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VOL. I

CHRISTCHURCH, N.Z.

No. 9

## Policy of Wheat Pool.

### GROWERS' MEETING AT TIMARU.

TIMARU, March 7th.

After a discussion lasting almost two hours and a half, during which the activities of the Wheat Pool were fully investigated, a gathering of approximately 150 South Canterbury members of the Wheat Growers' Association this afternoon unanimously carried a resolution expressing confidence in the directors and manager of the Pool.

The meeting, which was called by a few dissatisfied members, was for the purpose of ascertaining the exact position of last year's final payments by the Pool before the growers placed the present season's crop in their hands.

It was stated that one of the great causes of unrest was that "free" wheat had been selling at a higher price than Pool wheat. The "free" growers had received money on delivery, whereas the pool members did not know what price they would ultimately receive.

The dissatisfied members maintained that the only growers who had benefited by the Pool were "free" men.

#### MR. MULHOLLAND'S ADDRESS.

Mr. Mulholland said that the "Dissatisfied wheatgrowers" who had convened the meeting had rendered the pool a good service. All the questions boiled down, it seemed to him, to two complaints. (1) That the free grower was riding on the backs of the Pool members, and (2) that the 1929 Pool

was not yet cleaned up. Statistics last year showed that the country had two million bushels more than it needed for the year's supply. The harvest exceeded all calculations. Last year the Association had the choice of two courses; (1) to bring the price down to export parity and export the surplus, or (2) put into store all the wheat that could not be absorbed by the trade and hold the market steady at the price regulated by the sliding scales. The latter course was successfully carried out. To carry out such a plan, involved expenses of storage and other charges. Those outside the Pool were able to get the full price for their wheat without having to meet such charges. There was no way to prevent them getting that advantage, consequently a great many Pool members were dissatisfied. What the "free" men did was, in fact, to dig away the very foundation they had climbed on.

"It is hard for me, too, to accept these taunts, but we must look at it as a business proposition. The question is 'Was the Pool worth while? did it benefit you and me individually?' If it was of benefit it was worth while to use, never mind the fellow outside. Why did we deal with this year's yield before last year's? If the millers took last year's and put it in their stores there would not have been space for the new wheat when it came in. That would have meant a cost of 2d per bushel and no gain. The Pool did not sell the old wheat

until the new had a chance. They had sold this actually up to 6s. 6d. (ap-  
plause). 'Free' growers had got 5s.  
9d. on the spot, it had been said, but  
not to-day. Had, say 1,000,000 bus.  
carried forward been in the hands of  
the millers, could any man sell at 5s.  
9d. to-day? To have released this  
quantity would have knocked the  
market so flat that there would have  
been none at all. It would have  
meant that growers would have got  
3s. 6d. for all their wheat, not just  
for the little exported this year. As  
to growers taking means to evade  
their contracts, if one thing is impor-  
tant in the Pool it is loyalty (ap-  
plause). The Pool does not wish to  
be put in the position of holding mem-  
bers to their contracts by legal means.  
One man wants to know if he can sell  
his wheat outside. Yes, he can, but it  
will cost him 1s. a bushel. If there is  
no loyalty it would be better to  
have the Pool wound up. If you wind  
it up what will you put in its place?  
The people you have to deal with are  
closely organised. Events of the last  
few years should have proved that to  
you. Last year the millers announced  
that they would buy 2,000,000 bushels  
forward, and would carry this out  
whether there was a Pool or not.  
What would the position be to-day if  
growers had to take their own grain  
around? They would be glad to ac-  
cept any price. This forward buying  
is the greatest threat a free grower  
has to face. To us as a body it is an  
advantage."

Continuing, Mr. Mulholland said he  
was not in a position to say what per-  
centage of growers were in the Pool.  
There were approximately 4000  
actual growers of which number 2500  
were members of the Pool. The Pool  
handled 3,000,000 bushels last year,  
and probably another 25 per cent. of  
the acreage contracted for and sold  
forward would come into the Pool this  
year. As to secrecy the directors were  
bound to keep to themselves informa-  
tion as to holdings. If they shouted  
from the housetops last November  
that they had 2,000,000 bushels to  
sell, what would have been the posi-  
tion to-day?

Someone had asked if they could  
fix a date of final settlement. They  
could never do that unless growers  
were able to say how much grain they  
were going to produce and millers  
how much they would buy. As to  
advances made by banks to the Pool,  
the Pool's liability was limited to its  
uncalled capital. It was expected that  
4s. 3d. to 4s. 6d. would be paid for  
the wheat shipped Home last year.

The operation was necessary at the  
time to safeguard the position. It  
was the only time of the year that  
wheat could have been shipped with-  
out incurring much greater loss. The  
best wheat was not shipped. It was  
not prime milling quality. The loss  
which was spread over all the wheat  
in the Pool, amounted to under 2d. a  
bushel. This represented the cost of  
stabilising the market. The operation  
was made imperative by the wool  
store position.

"I hope to come back later with  
other directors and show what has  
been done and discuss further policy,"  
said Mr. Mulholland. "If we keep  
going we must be united. We soon  
meet the millers to discuss the 1930  
harvest. If we are to go to them with  
a disunited following we might as  
well stop at home. You should de-  
cide once and for all whether you are  
going to stay in or stay out. The  
Association is entirely in the hands  
of you growers. If you decide that it  
shall not go on you can wind it up  
through the proper means. This  
would cancel our contracts."

Wheat was worth 2s. 9d. to 3s. at  
world parity. They could picture  
the position without a pool. A grower  
in the Pool had actually received less  
than the one who had ungenerously  
stayed outside, but there was no get-  
ting away from the fact that more  
was obtained than if there had been  
no Pool. If anything happened to the  
Pool it meant disaster to wheat-  
growers, both Pool members and  
"free" growers.

