

is to organize a
der the Ontario
are a charter for
t stock company
business world
charter, but the
made it easy for
of this kind and
or \$10. I know
the Co-operative
He took the mat-
ario Government
ceeded in getting
the cost of incor-
poration, and the
ceeded in getting
om \$100 to \$10.
issue stock, you
business-like way,
keeper throughout
ock in this co-op-
l sell your shares
the most humble
you \$5 to become
association. Some
ave the amount of
n buy limited in
one man controlling
the idea must be
is a co-operative
umbllest man who
ids or honey is go-
efits pro rata with
ou 10,000 pounds.
u a real co-opera-
Capital has only
in interest, and,
ou who will take
tive movement can
dividend—whatever
The co-operative
Britain is based on
is entitled to only
ey have fixed it at
great loans made in
as three per cent.,
l is entitled to an
er cent., and that
everything over this
on as profits. Every-
over and above ex-
d these profits are
are parties to the
form of dividends
In your case the
itution would make
to every man who
to you. That would
a true co-operative
do for you to organ-
stock company and
honey all over the

province, as low as you can and sell it
as high as you can; that would not be co-
operation. Remember, if you start this
movement you must make up your minds
to the idea of co-operation, that the hum-
blest man is co-operating with you in con-
signing to you his honey and is going to
reap a benefit because he is co-operating
with you, and that idea must be kept
forward and pressed forward and ham-
mered into the minds of the honey pro-
ducers, and it will in time show good re-
sults; and I have no doubt if you start
this in a small way and allow it to de-
velop that in five years you will have a
honey exchange established in the Pro-
vince of Ontario known on two contin-
ents. Then if an Englishman wanted
honey, all he would have to do would be
to write to the Ontario Honey Exchange at
Toronto or Brantford or wherever it was
located; he would thus be in corres-
pondence with your business manager;
your business manager could say, we
have so many pounds of honey which we
can consign. You would be in touch
with the markets of the West, and you
could talk in terms of car-
load lots, whereas now the individual
man is simply talking a few
hundred or thousand pounds. I would
say, concentrate your efforts upon a sell-
ing scheme which would permit you to
put your money on the market in a busi-
ness like way. Mr. White, who has re-
cently come from the Old Country tells
me that we are producing in Ontario as
fine a honey he has ever seen upon the
markets in England. The Britisher is
the man who wants a choice article.
Honey is selling there for 25c. a pound
and you can consign honey f.o.b. cars
here for 15c. a pound to the British mar-
ket; there is no doubt about it, Mr.
White tells me it is the case. You
need not be afraid of the foreign honey
with which you have to compete; the
Britisher distinguishes the good article,
but does not care much how much he
pays for it so long as it is good. Those
of us who are producing large quantities
get our price; we are getting 10½ and
11c., and because somebody else sells
for 6½ they don't necessarily have to
meet that price. These gentlemen know
it is more difficult for the individual to
handle his honey than for an organiza-
tion that would be handling the crop.
The market is a sort of vacuum into
which this honey is going to be poured.
If you control 50 or 75 per cent. of the
honey crop of Ontario it is manifest

that no matter what the other fellows
sell their honey for the people who want
good honey must come to you. You will
get absolute control of the market and
you can sell your honey at a price that
will yield good profit to the producer
and will permit your co-operative scheme
to work profitably. If you start on a
small scale and work it successfully for
a year or two the smaller bee-keepers
will become educated to the fact that it
is a protection to them, a benefit to
them, and you will by the simple process
of education secure the support and co-
operation of all the smaller bee-keepers
throughout the province. First you want
a charter, then you want to get out
stock sheets and take subscriptions for
stock and make a call upon the stock of
25 to 50 per cent. for the time being, and
get the thing going. Secure some busi-
ness man, not necessarily a honey pro-
ducer, a man of business experience, a
man who knows something about the
markets. There are such men; Toronto
is full of them. You could go to some
wholesale grocery and put your hand
on some bright young man, and tell him
to take the management of this concern.
Give him a book-keeper and a steno-
grapher and tell him to get into commun-
ication with all the grocery stores
throughout the provinces of Ontario,
Manitoba and elsewhere; advertise thor-
oughly and give people to understand
that there is a honey emporium situated
in Ontario where they could secure their
honey with the quality guaranteed. Have
a good storage room and your manager
will do the rest. Every man shipping
his honey in whether in a barrel or ten
pound tins, should place upon it a mark
that would identify the vendor, and if,
when the honey is sold there is any com-
plaint about it, it can be brought right
back to the men who sold it. Each man
co-operating should be known by a num-
ber; let him put that number upon his
package. That package goes into the
general storehouse and it is at once iden-
tified—it comes from number so and so;
the books show who the gentleman is.
The honey is shipped out and if any pro-
test comes back that the quality of that
honey is not as guaranteed you consult
the number on the tin and you can go
right back and put your hand upon the
producer. If a producer is not putting
up a good article, if he is adulterating
it, you can spot him in an instant. If
you succeed in making some profits let
these profits be returned to the men