

few hundred pounds, but the large producer, who must to a certain extent follow his lead, loses considerably in his thousands and tons.

How is the producer to know how or where to sell to the best advantage? He may have a large average yield, and conclude that honey is very plentiful, while, perhaps, a few miles away there is little or none. This is often the case. He may have heard that Toronto, Winnipeg or some other place is a good market for his surplus. Others have heard the same thing, consequently certain centers are crowded with honey, while outlying points, perhaps nearer the producer, are experiencing a shortage. How is this to be avoided? These and other similar problems can be solved by the formation of a properly organized and properly conducted exchange, embodying the co-operation of the thousand, and, one honey producers throughout the land.

#### WHAT A HONEY EXCHANGE COULD DO.

A well-organized and properly-conducted honey exchange could collect and distribute information for the benefit of its members, the honey producers. Information could be collected from the members, and a monthly or fortnightly bulletin published for their especial benefit showing the number of hives and condition of bees, also the amount of both new and old honey in sight in all parts of Ontario and adjoining provinces at that date, of the current and two preceding years. These reports should also show how much honey has been consumed in each section of the country in former years and whether the supply this year meets the demand. If a shortage exist, just enough and not too much can be shipped in from the nearest place having a surplus. In case of surplus, perhaps by judicious advertising, the demand can be increased to

meet the supply. In any case no overcrowding of the market should be allowed. Better to export the surplus at a much lower figure and distribute the small loss over the members of the exchange, in proportion to their honey crop, than allow it to remian and demoralize the whole market.

A matter which is at present sadly neglected is the advertising of honey. The very heavens resound with the names of food fads and medicines, while the most pleasant and nutritious of natural sweets is comparatively unknown in our Canadian homes. The reason is not far to seek. "Honey is honey," and under existing conditions if Smith advertised he would be increasing the sale of Brown's honey almost as much as his own. The only way out of it is for Smith, Brown, et al, to form a honey exchange and advertise the honey of the exchange. They would then agree upon a remunerative price, which would not become exorbitant, by the way, on account of the direct competition of fruit, syrups, and foreign honey. They would advertise extensively until "honey" would become a household word, learned along with "papa" and "mamma" by the lisping child.

Another matter which can only be mentioned here, is that of proper grading of honey and putting it up in the best shape for the market. The agents of the exchange could see that the honey of the members is properly graded and packed, and each package should be sealed with the seal of the exchange, not to be opened again except by the consumer. This seal would come to be sought after by buyers.

The thoughtful reader will be able to work out and add to these few suggestions until he sees the manifold advantages of a well-organized and properly-conducted honey exchange.