

don't put honey high enough. You go to a house and offer honey at a wholesale price. That is a mistake. When you are selling honey that way you want your retail price so that you will have a profit. If you sell to a merchant you have to sell to him so he can have a profit and so with the wholesaler. I spoke to a farmer friend about selling honey and he wouldn't give a cent reduction on the retail price. If the retail price is ten cents you should give it to the grocer, for eight cents, and the wholesaler the same.

Here is another sample bottle. It would hold a quarter of a pound. that would not cost you more than 3½ cents. If you leave that sample in you should get an order for a ten-pound pail from every second house you leave it in, anyway, and the profit would pay for that easily. The beauty of that is, you put them up at home and you carry them in a basket and put them in as you go along. Now, in Toronto here you could single canvass a lot, all the honey you would care to deliver. With a bottle like this I would recommend not going back as you did with the dish, and if you leave your name on that bottle it is a standing advertisement for you. But if I left a sample of that kind, I would leave a blank postcard with my name and address, and all they would have to do would be to put a one-cent stamp on it and have it filled out. Have your other literature, but have it impressed on them that you are going to deliver on a certain day, and ask if they would like a ten-pound pail. The orders you would get if you only got one in five would pay you eventually. One party in Winnipeg said to me, "I like the way you do business; you keep up the quality and don't reduce the price."

Here is another bottle. (Shows.) That is a ten-cent bottle. It retails

for that in Toronto here. If you sold that at a private house you would get ten cents for it. In leaving a bottle like that I would mark it as a ten-cent sample of honey, and you tell them that you will call on a certain day and take their order, and you leave your cards or literature or blanks to fill out, and get your pay for the sample if they wish to keep the sample; if not, you take the sample back. Now, it seems to me there isn't one house in Toronto that wouldn't keep a sample, that would probably pay you for your trouble. You might work it that any person taking a ten-pound pail would get their sample free. I just throw these suggestions out. But in selling honey. I think selling from sample is the best way. Some one mentioned about advertising. That is expensive work. The local papers don't cost much, but they don't go far enough, and it doesn't reach the people like a sample. In reaching people I don't know any way better than sampling. In the first place, we want a first-class article, and in that way we get our name up. There is one thing about that education part, if we can only educate the people about the honey. In all my travels I never met a man, unless he was a bee-keeper, that could tell how clover honey differs. They know that one man has bees and another man has bees, and one man's honey is better than the other, but they don't understand how clover honey itself differs. Once get them to understand that there is a difference in honey, the longer it is left in the hives, and so on, and you will have no difficulty in selling your honey.

Mr. J. W. Sparling—Mr. President, this marketing of honey is an old, old subject. It is over 20 years ago now since I first commenced to read the American journals, and then they were looking forward to the time when it

wou
ing
goir
nev
the
like
and
butt
cloy
pers
then
Evel
say
can
sum
work
and
and
can't
time.
Mr
Mr.
ated
any
about
terat
amon
the C
say t
adult
terati
the M
culati
my a
of sto
give
pound
ated.
idea
resolu
port
they
send
peg.
Mr.
good
Bellev
custon
fall to