

Notes by the Way

By G. A. DEADMAN.

MARKETING HONEY.

It is one thing to produce a crop of honey and another to dispose of it to advantage. This year, unless some people are induced to use honey who have not used it in the past, or others persuaded to use more than they have hitherto, there will be a considerable quantity unsold. I presume, as a matter of fact, that honey is becoming more and more an article of diet as the years go by, many using it now in preference to preserved fruit. There are yet many who would become large consumers if educated to it. The question is, how can we reach these and make them regular customers for our product? No doubt, much can be done by having it always on sale in the grocery stores, and, I would add, do not discourage your merchants from handling it by charging them the same as you would a consumer. It surprises me sometimes to see what little value some people place upon their own time and that of the store-keeper. It is not fair to the merchant for you to sell retail the same as you charge him wholesale, even if you do take it out in trade. Allow him a commission apart from the profit on goods sold you, otherwise he has to make two sales for one profit and which is none too much these days in most places. Many prefer selling it in a lump and have no more bother, and personally I am in sympathy with this class.

It is no small matter to dispose of a few thousand pounds of honey in one's own neighborhood, and when once it has become granulated the

labor, as most of us know, is increased ten fold. May be I am becoming lazier as I grow older, but as the years go by I want less and less to do with honey after it is granulated, unless it is in packages that do not require to be emptied.

Before describing a plan which I have tried with success, I wish to notice two ways that have merit that have been mentioned either in print or in convention. One was to drive with a load and call at each house, sell what you can, and leave a post card with your address so customer can write and say how much he wished brought next trip. The other way is that by which D.R. Niver has not only sold his own crop but that of others, is to take a sample along and a spoon, go from house to house, let all have a taste, talk it up and take orders. Mr. Niver advocated this plan at the bee-keepers' convention in Buffalo. Not every one I suspect would succeed as does Mr. Niver and not all of us would care to follow it. I am averse to peddling anything, and I expect, have many others for company. The plan I have tried with success, while it is closely akin to peddling, is so different that anyone can do it, and need not lose his self respect; besides, it is so quickly done. We cannot tolerate anything slow. Only recently a party was describing how he sold a lb. bottle of honey, and judging from the time it took to describe the transaction, I should say that from 1 to 2 lbs. would be a day's work. His patience was commendable but that was all.

My plan is to call at each house in the village, town, or city, as the case may be, leave a sample with a printed card to fill out, at the same time leaving a printed circular giving full particulars. The sample is in a little china dish. All one has to do is

hand
is a s
ing.
fill o
will i
marro
dish.
hand
way l
and it
policy
many
next.
about
over t
busy
refuse
the se
differa
but wo
first, w
done o
hours (I
you ha
have to
dish so
though
at once
advertis
fruit so
also in
where t
one can
samples
at every
dispose
will mal
be under
retail at
at an a
would ex
will not
order to
much, or
said at tl
course as
of boug
ask
give
It i