to save the wax, then it is best to have the combs as free as possible from honey. To make the bees use up the overplus honey as fast as possible take out any dry combs and spread the remainder, putting empty frames between the brood combs, according to the ability of the colony to cover the brood nest thus enlarged. They will use up the honey building comb in these empty frames, and every few days this comb must be cut out, before they have time to put honey in it. More dry combs can be got out so that there is a minimum of wet combs to be dealt with when shaking.

Shaking should always be done inside the super, so that any thin honey spilt gets cleaned up inside by the bees.

W.B.B.

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WHAT IS A MAGAZINE WORTH?

Now and then a letter comes to this office in which the writer states that a certain issue has been worth a year's subscription. A few such letters place the value of the Journal at a very high figure. Cases where ideas have resulted in savings or additional earnings of several hundred dollars have thus been brought to our attention.

It is doubtful whether any reader really appreciates the cash value of the ideas he gets from a magazine like the American Bee Journal. The man who knows most about the conditions of others in his own line of work is in the best position to make the most of his own opportunities. In most cases it would be impossible to estimate direct cash benefits from the suggestions received from a particular number, but it would be an indolent beekeeper who could not find more than a dollar's worth of useful practice in a year's issues. Even a trivial suggestion often results in the saving of a dollar or more every day during the rush of the honey harvest. The information contained in the crop and market page should be worth several times the cost of the magazine to any man with a few hundred pounds of honey to sell.

The information that costs the publishers several thousand dollars to secure, comes to you for only one dollar because the cost is divided among so many readers.—"American Bee Journal."

QUEENS ITALIAN QUEENS.

Those requiring high grade Italian queens, are advised to book their likely requirements NOW.

A Busy Season and Keen Demand is Assured, so orders will be fulfilled in the order in which they are received.

Prices—£3 10s per dozen.

£6 10s per twenty-five for cash.

E. W. SAGE,
Ohaupo.

GOLDEN STATE HONEY CO., LTD.
Reg. Aug. 13, 1929. Capital: £4000 into 8000 shares of 10/- each. Subscribers: Auckland—W. Goodfellow 200, W. R. P. Moody 100. Paeroa—W. D. Nicholas 100. H. H. Bray 50, J. E. Cassels 50. Thames—J. H. Ensor 100. Tirohia—G. T. George 100. Objects: Deal in honey, etc., and incidental. (Auckland, 210/29).
—"Mercantile Gazette."

Electricity for Melting Cappings.

By W.B.B.

(Continued from last issue).

The following season, 1924, I gave the matter a thorough try-out, and at the Conference in Greymouth that year I made the details public. Since then others have adopted the method, but with indifferent success in most cases, due, I think, to the fact that they have adapted the idea to the use of an ordinary household electric griller. Some have succeeded in so far that they save most of the honey in good condition, but the wax is anyhow and needs a lot of remelting, all the honey adhering to it, often in pockets, being lost. Others have attempted to melt too large a bulk from a too concentrated heating element, with the result that a wall of melted slumgum comes into contact with the honey before it is all away and thus the honey becomes darkened.

For these reasons I sometimes regret having given the idea away before the melter could be put on the market. Too often beekeepers will start with a make-shift and stick to it. The appliance I made would have excited the ridicule of a manufacturer of electric stoves and been condemned as unsafe by any electrical inspector. However, it served its purpose for me until, through seeing an exhibit of locally-made bakers' ovens at the 1927 Winter Show in Christchurch, I found that here at my door I had the opportunity of having a melter constructed in such a manner that it would be safe, more efficient and reliable, and worthy of the admiration of layman or mechanic, whether he understood its purpose or not. As a result, I started the 1929 extracting season with a properly constructed appliance, and I am more satisfied than ever that electricity provides the best way of handling cappings.

The melter would also be suitable for those who wish to secure "thick" honey which will not extract. Although I have not used it for melting down combs of honey, I should think that in one charge it would handle upwards of 120 pounds of honey, besides the wax. For this class of work, it would probably be better to break the comb up somewhat, or, at any rate, avoid stacking it in the trays in one solid mass.