The following amendment was  
moved to the motion of confidence,  
but was lost by an overwhelming  
majority:—

"That, in the opinion of this meet-  
ing, the objects of the Pool are being  
defeated by the fact that a large pro-  
portion of growers have abstained  
from joining the pool and are reap-  
ing the benefits of the Pool at the  
expense of growers who have joined.  
That it is inequitable that this should  
continue, and that, in view of the  
large number of 'free' growers,  
whose number may be considerably  
increased by farmers turning from  
wool to grain, the continuance of the  
Pool will give an unfair advantage to  
growers who have not joined as  
against those who have. That the  
only remedy is to wind up the New  
Zealand Wheat Growers' Co-operative  
Association, Ltd. That this meeting  
appoint a committee to act with com-  
mittees that may be appointed in  
other parts of the wheat-growing  
area in placing this view before the  
directors of the Association."

## Travel Notes.

By the Editor.

Leaving Christchurch on February 17 I set out to attend the annual field day of the South Auckland branch at Ruakura with several objects in view. One was to demonstrate the electric capping melter which had been sent forward by Messrs Berry and Halliburton for last year's meeting, but owing to delays in transit arrived too late. Another was to gather subscriptions to and news for the Journal.

Travelling by the Daylight Limited from Wellington I was able to take note of the state of the pastures along the line. Clover was not in evidence everywhere but in occasional fields all along the line a splendid show of blossom could be seen. In all probability these particular crops were the result of top dressing. In the railway cuttings from Hunterville to Taihape alsike clover was growing most luxuriantly. From Taumarunui onwards ragwort, from scattered plants to masses of yellow, became more or less evident and if this weed continues to spread the quality of the end of season honey is going to be adversely affected.

The Ruakura apiary is an ideal spot for a field day. Its delightful lawns and stately shade trees provide that sense of comfort on a hot day which makes the business in hand a pleasure. The local association has a good working team with the result that everything goes without a hitch. An important feature of this annual fixture is that the local press give it a good deal of publicity. Mr J. Young, M.P., who represents the district, takes a great interest in the progress of the industry and to listen to his speech one could wish that all beekeepers would appreciate the value of organisation as he does. He told the beekeepers to trust their leaders.

A hopeful sign of the future progress of the industry is the number of young men who attended the meeting. In conversation with many of them I found that they are keen on taking up beekeeping as a business.

Crops, prices and marketing schemes were the chief subjects of conversation and the general feeling seemed to be that in the face of the failure of the late scheme some sort of mutual understanding should be established whereby prices could be maintained at a level commensurate with the poorness of the crop. On every hand the crop

report was from a third to a half. The quality also has been affected by manuka and pennyroyal. Apiaries that have not been affected by thick honey for years have lots of it this year and in some cases the owners declare there was no manuka for miles around. Either the bees have gone many miles for it or else small patches of which the apiarists are unaware have yielded heavily. The method of pricking the combs before extracting, first demonstrated by Mr Franke, of Turakina, seems to be quite successful in overcoming the difficulties of extracting this thick honey. The next problem will be how to dispose of it to a public who have lately been educated to a milder flavoured and lighter coloured honey. Certainly it will not do to pass it off under the old name of "pure white clover." Later on further south I met one merchant who had been stung in this respect last year after dealing with the one beekeeper for several years and now he deals exclusively with the H.P.A.

At the conclusion of the field day a number of local packers met and agreed to recommend a minimum price at which beekeepers should sell packed lines to the trade. One pound cartons 8s and 2lb tins 16s less 10 per cent and 2½ per cent were recommended as the lowest at which it would be profitable to sell this season.

After spending several hours in reducing the population of Auckland's mosquitoes I managed to get some sleep. On Thursday, the 20th, I spent the day in Auckland studying the market prices there. In Queen Street shops I found sections selling at 8d to 10d. The cheaper ones were very light weight, being so lightly joined to the wood that the wonder is they carried without breaking. They were good in the cappings but the dearer ones, while being heavier and better filled were very watery in the cappings and much inclined to weep. The colour of the honey indicated manuka as the source but apart from that the general appearance of the sections was not calculated to stimulate a desire to purchase. In the self help department of a large co-operative farmers' concern, which, I take it, would be the cheapest in Auckland, I found Imperial Bee selling as follows—Glass, 1lb 1s 2d, 2lb 2s 2d; cartons, 1lb 11d, 2lb 1s 9d; tins, 2lb 1s 7d; another brand, 1s 8d. In a specialty dairy shop I found a well

known Taranaki brand selling as follows:—1lb carton 1s 2d, glass 1s 4d, 2lb tin 2s, 5lb tin 4s 9d. The general price for a pound carton seems to be a shilling right through the North Island except in Wellington, where it is lower. When I left Auckland I had an order for 45doz. 1lb cartons at 9s freight paid to Auckland.

On the Friday I spent the day with Mr Westbrooke on his round. His first call was to a beginner who had written in asking him to call and advise. One hive was casting out dead brood. It was a black swarm which had drawn out three parts of five frames. The owner, to encourage them to do more, had spread the combs, putting foundation in between alternately. The bees had been on the verge of starvation and this operation had brought them to the reality. The giant moth larvae were having a good time amongst the debris on the floor.

