

honey, and thus continue from month to month, or from time to time, until all is sold. This would perhaps cover a period of eight months. As each grocer or retail agent, I should sell on an average at least one crate of honey per month.

A crop of 2,000 lbs. could thus be disposed of, and during the same length of time, by and through ten agents, and a still larger crop by having a proportionate number of retail agents. But my experience teaches me that honey should be kept on sale, and *in sight*, every month in the year; that more or less honey is wanted by consumers all the while, and that any grocer, worthy of the name, can get rid of at least one crate of honey during each month. This being the case, the average grocery should be able to sell not less than 300 pounds per year. By dividing the crop of honey in pounds by 300 this would give very nearly the number of retail agents necessary to dispose of any size crop the producer may have, in case he is willing to cover each month of the year.

Now about the pay: This may be collected at the close of each month, or as soon as each crate of honey is sold. By this means the producer runs no heavy risk in having his honey disposed of through retail agents. In case of an assignment, or bankruptcy, on the part of the agent, the honey on hand and unsold at the time, belongs to the producer, and he has the power to remove it at his pleasure.

What about the commission for selling the honey and collecting the pay? The retail agent should have a liberal commission, so as to secure his hearty co-operation. As he has, however, no cash invested in the honey, a liberal and satisfactory commission to both parties would perhaps be from 10 to 20 per cent. on the retail. I can find plenty of retail agents who would be satisfied with 10 per cent. net commission.

Now a few words about the retail price: My judgment, based upon experience, is that comb honey, in small sections, should retail at from 15 to 25 cents per pound, depending upon its quality and general condition, and not upon the weight or size of the package. Dark honey should retail at from 15 to 18 cents, and white honey at from 20 to 25 cents per pound, and the 1-pound, 1½-pound, and 2-pound sections should be sold at the same price per pound, and let consumers take their choice. To me it seems wrong to ask more per pound for the 1-pound section than for the larger sizes.

My observation is that consumers are willing, in many cases, to pay as much per pound for a 2-pound section as for the smaller sizes, and that it is economy for them to do so. Honey-producers are to blame for encouraging the present difference in price, and should tolerate it no longer.

As the foregoing relates entirely to my plan of supplying consumers with honey by producers, and through their home markets, I will now say a few words about distant markets and the large cities. These should and must be likewise sup-

plied with honey, but none, *save the actual surplus*, after the home markets have been provided for, as herein indicated, should be sent to these markets. And this surplus should not, as in the past, be sent to the present class of commission houses, but to honey-houses owned, leased, or controlled by an association of honey-producers. Each honey-house should then supply the groceries, or retail agents, throughout the city of its location, in precisely the same way that the producer supplies his home markets, so that the system shall be uniform and harmonious everywhere.

The honey-house shall be strictly a wholesale supply house, and should have, as its manager, a competent and financially responsible agent of a honey-producers' association. The honey-house should have travelling agents, and enough to supply properly the requisite number of responsible groceries, or retail agents, in the city of its location, every month in the year, and likewise one or more to visit other markets in the State or territory tributary thereto, to see that none are neglected. This plan would perhaps do away with the necessity of having more than one wholesale supply house in any one State. It seems to me that there should be such a honey-house in each of the following cities, to wit: San Francisco, Denver, Kansas city, Omaha, Minneapolis, St. Louis, Chicago, Detroit, Indianapolis, Cincinnati, New York, Philadelphia, and perhaps a few other large cities.

And now, says one, how are the managers of these supply houses to be paid? Simply by and through a proper commission on the honey sold by and through their retail agents. This would require two commissions in order to reach consumers.

But, says one, I thought you were opposed to commission men, and that you proposed to get rid of them altogether. By no means; for in order to carry out my program successfully commission men are necessary, and besides I have never advocated their destruction. All I have ever proposed or desired to do was simply to stop patronising the *self* appointed commission men who now sell our honey at wholesale, and who have had in the past, and still have at present, a great deal to do in fixing and manipulating the price of it.

My position is, that the producers are the proper parties to fix the price on honey to consumers, and that this can be done through an intelligent committee appointed by the delegates of an association representing the honey-producers of the United States. This committee can and should agree upon a scale of prices for both white and dark honey in sections, and how the same should be graded, and these prices should and would be satisfactory not only to producers, but likewise to consumers.

The disposal and distribution of honey on the plan herein briefly outlined can be, and has been, adopted by individual producers, but by no means so successfully and harmoniously as by and through a protective and co-operative association of the leading honey-producers, and for that reason I am decidedly in favor of organising as indicated, at the earliest practical moment.

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