

MAJOR J. BUCKLEY'S LETTER of the 20th February 1937.

I have had my preliminary talk with Jordan and hope to see him and Nash together next week. He is particularly sympathetic regarding the psychological effect of this market at any time receiving inadequate supplies, and has promised to approach the Government, to assist you in any efforts you are making to persuade the Beekeepers at all costs not to allow a set-back, however temporary of the increasing supplies we shall be needing.

A propos of this, I have read Taylor's letter to you dated the 16th February, wherein he refers to a 750-ton requirement to the end of May, 1938, divided 350 tons "Imperial Bee" 200 tons for the Moore pack and manufacturing purposes, and 200 tons for Cadbury requirements. This may seem a bit ambitious to you, but as a result of a further talk we have had this morning, I am beginning to wonder whether it will be sufficient. "Imperial Bee" sales are still increasing rapidly; January showed a 36% increase over the corresponding month of 1936, and last week, sales showed a 94% increase over the corresponding week last year. The actual sales of "Imperial Bee" last week were 18,373-lbs., representing something like 8½ tons of honey, and this is exclusive of any Export sales.

Whilst wishing to avoid any serious excess being sent here, I do feel that you want to legislate in your own mind for something even in excess of 750 tons. Could it not be arranged internally that there is a sort of reserve maintained so that if, say, next November or December we find we are getting near the knuckle again, you can send us special shipments either of "Imperial Bee" or for Moore and manufacturing purposes, according to which particular line indicates a shortage?