The next visit proved quite interesting and is an example of the difficulties the inspectors are up against in eradicating the last case of foul brood. Hearing of some small boys who had been stung when trying to rob a hive which they had found when rabbiting in the gorse by a certain beach, Mr Westbrooke thought it might be worth while investigating, particularly as a certain beekeeper not far away had been reduced from a 30 or 40 hive apiary to nil. He had told both Mr W. and the local inspector that he had no bees now. Sure enough, after wandering round amongst gorse and blackberries we found a two-storey dovetail hive, well weather worn, on a small knoll. Examination revealed a bad case of foul brood, so while Mr W. attended to the last rites of purification by the ordeal of fire, I cast a wider circle in search of more hives, but without result. However, I met the owner's wife, who wanted to know what the fire was. Yes, she recollected, that a swarm had been hived out there and never been moved in. That day's work saved a deal of trouble for beekeepers and inspectors in the future.

The next apiary visited was one of three colonies, in good condition, with nice sections of pure clover ready to come off. In tasting the honey in the burr combs, I found a distinct acid flavour in one—not fermentation, but more like the acid drops sold by confectioners. One hive had new chum's foul brood, otherwise sac brood.

After visiting several more commercial apiarists we rounded off the day by calling on Mr Hillary, at Tuakau, where capping melters were discussed.

Having decided to go overland by car to New Plymouth in order to see that part of the country, I booked a seat that night in Auckland and retired early for a good sleep. Traveling by car one gets a much better idea of the surrounding country than from a train, as the roads go over the hills. The most noticeable point about the journey is the splendid road right through. Even in the sparsely settled country between Te Kuiti and the coast the road is as good as the best in the South Island, and the rest of the road is better. Practically the whole of the country passed through is suitable for beekeeping, but to what extent it is occupied as yet it is impossible to judge from the main road. In the day's journey I saw but five apiaries, and from New Plymouth to Wellington by road I saw not one.

On the Monday I had half an hour to spare in New Plymouth, during which I took an order for cartons (ones and twos). After a very bad season last year, Taranaki beekeepers were faced with even a worse season this year, but at the last minute the bad weather let up sufficiently to enable the bees to put in a small crop, less than one-third of a normal crop. The beekeepers are thankful to get enough to enable them to carry on. The rata round Mt Egmont yielded very well and there are instances of the bees working it at distances up to six miles.

Beekeepers who are prone to criticise those who take a leading part in beekeepers' organisations should try to realise the load that some of the leaders are carrying. With the management of some eight or nine hundred colonies in twenty-seven yards, feeding to tide them over adverse weather conditions, with the duties of acting chairman of the Board of Directors of the H.P.A. on his shoulders, with his wife seriously ill, followed by the illness of the children and lastly the death of his eldest child, Mr Bates has had more than his share of burdens to carry during the last few months. Had the majority of the Taranaki beekeepers known why Mr Bates failed to call for their signatures there would have been more signed up in time. As it is, most of them are now signed up. Mr and Mrs Bates will have the sympathy of everyone who appreciates the courage of burdens cheerfully borne.

Extracting was in full swing in Taranaki apiaries, but in the short time at my disposal I was unable to visit more than a few apiaries. Passing

through Wanganui, I had an hour to spare, during which I secured an order from a leading merchant.

In Palmerston North I was less successful, owing to the absence of the heads of the firms visited. I found that there had been a general shortage of honey for months past and the trade generally are well aware of the shortage for this season. In Wellington, however, sales are not so easily made as more cutting has been going on here from South Island sources. There are nearly a dozen merchants handling honey and most of them are willing to make a note of prices asked. This means that they expect the usual avalanche of offers from beekeepers and that they are sitting back to pick up the cheapest lines. Wellington is a very good consumer of honey, therefore it is all the more reason why beekeepers should be careful to avoid price cutting. The merchants there, too, are realising that honey is going to be in short supply and if sellers unload slowly and carefully good prices can be maintained.

#### **FIELD DAY AT RUAKURA.**

##### **This Year's Poor Crop.**

There was a large gathering of beekeepers at the Ruakura State Farm of Instruction on February 19 for the annual field day organised by the South Auckland Beekeepers' Association.

A welcome was extended to the visitors by Mr Munro, manager of the farm.

The visitors were also welcomed by the president of the South Auckland branch, Mr W. J. Trownson, who pointed out that the social side of a field day of this description was equally as important as the practical side.

Speaking of the export market, Mr Trownson said there was a good deal of New Zealand honey in store which would carry the Honey Producers' Association on for some time in supplying the needs of its European customers. This was rather fortunate in view of this season's poor crop. It must not be forgotten that export business had been built up by advertising, and it would be poor policy now to starve the foreign market in order to get possibly temporary higher prices locally. By doing so foreign producers would reap the benefit of New Zealand's advertising campaign. The speaker therefore appealed to producers to send as much honey forward for export as possible.

The speaker mentioned the fact that in the past Mills and Co. had acted

as London agents for the association. Messrs C. and E. Morton had now taken over the agency and a better distribution was hoped for.

He said an effort had been made to introduce a voluntary system of control, but producers had displayed a good deal of apathy, and the expense of canvassing for signatures had been excessive. Money was needed for advertising, and if Parliament consented to the proposal a levy would be imposed for this purpose. Had the current season been a successful one in the Waikato the production would have been in excess of the demand. Under a system of control the honey would be extensively advertised and a demand equal to production would be maintained.

Mr Trownson assured his hearers that the price, although fixed, would not be excessive, and that the public would not be exploited. At present, he said, a producer advertised and a rival took advantage of this advertising by undercutting the price. The grading of honey would also be controlled and the public would be protected by the elimination of inferior produce.

In conclusion, he urged beekeepers who had not done so to join the association and to be loyal to their branch, to the national body and to the Honey Producers' Association.

The following motion, proposed by him, was carried unanimously:—"That the Government be urged to amend the Honey Control Act to include the local market within its scope."