The new melter is wired so that all three trays can be loaded evenly. Where

my old one held the cappings of three-quarters of a ton of honey extracted, the new one holds the equivalent of over twenty-one cwt and uses no more units. Therefore, its efficiency is greater. Less heat is lost because it is properly insulated. In my old one, I had the honey and wax separated inside, but the new one, being on legs, holds the separator underneath. The separator has a gate in the bottom, so that, if necessary, the honey may be run off to allow the can to be removed and emptied, and another lot of cappings put in straight away. It requires only four and a half to five hours to melt a charge in the new one. After the current is turned off, I wait about another hour before removing the cloths, so as to allow the wax to drain away. The cloths must be removed before they get too cold, otherwise they stick hard to the screens, and only boiling water will bring them off. I rinse them straight away in hot water, first tipping most of the slumgum into a bucket. When the cloths are rinsed, I pour the hot water into the tin of slumgum and stir it well. When cold, I drain it, and then it is much more convenient to melt it up. When sufficient accumulates to justify boiling the copper, I do the screen cloths out first in the boiling water, skim it and do them again, then wash them in hot water and soda, rinse and dry. The slumgum from any melter well repays the trouble of boiling and pressing.

The new melter is so constructed that the shelves can be changed to a horizontal position, thus making it like an ordinary oven. In this form (it can be used to clarify honey in glass when it has set. By removing one shelf (the wiring has to be disconnected in the switch-box), the oven will hold six sixty-pound tins for the purpose of liquifying. It may be that a beekeeper cannot tell what his local sales of five and ten-pound tins will be, and it is better to re-liquify a few tins than lose sales.

I have not tried out its possibilities as an oven for baking cakes, etc., but I intend to one of these days. I believe that, with a four hours' boost up, it will be hot enough, but its capacity is so great that it would bake too much at once for a small family.

There is only one fault with electricity, and that is its silent, continuous work. You simply have got to remember to shut it off at the right time, otherwise it goes on doing more than you want it to. To forget is human, so manufacturers have provided the means of overcoming that difficulty. Time switch clocks are now procurable, which will cut the current off at any hour set for. Of course, you must not forget to set the clock!

EARTHQUAKE RELIEF FUND.

From Mr. G. V. Gow we have received 10s. Mr. A. Cocker has offered five locations and an outfit of 50 colonies at a nominal sum.

By next issue we hope to have a report on what is being done.

Later.—Owing to an outbreak of disease, Mr. Cocker's offer has to be withdrawn.

The production of honey necessitates skill in the management of bees, but the preparation of the crop for the market and the selling of the honey are equally important to financial success and are sometimes equally difficult.—E. F. Phillips, in "Gleanings in Bee Culture." The object of the New Zealand Honey Producer is to help you with both problems. See our motto.

"ACORN" Comb Foundation

"Good as the best, better than most."

PRICE LIST—SEASON 1929/30.

Medium Brood—25 lbs. and over, 3/2; 10 lbs., 3/4; 5 lbs., 3/6; 1 lb., 3/9 per lb.
Thin Super (26/28 sheets per lb.)—5 lbs., 4/3; 1 lb., 4/6 per lb.

YOUR OWN BEESWAX CONVERTED:

Medium Brood—25 lbs. and over, 8d. per lb.; 10 to 24 lbs., 10d. per lb.; under 10 lbs., 1/- per lb.

Thin Super—10 lbs. and over, 1/9 per lb.; under 10 lbs., 2/- per lb.

The above prices are nett cash, free on rail Christchurch or f.o.b. Lyttelton. Wax of superfine quality only will be accepted for conversion into Thin Super.

BEESWAX.—I am paying highest market rates for good Beeswax in any quantity. Write for quotation, stating how much you have for sale.

BEE SUPPLIES.—I can supply almost anything that the Beekeeper needs—Hives, Frames, Honey Tins and Cases, Honey Tanks, etc.

Write for Price List.

A. ECROYD

11 THORNTON ST, CHRISTCHURCH

FOR SALE

Medium Brood Comb Foundation—
25lb. lots 2/6 per lb. net cash.

