

think one of the best markets for honey is what I would call not merely the home market in Ontario, but the personal home market. Honey is one of the things for which every house-keeper will pay a bigger price direct to the producer than in any other way. Just a word as to the essential difference between the personal house market and the general market. There is a general market for wheat, and by the very greatest of care a man can raise about two cents to the bushel. In the personal house market anybody can raise the price fifty per cent. in any product. We pay thirty cents a pound at the house for butter—paying twenty-five cents all last summer to a woman who brought it from her house in the country. By making the things dainty looking as well as excellent the personal house market will give you a big profit, and honey is one of the things the producer can afford to take to the house of the consumer. Some people in the Province of Quebec have been sending me samples of mustard and clover honey which they are going to send to Paris. I pay them twenty cents a pound for those samples. I took a sample to my wife, and I have consumed more honey on my table in the last month than the previous twelve. I have guests there at my table and they go back and say, "we will get honey." Honey is a thing you cannot get in the best condition in the retail stores. There is an unexplored market to the people who will supply it to the houses in towns. That is true in regard to everything I have touched, true to the dairy products and fruit, and it is true of honey so far as I have observed the market. Then, there is a general market, which means that the one that supplies that market takes the general average price. If the bee-keeper would

say to two of the leading shop-keepers in every town of any size, "Why do you not handle honey? We will supply it to you," these people could push honey, and the customers would take it. Commerce has got into this line in late years, that the article which gives to the shop-keepers the least trouble, the largest profit, and the easiest turnover is the one that sells, because he advised them to take that. I have gone about with old clothes into the shops of England many times when I looked into the markets there for Canadian products, and the shop-keeper would advise me to take something that was in a very easy package. If you could spend one-half day in each town and just get the man to take these little packages you would make an unlimited market for the honey. I am not saying anything more than to just indicate these lines.

In regard to the export demand, there is no market in England for honey of an common quality at more than four cents a pound. There is plenty of honey offered in England at about four to five cents a pound, common, cut still honey and said to be pure honey. There is a very good demand in England for exquisite honey, of good body and of fine color, and the English people don't object to a little yellow tinge in the color, at about 15 cents a pound in the original packages retail price. Again, you see there is a tremendous glut of the common stuff, but there is a scarcity of the very nice stuff done up in nice packages. Just an illustration: three days ago I had a letter from England. I had asked an agent there to buy three packages of the nicest apples he could get. He bought three packages of Fameuse apples sent from Montreal, and they cost him 21 shillings a package, plus 1s. 6d. for carriage—that was 22s. 6d.

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