##### **Shrinkage in Crop.**

Mr E. A. Earp, chief apiarist, in dealing with the season and prospects, said that, so far as he could gauge, the crop throughout New Zealand would be only about a third of what it was last season. While in most districts there had been a great shrinkage in returns, beekeepers in a few isolated instances would net very payable crops. Altogether, the inclement weather conditions prevailing throughout the Dominion were responsible for the shrinkage. However, beekeepers generally were optimistic, and already were making preparations for extending their apiaries. Generally it might be said that beekeepers were more optimistic in regard to their industry than the average farmer was. There was a noteworthy cheerfulness amongst beekeepers this season, notwithstanding the serious setback they had received.

Dealing with the activities of his Department, Mr Earp stated that, in addition to the seven permanent officers,

arrangements had been made this season to employ fifty part-time inspectors. From reports received and personal observations made, it was gratifying to the Department, as it must be to the beekeepers, that disease which in past years had been so troublesome was well under control. As a result of this concentrated system of inspection, beekeepers had the satisfaction of opening up their bees in the spring months with a total absence of disease. This meant much to the commercial beekeeper, as it enabled him to extend his apiaries with confidence.

#### **The Local Market.**

Referring to the local market, Mr Earp urged beekeepers to rally round their associations with a view to stabilising prices to prevent undercutting, which had been so much in evidence during last season. Owing to the shortage of honey this season, if beekeepers would organise, prices could be kept fixed.

If this were not done, low prices and competition would result in driving the weaker men out of the business. It was somewhat unfortunate, added the speaker, that a trial had not been given of the marketing scheme which was formulated at the close of last year. However, it was quite possible that when the chairman of the Control Board returned from England a more concentrated effort would be made to assist the beekeepers in pursuing a scheme for better marketing.

Mr Earp also mentioned that the Department was carrying out research work into the cause of scum, an excess of which had drawn serious adverse comments from buyers at the other end. The work would be steadily prosecuted to endeavour to solve this problem for the beekeeper. If this could be done, it would mean an increase in return.

#### **Appeal for Close Co-operation.**

Mr J. A. Young, M.P., extended a welcome to visitors on behalf of the people of Hamilton. He pointed to the necessity for and value of co-operation amongst all classes of primary producers. Not only was this necessary in the interests of production, but it was extremely important for the purpose of distribution in the best and most economic way. The appeal which the leaders of the honey industry had made for closer co-operation with a view to securing control of local distribution was, in the speaker's opinion, perfectly safe, and that the legislation they were asking for would not compel them to market their produce through

any special organisation, but would give them power as producers to determine whether they should set up machinery to control local distribution. Already there was a form of export control which had rendered valuable service to the industry in that it had created in Great Britain and Europe a most favourable reputation for New Zealand honey, under the trade name of Imperial Bee Honey.

In pointing out the value and efficiency of organised and intelligently directed advertising, he said that probably the most effective results were to be obtained in the use of printers' ink. Advertising, while costly, was profitable when properly directed, and in advertising the product of an industry where all were equally interested in the production of a high quality, that could only be done by organisation in effort. Advertising rendered a service not only to the producer, but to the consumer.

Mr Young mentioned that last September he forwarded a cutting from the "Waikato Times" containing a report of a local beekeepers' meeting to Sir James Parr, then High Commissioner. In reply Mr Parr had stated that he had tried to make a special point of pushing New Zealand honey in the Home market and had been able to do a good deal. There was still, however, a large unexplored field capable of development.

In conclusion, Mr Young wished the gathering an enjoyable and profitable day.

Mr T. Pearson, past-president of the association, and Mr P. A. Hillary, vice-president of the National Association of Beekeepers, emphasised the value of co-operation and the need of unity and loyalty to their association in order to bring about benefits to the industry generally.

Mr Sage spoke of the peril to the honey industry from the ragwort-infested areas round about South Auckland. Bees which fed on ragwort produced a bitter honey which was not acceptable to the Honey Producers' Association. Ragwort was now spreading very rapidly and could be found in almost every part of South Auckland. It was even to be found growing along the railway lines. The greatest breeding grounds were native and Crown lands. With its spread grew the danger of having the whole honey crop spoiled, with a consequent direct financial loss to the producers.

Mr Hillary, vice-president of the National Association, supported the remarks of Mr Sage, and on his motion



a resolution was unanimously carried calling the attention of the authorities to the menace of the unrestricted growth of ragwort.

Mr J. A. Young, M.P., urged that every beekeeper and farmer should constitute himself a special missioner to wage war against the yellow peril.

#### Debates and Demonstrations.

Subsequently an interesting debate on "Natural versus artificially produced queens" took place between Messrs F. W. Sage and T. H. Pearson, the former supporting the natural method and the latter putting forward the advantages of artificial production.

Mr T. S. Winter, apiary inspector for the district, gave a demonstration of packing a hive for transport.

Other methods of packing were shown by Messrs W. B. Bray, P. A. Hillary and E. W. Hansen.

A demonstration of extracting thick honey was also given by Mr Winter.

An address on foul brood treatment was given by Mr J. Schmidt, and a demonstration of an electric capping melter was given by Mr W. B. Bray.

A photographic competition was held, the results of which are as follows:—

Collection of three illustrating apiary processes: A. Hancock, Hamilton.

Three for advertising purposes: A. Hancock.

Collection of humorous pictures: A. Hancock.

#### SOUTH CANTERBURY BRANCH of the NATIONAL BEE-KEEPERS' Assn.

The retail Price of Honey is as follows:—

Honey from the tank (Buyers' Containers), 8d. per pound; 5 lb. tins, 4/3; 10 lb. tins, 7/6; 60 lb. tins, 30/-; 2 lb. pottle, 1/10; 1 lb. pottle, 1/-; 1 lb. pat, 10d.; ½ lb. pat, 6d.

