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ting their honey on the market at a loss. There is a good element in humanity no matter how selfish we may be. If we touch that good element we will be surprised what we can accomplish if we will make the attempt and proceed along altruistic lines.

CO-OPERATION.

Indexe

I have read with much interest the articles in the November and December numbers of C. B. J. regarding Co-operation in the sale of honey. Having been for some years secretary of a co-operative association for cheese-making, which association soon went out of existence as a reality, I formed a strong prejudice against co-operative concerns. And yet a co-operative concern may be a great success. It depends almost wholly on the way members take hold of the matter. The concern referred to above was a success, but the members could not see it in that light and abandoned it.

The success of a co-operative association will depend on the way in which we go about it. It must be done in a way that will cause the members to have perfect confidence in the association and its management. The aim of the association must be to do their very best for their members. Their work will be not only to sell honey but also to encourage a greater interest in its sale and use. Its use should be increased four-fold. That won't be accomplished without the co-operation of bee-keepers. Merchants won't do it. It will be necessary for the bee-keepers to have faith in their association and to believe that they will do better than if they sold their honey individually; in which case the two will work together and the bulk of the honey will be handled by the co-operative association in the interests of the producers.

Should the members of the association (or what ever name it might be called by) be obliged to sell all their honey through the association? I would say

decidedly no. Each man should work his own locality to the utmost, where it is **himself** and his **honey** that people will have confidence in, and they will buy because they have confidence. Let him do the very best he can for himself. Give him freedom to work up to the greatest extent any market he can find, or make for himself, provided he does nothing to the injury of the co-operative society to which he belongs. Suppose I say he has a right to work up his own local market and leave to the association the work of supplying large towns, cities and the export trade. An association cannot work up local trade—that must be done by the individual; but neither is the individual in a position to work up a distant market or wholesale trade—that must be done by the association. As long as the individual can sell direct to the consumer, he can do very well, but when a middleman is necessary let the association do the work. Thus each will become a help to the other.

Another point is this: A man doing a local trade, when he is well known can sell his dark honey—sometimes called inferior—just about as readily as his light. People get used to a certain quality and look for that. And I suppose it is the bee-keeper's best policy to keep them to one grade—a grade he is likely to be able to supply year after year. He may apply the old adage, "where ignorance is bliss 'tis folly to be wise." This will leave the producer free to ship his light honey to the association to be sold in large towns and cities where people do not care for any but honey of that quality. In this way the producer may get a good paying price for all his honey.

Another advantage of a co-operative association is the help it would give a beginner, who had not yet worked up a market for himself, or a person, who, although a good enough bee-keeper, was a good enough business man to work up a good local trade. This would be a