

continue in business and compete in this way? Of course, the consumer should be able to buy 100 pounds for less than if only one pound was purchased, but there should still be left a margin of reduction for the merchant who may only buy the same quantity, or else how can he sell at a profit? In any market first-class honey should never go below 10c retail, but whatever reduction is made for quantity, let it never be so low but what you can sell to the merchant for a little less. For example, when honey retails at 10c, the merchant, when buying in bulk, should get it for 8c, and the wholesaler or commission man, who sells to the retail merchant, should get it for 7c. One doing a very large business might handle for less margin of profit, but I can hardly see how a firm doing business in a large city, where expenses of all kinds are high, can use his capital, take all risks of bad debts, and do it for much less. The wholesaler who buys in large lots, apart from the fact of having to sell to the retail merchant, and not to the consumer, is entitled to a reduction apart from the fact that it should be worth a little to us to dispose of our crop all in one lump. When we sell and take it out in trade, the merchant, as a rule, will be satisfied with less profit, but, except under very unfavorable circumstances, should we expect him to pay retail prices? If bee-keepers would place more value on their time and sell retail only at retail prices, it would be much better. So many people value things at what it costs them in cash, or what they could sell for in cash, placing no value whatever on their time. There is this, also, unless we get considerable extra when selling in small quantities, we never seem to get the same benefit as when a large sale is made, even at a

small profit. Apart from the extra work in selling in small quantities, not even a merchant with his delicate weighing scales can do it without a loss. With many others, I think we should keep the prices up. Everything is higher. The cost of production is more, lumber for hives is dearer and honey need never go so low again. The difficulty seems to be to get bee-keepers to know this. If one does not take a bee journal, it is pretty hard to reach him. Possibly our secretary, with his list of bee-keepers of this country, may help the buyer, while at the same time helping out any individual bee-keepers who have no market for their honey, but also others, who would get better prices as a consequence.

I said that honey should never go below 10c retail. I will go further than this. It should be at least 12c per pound in the home market, in small quantities. In 10-pound pails, say 11c; in a 60-pound tin at 10c per pound. The retail merchant then should pay 9c and the commission man or wholesaler 8c. When honey cannot be bought by the wholesaler for less than 8c, then the retail price should not be less than 12c. If it can be bought at 7c, then 10c might be satisfactory. This would be an encouragement for everybody to try and sell honey. The merchant, when weighing out small lots, would make 3c per pound or 1c per pound in 60-pound lots. If he goes to the trouble of bottling, it would be, if we take a quart sealer (wine measure) as an example, as follows: 2½ lbs at 12c = 33c + 6c for the bottle; total, 38c. Who is there that would say the merchant is getting too much for his trouble and sale? If the bee-keeper did the bottling for him, he (the merchant) should pay more. It would be well for the producer to keep