

individual bee-keeper and this association to keep the market active and steady. It will be vain to look to the middle men to do this. The output of the apiary is as yet a comparative stranger in the market, and it must be watched and protected by those most interested and not left to the tender mercies of those who care only for the profits to be made out of passing it from one hand to another. With this end in view the wants of our immediate neighborhoods must be fully met by keeping the local markets well supplied, and this should be attended to by those who have most in stock and most at stake. Such are not the class of bee-keepers who demoralize and destroy the local honey market, their interests lie in the opposite direction and these interests will be best conserved by not only abstaining from unsettling the market by cutting prices and unwisely pushing their goods into every hole and corner, but by preventing their neighbors who produce but little from doing so. It is I venture to say within the knowledge of every one of you that the cutting of prices, nay, the slaughter of honey is carried on by small, out-of-the-way bee-keepers who produce but little, have no regular customers and whose income is not materially affected whether they sell what little they have at ten cents or at five cents per pound. Such people having no market already established and not yet skilled in putting up their little in attractive forms, are compelled to sell it at or near home for whatever prices they are offered. The usual practice of such people is to empty their honey into crocks or milkpails, hitch to their democrats, drive into the nearest town or village and there make the rounds of the hotels and grocery shops disposing of it for whatever prices they can obtain and frequently selling it two or three cents per lb. cheaper to one man than they succeeded in getting from his neighbor; but in most cases trading it off to the shopkeeper for goods. The purchaser getting it by way of barter is generally willing to sell it to his customers for cash at what it nominally cost him. Thus both retail and wholesale prices are unsettled and the market demoralised. What is the remedy for this—the greatest obstacle we have to contend against in building up a steady profitable home trade? I think the only solution to the difficulty is for the larger bee-keepers in every community to become honey dealers as well as honey producers. Let them arrange with the class I have above described to take all their honey at the close of the season at prices that are fair to both parties and thus put themselves in a position to control their own market. I am persuaded that most small bee-keepers will be willing to meet their large brethren in a

scheme of this kind. The subsequent operations of the holder must be influenced by his situation. If he be an old stager he will have a greater or lesser business connection already established. If this be commensurate with what he has in stock he can bide his time and let the buyer seek him instead of him seeking the buyer. If it be necessary for him to push sales to effect a clearance of his stock he may adopt the means successfully pursued by some people and take to the peddling wagon. If this kind of traffic is distasteful to him he may select a few agents from among the shop keepers. It will be a mistake, however, on his part, if he seeks to put his honey into every grocery and provision store in a town. If he should succeed in placing it in all, it will necessarily be in small quantities, and when shop keepers take small quantities of an article they make little or no effort to push sales. If the article be honey they will likely put a gem jar or two filled with it in the window and stow the rest in some out-of-the-way place where it never strikes the eyes of their customers. I would rather sell ten hundred pounds to one dealer than thirty hundred to twenty dealers in the same town at the same time, if I wanted to establish a market in that place. Better establish one good agency and stock it well, than supply twenty store keepers with a little just to add variety to their stock. Let the holder select his man. He may be a grocer, a provision dealer or a baker. He must be a live business man occupying a prominent place on a leading business street with a showy front to his shop. Make arrangements for the entire use of one of his windows and some space on his counter to be exclusively occupied with your honey for a given time. Then with your goods put up in attractive show bottles and suitable packages dress or cause him to dress his window in such a way that the display will arrest the attention of every passer by, and I am free to say that man will sell more of your honey in a given time than twenty of his neighbors will do, keeping it as it usually is kept. But don't stop here. Send a case of your nicest comb to the editor of the town paper and advertise the "show" in its columns. If such a display filled even one shop window in every town and village throughout the land I am persuaded we would hear less of honey being a drug in the market for the jealousy of your agent's neighbors would soon be excited by his customers asking for that which he has not got, but which might be seen in such rich abundance in his competitors window across the street. In establishing such agencies care should be taken to encourage their success by charging no more than a fair price to the agent, and by