C. UNWIN,  
Secretary.

#### H.P.A. ADVANCES, 1930.

#### LATEST INFORMATION.

The Board has decided to pay out advances on this season's crop on the same basis as for last season. A circular to this effect went out on March 12th.

#### PRESERVATIVE FOR SUPERS.

In Taranaki some beekeepers are experimenting with paraffin wax applied hot, by dipping the supers in it. If the supers were first heated in a warm room the wax would penetrate further.

Mr. Bates showed me lids covered with petrol tin material, which were beginning to rust and decay. By dipping them in hot paraffin he added years to their usefulness.

Mr. Chapman, of Southbridge, saves all the crank case oil and paints his hives with it. He has a flowerstand built of 10 year old second hand pinus insignis timber which he treated with oil. Though well watered twice a week the timber is quite sound.

#### BARRETT and BRAY,

Barry's Bay.

Honey exported other than to the United Kingdom during 1929:—

Pacific Islands—	lbs.
(Apia, Suva, Lautoka, Levuka, Rarawai and Norfolk Island) ....	6852
Asia—	
(Singapore, Manila, Colombo, Veiafu and Penang) ....	3168
British East Africa ....	2232
Australia ....	13296
Total ....	25,548

#### FOR SALE Quality

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#### A. H. DAVIES

HILLCREST APIARIES,  
HAMILTON.

Casual Advertisements for the Wants and Exchange Column will be received at the rate of Twopence per Word. Minimum 3s.

**SUGGESTED PRICES.**

With a view to keeping the local market as steady as possible, failing for the time being a suitable marketing scheme, a number of the leading beekeepers who supply a considerable quantity of the Auckland Province met after the field day at Ruakura and pledged themselves to maintain a minimum price as follows:—

1 lb. Cartons 8/- dozen; 2 lb tins, 16/-; 5 lb. tins, 3/- each; 10 lb. tins, 6/- each; 60 lb. tins, 27/6 each.

These are wholesale prices, subject to 2½% discount to grocers and 10% and 2½% discount to merchants. In the circular sent out by the secretary of the South Auckland branch it says, "Grocers taking 15 doz. of any line to be considered wholesalers." If the wholesale merchants are aware of this, and approve of it, well and good, but otherwise it is not playing the game. It is just these tactics that allow price cutters to get in. The goodwill of the wholesale trade is too valuable an asset to sacrifice it for the sake of a larger order here and there. The grocers selling an 8d. article at 1/- are doing very well indeed, and there is no need to tempt them with a further 10%. With the pound carton retailing at one shilling, as it is doing over most of the North Island, there should be no difficulty in getting 9/- per dozen wholesale.

We have heard indirectly that a meeting has been held at Temuka to decide on local prices, but no report has reached us. South Island prices have been considerably below those ruling in the North lately. Producers would be well advised to get together at once and increase the prices in conformity with the state of the market. Anyone who contracts to sell his whole crop at the old prices will regret it when he sees the trade increase the retail prices, as they surely will, and pocket a double profit.

The H.P.A. wholesale prices for Imperial Bee are as follows:—

1 lb. cartons, 9/6 per doz.; 1 lb. glass, 13/-; 2 lb. tins, 18/6; 5 lb. pails, 3/6 each; 10 lb. pails, 6/9 each.

The aim of all sellers should be to work up to those prices. By so doing they will benefit themselves as well as their own organisation.

FOR SALE, Root 4 fr Extractor and Bee Gear, cheap. Apply

WALTER H. SHOVE,  
Park Estate Road,  
Papakura.

**COUPONS.**

The coupon system has its merits in working up a demand for a proprietary brand. There are two systems on which it can be worked. In one the element of competition eliminates a large number of coupons and the cost of the prizes to the successful competitors is not a heavy charge to the advertising account. A variation of this system is the giving of various trinkets for definite numbers of coupons. Cheap Continental trinkets keep down the cost of this system also.

The other main system is the giving of a definite cash value to the coupon. One Taranaki producer has adopted this plan. In order to prevent the trade pocketing the coupons he wraps the carton in a special dodger containing the coupon. This adds over 3d. per dozen to his packing costs. For six pound coupons he gives a pound free. In other words he actually sells seven cartons for the price of six. The actual cost to the consumer is a shade over tenpence for a shilling article. In other words it is camouflaged price cutting.

This producer is naively counting on having to redeem only a small portion of his coupons. Time will disillusion him. Each coupon has a cash value of twopence, and no housewife is going to throw one away. It will take time for the required number to accumulate, and they will surely all come home to roost some day. It will go hard with him if they flock home at the end of this year, when his own honey is gone and he has to buy on a high market to fill his pledges. This form of price cutting is a two edged sword, liable to cut both ways.

**NOTICE.**

IT IS REQUESTED that all signed Contracts on hand be sent in without delay to

H.P.A.,  
Box 1293, Auckland.

**WANTED TO BUY,**

BEESWAX in large or small lots.  
Write for quotation, stating quantity and colour of each grade.

SELLING OFF Surplus Stock up to 40 Good Colonies Bees, £1 15s per hive.  
MYERS BROS.,  
Nelson Creek, Greymouth.

## The Marketing Scheme.

Although the late marketing scheme has lapsed because there were insufficient contracts signed within the period named in the contract, the proposal is not going to be abandoned entirely. The short crop this season will allow very little for export. Altogether the shortness of the crop will be a blessing in disguise, as it will give the new agents in London a breathing space in which to overtake the accumulation of stocks, which, by the way, really began when Messrs. Mills and Co. first took up the agency. They started with practically two seasons' crops. The local market will also be able to absorb its normal requirements at a remunerative price to the producer, without the need of any special organisation to avoid useless price cutting.