1 Large Wax Press £3.

2 Eight Frame Power Extractors—
£20 each

1 Large Uncapping Trough, 7ft. 6in.
long, complete with Strainers and
Trays, £3.

1 Large Wax Melter, complete £3.

36 Export Cases, 1/- each

24 Export Honey Tins, 1/- each.

700 Empty Supers, 1/- each.

2000 Empty Frames, 9/- per 100.

100 Nucleus Hives, 2/6 each.

2 Foundation Mills, £15 each.

75 Hives of Bees, including enough
supers bottom boards and covers
for 100 hives complete, with 300
extra supers, 25 nuclei, 25 queen
excluders and 1 uncapping knife.
£100 the lot.

100 Queen Excluders, 2/- each.

All the above prices are for cash,
free on rail or boat.

A. L. LUKE,
Whakatane.

Are Exporters Interested ?

We believe there may be a belief amongst those who regularly put all their honey through the H.P.A. that the proposed marketing contract does not concern them, and hence it is unnecessary for them to sign. This is not so. Every producer's signature will be necessary to enable the contract to come into force. Every unsigned producer would be a potential source of weakness, as he would be free to break away from the H.P.A. and come on the local market in competition with those whose organisation had built the local market to a sufficiently attractive proposition to induce him to try his luck there. History would then repeat itself. The export and the local markets may vary considerably from time to time, but the only fair way to the producers as a whole is that all should receive a price based on the average from the **TWO**.

In sending his subscription a "Friend" writes: "In your introductory remarks you say pass on the good things. What have we pioneer beekeepers got for passing on our hard-earned knowledge? In many cases we find it is the small man who is cutting the price, whilst we are busy taking the crop. I know of no other profession or trade where secrets are given for the asking."

Some of the largest beekeepers have been the most deliberate price cutters. The small beekeeper generally does so in ignorance, being more often the tool of the astute buyer who, having easily frightened him into accepting a lower price, then turns round to the big producer, overstates the quantity, understates the price, and so finally brings

him down. The writer has at various times sorted out the moves of the game and found this to be the case. These things could not happen if we beekeepers were properly organised and if this Journal is given the opportunity to spread information which every beekeeper, large and small, should have. It is better to encourage the small beekeeper and have him with us than to leave him in ignorance. It is our experience that small keepers are as anxious as anyone to get the best price and if they are a hindrance or a menace it is through ignorance. The same applies to their beekeeping methods. If they are shown the better way they are less likely to become a menace through disease.

Very often the smaller beekeeper does not realise that he is price-cutting by selling direct to consumers at less than ordinary retail prices. One of the tasks we have in mind is to show him the weakness of such a policy.

GOOD WISHES FROM AUSTRALIA.

The Editor is Mr W. B. Bray, an apiarist of many years' standing, well known throughout New Zealand, whose enterprise in launching this new journal offers a service to the beekeeping industry of New Zealand which will be chiefly limited by the support given by apiarists.

Without that support no journal can survive, and even with it the road to progress is a heavy one. We appeal to all New Zealand apiarists to lend their active interest and support—and success to the New Zealand Honey Producer.—"The Australasian Beekeeper."

BETTER PRICES

Beekeepers generally think that the price of their produce does not give an adequate return for the labour involved. The progress of their business of production is hampered by a want of capital, which can only be obtained by the sale of their product. The urgent question of the present is how can better returns be secured.

All honey producing countries are faced with the same difficulty and are adopting means suited to their conditions to improve matters. **Australia has adopted organised marketing under their Primary Producers Organisation and Marketing Act with the result that their producers are now getting much more than ours for their honey, whereas formerly their returns were at least 1d. per lb. less than ours.** Under their Act if two-thirds of producers vote to have their product brought under the Act, then all that particular product is handled by a Marketing Board.

We have no legislation that will enable us to do this, but we can by voluntary agreement, organise our selling in the same way and get the same results. If beekeepers will sign up the local marketing agreement then they will be able to sell their honey, not give it away for any price that is offered.

The Honey Production Industry has two pressing requirements—Stable prices and bigger Sales. This is the objective of the Marketing proposals.

A strong publicity campaign to increase the use of honey is provided for out of the increased profits. An expenditure in propaganda of one halfpenny per lb. on the honey sold in the Dominion would probably double the quantity sold in a year or two. Improved prices would provide this amount and this desirable result would be obtained at no cost to the producer.

