

pattern, adopt its plan, and just go to work and excel it.

There is a prevailing idea that what we need is a fat treasury; it is not necessary to a good organization. I would rather enter a battle for our pursuit with 100,000 bee-keepers at my back, than with as many dollars in the treasury, backed perhaps by one-tenth that number of bee-keepers. Money alone cuts a poor figure in such an organization, unless backed by commanding influence. With one hundred thousand; aye, one half that number of interested bee-keepers behind us, there would be powerful influence, and no lack of funds.

You will observe that all successful organizations extend their order into nearly every town, village and hamlet, so must we if we would succeed. We must first get the bee-keepers interested in the work by forming or encouraging the formation of local societies; such a course will give them a personal interest in the undertaking. A little reflection will convince you, that the interest in our organization at the present time, is strongest in those localities where there are local organizations.

In conclusion, I will repeat, we must profit by the experience of others, adopt some popular and successful plan of organization and go to work systematically, determined to succeed.

W. F. MARKS.

Marketing Honey.

After the honey harvest is over, we look proudly at the piles of nice white cases, with such beautiful clean looking combs shining through the glass, and realize that all that care and skill can do to make it attractive has been done, we come face to face with that momentous question, what shall we do with it. The old time honored method of bundling the whole crop off to some city commission house, selected by guess usually, to get returns for it perhaps sometime, has proved so unsatisfactory that we have all been working at this vexing problem which has not kept pace with other improvements in apiculture. Eliminating unnecessary charges and expenses, getting closer to the consumer, trying to educate the public to the knowledge of the beauties, healthfulness and desirability of honey, as a food, and a medicine, wiring the subject in the bee journals, even forming exchanges, and talking of combinations, trusts, or what not. Some good has come of this agitation doubtless,

but the principal point impressed on my mind by the greater part of the sage councils of the experts is, get your honey in nicer shape than the other fellow, and you can sell yours, and its none of your business what he does with his. This method is strictly in accord with the golden rule (Chicago Edition) "Do others or they'll do you," but that other fellow outs the price, and in the hard times the price is of more importance to the consumer than polish. The result is a constant strife to outshine your neighbor, and a more pronounced vacuum in the wallet, as well as a more exacting market.

"Competition is the life of trade," and death of profits. Right here it might not be too badly out of order to quote some chunks of concentrated wisdom from the ready pen of our general manager Secor.

"There was a time in the history of mankind when the individual seemed to be the more potent factor in society and business than at present * * * but the world is older than it was, almost everything is done differently from what it used to be * * * Business methods have so improved that a dollar goes farther in transacting the world's business than it did in the old time. This has been brought about through organization, and combination, a great many individual dollars brought together through associated efforts, may be made to produce effects which never could have been brought about by the same individuals acting each for himself independently. Men interested in a common purpose are enabled to unite on a common plan of action and work to some effect."

That would seem to point to a combination of bee keepers, to make the most possible out of their product, to do business at the minimum expense, and maximum profit, but few believe it possible for so large a body to hang together, and so all stumble along in the same old rut.

My first experience as a honey salesman was pleasant enough, for I had an extra fancy crop to sell, and it was before sandpapering sections was fashionable. To set a white clean sample beside a grimy, travel stained one, ask more at wholesale than the grocer was selling at retail for, and get his order, was just fun. One dealer in Scranton had a very large stock of comb honey, conspicuously displayed, which made me doubt my ability to make a sale there. He came out of his office with the usual eye to business, and I remarked "you seem to be loaded for bear in the honey line, sorry I did not get here earlier in the season, but