The producers will therefore have another nine months to take stock of the situation and evolve something definite. In connection with the late proposals there was a feeling abroad that it was impossible to bring it to a successful issue, and we are inclined to think that this had a good deal to do with its failure. We published the list of those signing, hoping it would be an inspiration to others to sign up, seeing their neighbours' names there. In one quarter we got into trouble because the complainant considered publication a breach of confidence, though he had not signed it. In other quarters we were in trouble because names were not there. We are to blame for two names we missed, but others must be accounted for by that feeling of fatalism we have mentioned. There must be a number of signed contracts about which have not been sent in. We know of some. Even though the contracts are useless now, an effort is being made to obtain further signatures in order to ascertain exactly what proportion of production can be secured under contract. It would then be possible and advisable to report the position to all those who signed and ask them whether they would be willing to sign another contract, modified to meet the required conditions.

It has been realised that the requirements of seventy-five per cent of production was impossible to obtain on the basis laid down, as every single hive in the country was included in the calculation. The apiar-

ies of ten hives and under actually represent twenty-five per cent., and in addition to these there are plenty of larger apiaries which have no influence on the market.

We hope to publish next month a further list of signatures, when it will be seen that there are practically very few producers left outside.

With the great majority of producers bound to the H.P.A. under a firm contract the individuals would be relieved of the anxiety of marketing and could concentrate their efforts on production. At present they must neglect production to attend to marketing and being amateurs at the game they make anything but a success at it. Thus the producer loses both ways. Had the H.P.A. started out with its members bound under a firm contract the present position would never have arisen. The wheat pool is now facing the same trouble that the H.P.A. had to face in 1924, but having its members bound by contract it can prevent its members from selling their loyalty. Its very strength in this regard has caused a reaction from the grumblings of discontent with the result that growers will be more loyal than ever to the pool. As the wheatgrowers' problems are so similar to the honey producers' we reprint from the *Christchurch Times* a report of a meeting held recently in Timaru.

After reading this report ask yourself whether the H.P.A. has been worth while. If it has, then give it your support by binding yourself to it.

The marketing scheme is not a new scheme. It merely puts the finishing touches to the H. P. A. organisation. In any marketing scheme there must be only one seller, but as a number of producers have worked up a goodwill for their particular brand and quality, the contract was drawn up in such a way as to provide for these producers carrying on as formerly, but as agents for the H.P.A. The apparently complicated method of doing this is really very simple, but it frightened a good many. In practice it would be found that the great majority would hold only enough to supply neighbour consumers and send the balance to the H.P.A. When buyers

realised that sellers' prices were standard they would tend towards buying from the packer best able to give continuous service and a standard quality, more suited to their needs. Thus the tendency would be all towards the H.P.A. eventually handling all the honey, which from the point of view of developing the demand, would be a distinct gain. The greater the quantity that is sold under one name the greater the value obtained in advertising.

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### **SUPERSEDURE.**

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In the *Bee World* for January, Mr. Harker refers to my notes on supersedure in *Work for the Month*, of the October issue, and raises the question: "Can first-class queens really be raised from the eggs of a failing queen?" He says, "We will take it for granted that the bees do not commence supersedure generally unless something was amiss with the old queen. Mr. Bray, of course, stipulates that the superseding colony must be a strong one. We know that bees are rather fastidious creatures, and might decide to supersede for apparently trivial matters, i.e., a queen with a broken leg or a damaged wing, etc."

Now bees do not as a rule supersede because of damaged legs or wings. Wing clipping could not be practised if they did. I have had good queens live normally with a damaged leg. I was discussing the question from a breeding point of view, especially as regards breeding out the swarming trait. If we can develop a strain of bees that will give good yields, will not swarm and will supersede naturally, are we not saving a considerable amount of work? By wholesale requeening every year it is true that we can eliminate the swarming problem, but why kill queens that may be good for another year or two. Prolific laying is not the only factor in the honey gathering strength of a colony. The longevity of the individual bees is just as important and a queen that maintains a moderate brood nest may beat one that lays twice as much, because of her bees having a longer life than the others. Her laying capacity is not exhausted in one season, perhaps not in two, and if the bees supersede her naturally before she fails entirely she is much more valuable as a breeder. I advised to keep on using

the supersedure cells of such queens as long as they could be obtained, and this is the point that Mr. Harker queries.

I know that it is generally accepted as an axiom that the best stock is bred from parents in their prime rather than in their old age. That is so in connection with mammals, as the stamina of the young depends more on its nourishment after birth than on its vitality at birth. The young mammal depends on its mother's milk, which depends on the ability of the mother to get sufficient food. The qualities of the young queen depend more on the abilities of the nurse bees. As far as the potential qualities of the egg itself are concerned I do not believe there is any difference between the first and the last egg, except as regards the transmission of acquired characters. If we are breeding for markings we can use the youngest stock, but if we are breeding for character we must bide our time for the characters to develop, as a character can not be transmitted until it is acquired. The character of longevity naturally takes the longest time to acquire. In breeding for it I do not think we run any risk of losing quality in the young queens. Some of the best queens I have ever had have been from supersedure cells, from a queen that was kept a year after she was first superseded, using the cells all the time till at last she could lay no longer.

At the present time I have a queen that was imported from a leading American breeder in September, 1926. Two sisters were superseded straight away and this one was superseded in December last. Twice, I was able to show her to visitors with her daughter alongside. The old queen even went on laying under our eyes. Two months later she was still laying along with the daughter, and now I have her in another hive to see how long she will last.

It would be interesting to hear what other breeders think about this question.

