

country, and, if possible, also in London. One or more agents be appointed by the Association to sell the honey of its members, these agents to be selected from among the most respectable grocers, green-grocers or dairymen that can be got, who will undertake to keep a stock (not necessarily a large one) of the honey belonging to the members of this Association on *show* and *sale*, and to place it prominently before the public in the best possible manner. For instance, I suppose most grocers keep honey of some kind or another on sale, but I fear more often than not it is foreign, and of doubtful quality and purity. Now, I can see no reason why they should not be induced to keep British honey, providing it be offered to them at a reasonable price, and put up in as attractive a form as the foreign. Indeed, I believe there would soon be a great preference for it, especially if it were sent out under the guarantee of our Association. Assuming that some such arrangement is come to, and that we have secured our agents all over the county, the question arises how are they to be supplied? To meet this I would suggest that, instead of having a central depot, and all its attendant expense, the Secretary, or some one appointed by the Association shall keep a register, in which to enter particulars of all honey for sale in the hands of members and that the names of such members, and also of the agents, shall be published from time to time. Having by this means brought the buyer and seller together, it would be necessary that great care should be taken that the article offered to the agent, and through him to the public, should be put up in the best possible manner, and worthy of receiving the sanction and guarantee of the Association. To do this, it would be very desirable that we should adopt some form of package and label, both for comb and extracted honey, without which our agents should be requested not to purchase. We should thereby ensure the necessary uniformity of package by which our members' goods would be always recognised. In addition to this I would suggest that each agent, on appointment, should have a neat and attractive certificate which he could display. Not only uniformity of package would be very desirable, but uniformity of quality would be almost of greater importance, for it would be manifestly unfair to ask our agent to purchase, and pay the same price, for an article of indifferent quality. I think it would be a good plan to take some steps to insure that none but good commercial honey is offered by compelling members to furnish samples to

some appointed person previous to being supplied with the Association label. I am well aware that there are many difficulties in securing such an end, but I do not believe they are insurmountable. In addition to this, it would be well if we distributed handbills or pamphlets, similar to Professor Newman's, and attractive bills advocating the use of pure British honey. Indeed, every effort should be made to push and advertise its use both in the interest of ourselves and also of our agents.

"What we have to do as an Association is summed up in a few words, viz., Create and encourage the use of, and ensure and regulate the supply of British honey. If we can do so, we shall settle the much vexed question of honey sales, and give a great impetus to the bee-keeping industry in our midst."

"That, ladies and gentlemen, is the basis on which we floated our scheme, and I may safely say that it has been an unqualified success; and, I think, that so far as the Berks Bee-keepers' Association is concerned, that difficulty has been surmounted, and it is our members' own fault if they have honey on hand from one season to another. We, of course, have friends who are a little impatient at times, and want to see a customer for their honey almost before they have removed it from their hives, but they are getting to understand that with the exercise of a little patience they will find a buyer.

"We have secured most of the leading grocers, dairymen, &c., in all the principal towns, and have no difficulty in finding others as required. In fact, there are applications from some at the present time. We have brought out an Association Label, specimens of which are here for inspection; also the packages we recommend our members to put their honey in. You will observe that the labels are numbered consecutively, and herein lies an important feature of our scheme. The label, of course, is copy-right, and can only be obtained from the Association. The member or agent purchasing them has to give a written guarantee that he will use them on none but pure Berkshire honey. The numbers are booked to the purchaser, and in the event of any complaint or reference with regard to any honey under our label, we can at once ascertain by whom it was put up. I am happy to say that during the four or five years our scheme has been in operation we have had no single complaint from any quarter. On the other hand, frequent repeat orders come in from persons who have purchased our honey, and we have