The honey industry has not gone back. Our Export is returning us an even price. **The loss is on the local market due to competitive selling. It rests with beekeepers themselves to improve the position.**

If you wish further details regarding the Marketing proposals, send inquiries to the Secretary of the National Beekeepers' Association, or to The Managing Director, N.Z. Co-op Honey Producers' Association, Box 1293, Auckland.

Contracts supplied by Secretaries of all branches of the National Beekeepers' Association.

Seventy-five per cent. of production must be signed up before December 31. Failing this all agreements signed lapse. About fifty of the 75 per cent. have already signed. If you have not already done so, send in your signed agreement. The sooner all signatures are obtained, the sooner improvements can be started.

**N.Z. CO-OPERATIVE HONEY PRODUCERS'
ASSOCIATION, LIMITED**

Correspondence

To the Editor.

Mr C. A. Oldman writes:—Only twenty-six in ten days have subscribed to a journal devoted entirely to their own interests! It is high time we beekeepers woke up to a realisation of the fact that we owe a duty to those who have the energy born of the courage of their convictions to do something practical towards the organisation of our industry. Just think of what has already been accomplished by the enthusiasts who have sustained the organisation through the past fifteen years in the face of many obstacles not the least of which has been the apathy and, aye, the opposition of, we beekeepers who have reaped the benefits achieved by those who could see further than most of us could. Where would our industry be now but for the H.P.A. and the National. It is the work of the few that has kept these bodies alive. I nearly said "and well," but reading between the lines of the first two issues of this journal it seems to me that all is not well with either body. We beekeepers have been slackers too long and there seems to be danger ahead unless we one and all rally to the support of those who know where the danger lies and how to avoid it. There seems to be a lack of cohesion amongst us, and the journal is the first and best means of bringing us to a realisation of the need there is for action, and its continuance will provide the surest means of preventing a recurrence of the present troubles, provided that we safely weather them this time.

Opportunity is knocking at our door. We have a proposal before us to place the whole of our marketing problems in the hands of the H.P.A. and fools that we are we hesitate to safeguard our own living. We do not have to pay a penny out of our pockets to join this scheme, yet it will put pounds cash into our pockets. If the support accorded to the journal is any criterion of the support forthcoming for the marketing scheme, then we are a sorry lot. As leaners we are a pronounced success, as lifters we are a failure. I am myself one of the slackers and I feel that my words hit me as hard as any one of you. I have paid subscriptions to the National the last two years, but do not know and would not like to say how many years I have not paid. Attending

the Field Day at Mr Pearson's accounted for last year's being paid, and this journal can claim credit for my payment for this year.

When I realised the spirit in which the editor has attempted to supply such a vital necessity to our industry, I felt it was up to me to make up for my past apathy by doing something practical towards establishing the Journal on a sound footing. Therefore, if sufficient subscriptions are not received to enable the Journal to carry on, I will subscribe for five (or ten copies if necessary) one to be sent to me and the others to those you consider most likely to become subscribers. It seems to me that the industry is up against over-production, and the only alternative to a good many of us going out, or being put out of the honey business, is organisation on the lines suggested. Do we need more financial squeezing before we realise the only safe course to take? No. Let us one and all squeeze enough finance before it is too late, to pay our subscriptions to the National and to the Journal, sign up the marketing agreement and see what organisation can do. Financial assistance now will be like an insurance premium against disaster.

I received your bright little journal and note you request a line from those who are not interested enough to become subscribers. I am one of these, as some time ago I gave bees best, for no other reason but that in this district the honey was too thick and dark—the H.P.A. not wanting that sort. It seems a pity as hundreds of tons of such honey are going to waste in the North Auckland districts every year. Some day this rich dark honey will find a market, but not now. Wishing you every success. H.J.J.

Albany.
(Why not try section honey? It would be interesting to know whether wax production would pay in these districts. In a future issue we will outline a method of working which we think would result in a large production of wax and no honey.—Editor.)

Wish you success in your attempt to supply a very real need of the beekeepers of New Zealand.—C.M., Wanganui.

The little black crosses I have are mad on swarming out, so I want to Italianise them this spring.—G.P.

The beekeeper who wears gloves always has savage bees. Why?

WORK FOR SEPTEMBER.