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### **NICHOLAS' COMB FOUNDATION FACTORY.**

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**3 CALEDONIA ST., HAWERA.**

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**WAX MADE UP AT CURRENT RATES.**

## Individualism v. Organisation.

During his recent visit to Taranaki our Editor became involved in an argument with a certain beekeeper, whom we will call Mr. X in order to spare his feelings as much as possible. As Mr. X represents a type of beekeeper amongst us, and the argument was on a matter of principle concerning organisation, or in other words, individualism versus organisation, we propose to relate the incident and the outcome.

The argument arose over the question of the outside beekeeper sheltering under the benefits conferred on the industry through the organisation of the H.P.A. We pointed out that on the local market there were no means of compelling the beekeepers to contribute to the cost of developing the market, whereas on the export market the Control Board gave the necessary power, through the advertising levy. Mr. X does not export but he was quite willing to take the export market conditions as a basis to enunciate his principles. He admitted that the H.P.A. had done a considerable amount of work in years gone by to build up an export market, also that any outside producer who exported derived valuable help from the advertising that had been done but he denied that there was any moral business obligation to contribute towards the cost of advertising, notwithstanding that there was a legal obligation to contribute by way of the levy. He accepted a challenge to debate the matter before three business men in New Plymouth and to abide by their decision. If he won the decision we were to cease all activities in connection with compulsory local marketing, and if he lost he was to sign the late marketing agreement and take 25 shares in the H.P.A. He was allowed the advantage of a supporting speaker—another beekeeper who is in deadly earnest in opposing export control, though he exports. We tried hard to get this beekeeper to agree to do the same as Mr. X if we won the day, but were unsuccessful in trying to get two birds with one shot. He was quite willing to support Mr. X, but though we pointed out that he could not speak with the courage of his convictions unless he tied himself to Mr. X's conditions he was too wary to be caught that way.

The President of the Chamber of Commerce and two past Presidents were willing to give their time to decide the point at issue.

We led off by tracing the history of the H.P.A.'s efforts in establishing an export market, stressing the point that the bulk sales were still equal to the sales of the early years, but that the sales of packed accounted for the increased exports. Another point stressed was that all the advertising had been concentrated on New Zealand Imperial Bee Honey, so that New Zealand honey was being advertised all the time, also that great care had been exercised to see that other packers buying bulk did not use it to blend with other honeys to be sold as New Zealand. We pointed out that at least one large packer had been bowled out and his supplies stopped, but that this could not be done effectively till the control of all the honey from New Zealand was in the hands of one agent. Hence the value of the goodwill for the advertising that had been done.

We pointed out that the word business could be used in two ways—one the loose way in which anything can be excused by say, "Well, business is business." But there was a higher meaning to the word and when moral was used with it only the higher meaning could be taken. (Mr. X had been very insistent in stating "moral business obligation.")

The theme of Mr. X's contentions was that he does not ask the other fellow to advertise and anyone who advertises must take the risk of doing anyone else a service.

The umpires decided that when valuable help was admitted there was an obligation to contribute.

The debate was interesting from several points of view, and the result has a value to the industry. It meant that two beekeepers opposed to organisation (but both benefiting from it), and especially to any form of control, failed to make out a sufficiently strong case to satisfy three hard headed business men that the advertising levy was wrong in principle. On the other hand we have carried the war into the enemy's camp. There has been a certain amount of underground rumblings

against the Honey Control emanating from the Chambers of Commerce at Christchurch and Auckland. Three prominent members of the New Plymouth Chamber have endorsed the principle of the export advertising levy being justified when value received is admitted. The last loophole the opponents have is to deny the value received. Mr. X and his neighbour did not deny it. They admitted it.

The same principles apply to the local market and there is a moral business obligation on every producer to shoulder his share of the burden.

### THE SEASON'S CROP.

Without definite statistics from year to year it is difficult to estimate the crop exactly. We do know that nearly 1,100 tons of honey were exported last year, and we can guess that another 1,200 to 1,500 tons were consumed locally. As near as we can guess from reports we have received the total crop will not be more than half what it was last year, and there is the possibility that the real figures are little more than a third. In isolated instances individual crops have been equal to and even better than last year's, but the great majority report from a third to a half.

Last year the Waikato and Canterbury districts had very good crops, which figured largely in the total, but this year, with a few exceptions, these districts are down to half and a third. Last year Taranaki had the worst crop on record, and this year is not quite so bad, but the improvement is not enough to affect the total very much.

The best grades of white clover honey are much shorter by comparison with the darker grades.

### A USEFUL HIVE STAND.

In Taranaki beekeepers establish their out apiaries in pastures where cattle are grazing. A stand used by Mr. Bates serves a three-fold purpose. It keeps the hives clear of the ground. Bottom boards rot very quickly on the ground in such a wet climate. It enables the hives to be tied down in the winter when visits are rare and the projecting ends stop the cattle walking too close and knocking the hives over. Mr. Bates says it is a rare thing to find hives knocked over. The stand holds two hives. Four stakes are driven into the ground and two rails nailed on to them. The rails extend about a foot on each side and the operator soon learns to avoid them.

# Italian Queens

Re-Queen Now with stock that will get the goods for next season.

	1	2	3	4	5	10
Untested ..	7/6	14/-	20/-	26/6	32/-	60/-
Select Untested ..	11/-	21/6	31/3	41/-	50/-	95/-
Tested ..	11/-	21/6	31/3	41/-	50/-	95/-
Select Tested	15/-	30/-				
Breeders ..	25/-					

Queens guaranteed free from all disease.

Delivery to 1st week in April.

Orders filled in rotation. P.O. Order Office, Crookston.

TERMS—Cash with Order—Cheques to have exchange added.

