

best advantage. They are a German china nicely decorated which has caused more than one recipient to remark "Oh what a pretty little dish." It is much better to have it thus; much better than something common or to be large as the ordinary sauce or fruit dish which would hold enough for a whole family. I was a little afraid they would get broken in transit so had some printed labels pasted on the package as "Glass"—"Handle with care", "Keep Level" etc.,. Although very light yet these cases are very strong and as the dishes cannot get out of their places to touch one another, no breakage has ever occurred, although they have been handled considerable and have travelled over three thousand miles.

There are two ways of selling honey from sample. One is to deliver it yourself and the other is to hand the order to the grocer whose name appears on the order card. When one has a horse and rig and lives not too far away and has time for it then it may pay better to sell independent of anyone and make delivery yourself. In this case you have all the profits and may possibly hold the trade better. In this event you could either have a supply with you which you could deliver when you call for the dish or make a separate trip with it.

In speaking of the profits I refer to the advance over what we would sell wholesale to the grocer. This should be say, 25 per cent. Honey that we would sell wholesale at 7½ cents per pound delivered, we retail at ten cents. Some would call this 33 per cent. Those who have no idea of the expenses may think that this is too much. We will not discuss that point just now. This 25 per cent profit should cover the cost of printing and stationery, sampling, selling and delivering, which of course includes your own salary. The delivering and collecting pay

might be considered about one-half of the whole, although costing much less; however, when the orders are handed over to the grocer we divide the profits with him. This should be satisfactory to him as all he has to do is to deliver and get the pay. It is understood however that this division of profits is only on the first order. The repeat orders he of course gets all the profits as your part of the selling is done. If you decide to do your own delivering I would recommend keeping all your order cards and each following season mail your customers a post card or a circular stating you are about to make another delivery and that you would be pleased to have their order again. It would be well to state about the time you expect to do this. In this way supposing you did not quite pay expenses of selling the first year you would make up for it in after years. There is no better way of introducing and securing a home market for honey. It is especially applicable when you want to get the grocers interested. They will handle without persuasion what you have sold and will require more, not only for repeat orders but for others who may have changed their mind and decided to try some. I only had occasion to sample once and that was in Winnipeg. If I had the time I could make big money buying honey and selling it in this way, and not only would the sales and consumption of honey be largely increased but one could work up a large business and do well by adopting this system. If a sufficient number of the readers of the C. B. J. are interested enough to want more light on this subject and you desire it I will give a chapter from my own experience in this work. Some things to guard against together with fuller particulars. In another issue I hope to give other uses for these sample dishes.—Brussels, Ont.