This is the month down south when the bees thoroughly wake up and get a buzz on. Willows, of various varieties will be in full flower and many of the lighter hives will receive a much needed stimulus to start brood-rearing, while the strong hives will store quite a fair quantity. It is a strange coincidence that all the willows in New Zealand are males, there being no female willows in the Dominion, and therefore no willow seed is produced. All the trees of the willow species have been grown from cuttings. Of all the willows the English Palm Willow is the earliest bloomer, and from its size the greatest producer of nectar. Its catkins in many cases are as large as pigeon eggs, and the tree will produce flowers at two feet high. The basket willow has also fairly large catkins and the common willow long yellow pendulous flowers. It is very interesting at this season of the year to watch the bees bringing in the various colours of pollen. The willow bees will have pale yellow pollen, the gorse bees orange brown, white matipo pale yellow, a shade darker than willow and towards the end of the month blue pollen will be brought in by the bees working the native fuchsia. In the south where large tracts of Chou Moullier and turnip are grown, quite a fair amount of nectar will be gathered from these fields. Towards the end of the month quite a number of the stronger colonies may need extra supers and if you have plenty of new wired foundation this is a good time to get it drawn out and it will also keep the idea of swarming out of their heads. Half a dozen picked hives should now be singled out for queen-rearing purposes. An Alexander feeder should be put in an empty half storey and half a pint of warm sugar syrup fed every evening to stimulate them to rear drone brood ahead of the other hives. If half a pint of sugar syrup (two of sugar to one of water) is not enough, feed a pint and always make sure that they have ample stores, for when feeding syrup in small quantities regularly they consume an enormous amount of their reserve stores. If robbing should start with the feeding, contract the entrances to about two inches and feed in the evening.

ROBERT GIBB.

I have thought for some time now that we ought to have a journal devoted to agriculture alone.—G.H., Waiuku.

DISINFECTING FOUL BROOD COMBS.

Mr L. T. Floyd, Provincial Apiarist for Manitoba, Canada, writing in "Gleanings in Bee Culture" for August, 1929, on the results of the season's work in clearing out foul brood, says: "We have had no court cases and few arguments, and feel that we are pretty well settled down to the system recommended by our Ontario friends. I might add, however, that our principal difficulties come through the medium of disinfectants for brood combs which in every case has proven expensive and ineffective. One of our best beekeepers claims to have spent 400 dollars disinfecting combs, and had twelve colonies burned by the inspector out of fifty-five. Our department recognises no method of disinfecting brood combs."

It would seem that for general use by the average beekeeper the system is not advisable. Unless the beekeeper is extremely careful when dealing with infected combs, it is better to burn everything up rather than risk further infection by trying to save the wax in the infected material.

The Swedish Beekeepers' Association has a membership of over 10,000, divided into 25 country association and 486 local units.—"American Bee Journal."

Subscriptions will not be acknowledged until the next issue goes to press, as if insufficient support is received to justify continuance, remittances will be returned intact to senders.

Casual Advertisements for the Wants and Exchange Column will be received at the rate of One Penny per Word Minimum, 2/—.

WANTED TO BUY.

WE are Cash Buyers of Beeswax in Small or Large Quantities. State quantity and quality (comb or cappings in first letter.

BARRETT & BRAY, BARRY'S BAY.

Send sixpence in stamps for pamphlet on Beeswax.

Two penny stamps will bring you a pamphlet on Honey, the Health Food.

W. B. BRAY,

Barry's Bay.

Alliance BEE Supplies

BE PREPARED !

The new season is rapidly approaching, and with the return of Spring, beekeepers must be up and making those very necessary preparations for a maximum crop. Amongst the first things to be done is a stock-taking of appliances, and a decision as to the quantities required for the season.

Use "Alliance" Bee Supplies

Good appliances help increased production more than any other single factor. "ALLIANCE" supplies are right, and give universal satisfaction. The most successful beemen in the Dominion will have no other, for the simple reason that "ALLIANCE" goods are absolutely accurate, and help them in their work. You cannot do better than follow their example, and equip your apiary with supplies manufactured by

The Alliance Bee Supplies Co. Ltd.

P.O. BOX 572 - DUNEDIN.

New Price Lists and Catalogues are in the course of preparation, and a copy will shortly be sent to every registered apiarist in the Dominion. If you do not receive a copy, write us.

Mention the "N.Z. HONEY PRODUCER."