Postal Address—

**R. STEWART**

Crookston P.O., OTAGO

**ANSWERS TO CORRESPONDENTS.**

Yes, you should have fed sugar syrup when the bad weather was on. Had you kept a close watch on the bees then you would have seen no honey round the brood and brood-rearing curtailed, perhaps dead brood being pulled out.

Regarding foul brood, the particular advice given referred only to the means of dealing with cases found at extracting time, when the hives are full of honey and it is desired to save a hiveful of good honey. The advice was to extract the whole of the honey, and either to allow the colony to die of starvation after having cleaned up the combs or treat when they are on the verge of starvation. All the white combs are sure to be clear of stray cells of honey, as the bees will finally cluster on the darker combs. As to hive bodies being infected, McEvoy once said that if it were necessary to scorch or disinfect the inner walls of the hives it would be necessary to do the same to the bees' feet. The only danger of spreading infection from hive parts is through wet burr combs or daubs and splashes of honey when shaking the combs. In treating, the bees should always be shaken into their own hive, and stray drops get cleaned up. We believe more progress will be made in cleaning up disease by teaching beekeepers to be careful over essential points than by making the process of treatment so arduous that they shy off the job altogether or else in taking great pains to do the unnecessary they miss the necessary, which may be a few drops of honey on the sack they are shaken on to, for instance.

Another important point to be observed in dealing with isolated cases is to avoid opening the hive at any time when there is danger from robbers or when bees are flying. There is a danger of bees from the infected hive wandering into other hives, especially if the apiary is laid out in too close or too regular formation. It is better to temporarily close surrounding hives while operating the infected one.

**EDITOR.**

**"The Bee World"**—The leading bee journal in Britain, and the only international bee review in existence. Speciality: Reports of anything new in science or practice the world over. Specimen copy 6d. N.Z. stamps. The Apis Club, Brockhill, London Road, Camberley, Surrey, England.

**SELLING HONEY.**

It is not sufficient to merely load up the merchant or the grocer with a supply of honey and trust to the normal demand absorbing that supply, unless you are very sure that the demand will do so. Successful selling on a bare market is a simple matter compared to selling on a clogged market. The problem then includes the stimulating of the demand to keep stocks moving and secure repeat orders. Some form of advertising must be resorted to in order to send the customers to the stores. When lack of demand is retarding sales the strongest talking point a salesman can have is that his line is advertised. To be most effective his advertising must prove itself to the retailer.

It may be a window display, or a supply of printed matter to be distributed by the grocer, in which case he will soon be able to judge its effect. On the other hand, it may be indirect advertising which will prove itself to the grocer by showing a demand for the particular line. Once he is satisfied that the advertising is effective he becomes more interested and selling becomes easier. Therefore successful selling depends on effective advertising, which deserves a special discussion by itself.

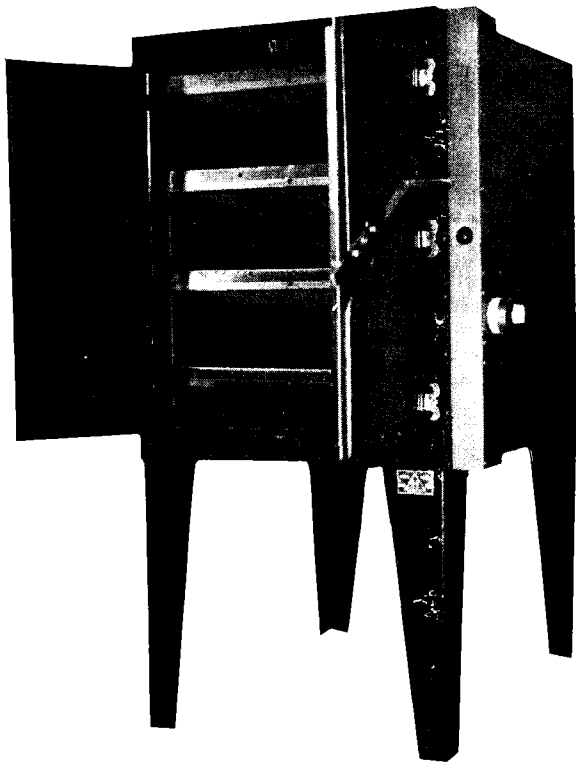
Successful selling also includes service. A beekeeper is not in the position to give the necessary service to maintain a brand over a wide area. Most grocers do their buying in a suitable way, ordering their requirements monthly and even weekly. A beekeeper cannot call regularly to take and deliver orders all the year round, as the merchant does, and the grocer either has to take a risk of stocking up too much or running out of stock before Mr. Beekeeper calls again. In the first case the beekeeper calls needlessly, and in the second case he is losing sales. The merchant is on the job all the time and the service he gives is worth the ten per cent. He covers the whole countryside, whereas the beekeeper is too much inclined to pick the eyes out of the trade and neglect the small buyers, who in the aggregate amount to a considerable turnover. Both the merchant and the retailer are necessary cogs in the commercial machine.

—W.B.B.

The Editor would be pleased to have Copies of August Issue from those who do not intend to subscribe.

The  
**Bray Electric Cappings Melter**

The only Melter that does not impair the quality of the Honey.



BUY NEW ZEALAND  
 MADE GOODS

NOTE:—Trays and Separator Tank not shown in illustration.

The Oven can be used to liquefy honey in glass containers or to bring it to that brilliant clarity which helps to sell it. By removing one tray it can be used to liquefy six sixty-pound tins. We have only one machine in stock, so producers requiring one for this season should make early application. We have in stock also an oven one-third the capacity of the one illustrated. These melters are made with all British materials, the best obtainable, and are built to last for ever.

PRICE ON APPLICATION TO THE MAKERS.

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165 MANCHESTER STREET, CHRISTCHURCH.