

About the Farm

Selling in the City Market

The writer has been selling some of his poultry products on a city market. The products must be got ready the day before and put up as attractively as possible. The next morning, the day of the sale, get an early start so as to get a good location. Remember they all know this, and if you get there late you are very apt to get a poor location and may be obliged to sell from your wagon. Anyhow it pays to get on the job early in the day. The greatest sales are made between 6 o'clock and 10 o'clock in the morning. Equip yourself with a set of standard scales, some wrapping paper, string and a few towels. In the line of poultry products it is a good idea to have as much of a variety as possible, like broilers, fowls, spring chickens, ducks, geese and turkeys. Another good plan is to have some to sell alive, some just killed and dry picked and some drawn. In so doing you will be able to dispose of more than twice as much as you otherwise would. Put up your products as attractively as possible. We find it advisable to wrap the heads of all our dressed poultry in fancy white trade-marked wrapping paper made especially for this purpose. It is marked so the trade mark will show very plainly. We find that the people are willing to pay for this paper. But we wrap only our best products thus, the poor quality is sold without these wrappers. Thus can be built up a fancy trade with fancy products. Always sell a product for what it is, never misrepresent anything. Be ready to stand back of all statements. Always give correct measure and exact change, because if you don't you are liable to a fine, and in the future may not be able to sell any more in that place.

Eggs are another very staple article to sell at these sales. They are in demand. Here again it pays to have a variety, like fancy firsts, firsts and seconds. It is advisable to candle all eggs so that you know exactly what you are selling, and also can grade them properly. The fancy firsts call for strictly fresh white eggs two ounces heavy or more apiece, with perfect shells. The firsts can be either white or brown in color, of average size and perfect shells. The seconds should not be older than 14 days, may be small in size, any color and cracks. Sell all fancy firsts and firsts in trade-marked one-dozen-egg size cartons. The seconds can be disposed of most any way. Display eggs in the most attractive way possible. In grading be sure to get them as uniform as possible, both in color and size.

Let us compare two methods of marketing, the public city market and the old way of marketing through middlemen. In the former the producer and the consumer come in direct touch with each other. The producer can sell a better grade of products for a greater net return to himself and at a lower figure to the consumer. The producer can take half of the profit going to the middlemen and the consumer the remainder, the consumer at the same time gaining by getting fresh eggs, which would be impossible the old way of marketing. The consumer would be gaining although he had to pay as much as to the grocer or the local butcher, because he is getting a much better product. The public market cannot help but be a benefit to both producer and consumer alike.

To further illustrate this take for instance a case of eggs. Under the old way of marketing it is sold to the local dealer who disposes of a few locally; but these do not amount to much; the majority he keeps for several days, then

Most infants are infested by worms, which cause great suffering, and if not promptly dealt with may cause constitutional weaknesses difficult to remedy. Miller's Worm Powders will clear the stomach and bowels of worms and will so act upon the system that there will be no recurrence of the trouble. And not only this, but they will repair the injuries to the organs that worms cause and restore them to soundness.

packs them, delivers to the express company, they deliver to the commission house in some of our larger cities. The commission house sells them to the jobber. The jobber candles and grades them and sells them to the grocery or egg retailing store, from where they finally get to the consumer. On the average they are from ten days to three weeks old by this time. Of course none of the middlemen work for glory, but every one attaches his expense and profit to each egg, first the local storekeeper, second the express company, third the commission house, fourth the jobber, and fifth the local grocery or the egg retailing house at the end. During all of this time the quality of the egg decreases in value, yet the price must and always does increase. Hence the reason the producer must pay for part of these expenses in being obliged to sell his products at a lower figure; and the consumer at the other end has to pay part of the middlemen's profits and expenses by being obliged to pay more for the product. All this is unnecessary where the public city markets are established and everywhere they are meeting with the greatest success.

New York. F. W. KAZMEIER.

How Cattle Lose in Transit

Every cattle grower knows that cattle lose in weight from the time they leave the farm or ranch until they reach the market. Most men who raise cattle in large numbers and shippers and speculators know approximately how much loss in weight, or shrinkage, to expect on any particular bunch of cattle. The average farmer, however, who raises but a few cattle and sells them to the local buyer does not have the experience of the large shipper and cannot, therefore, make so close an estimate.

All conditions, at present, indicate that the greater part of the future supply of beef cattle must be produced on the farms of the country rather than on the range and that the cattle must be finished on the farms where they are raised. There will be more co-operation among farmers in the future and more farmers will ship their own cattle. Every grower will then find that it will often be an advantage to be able to approximate, fairly closely, the amount of shrinkage to expect.

What 265 Shipments Show

The United States Department of Agriculture has recently determined the shrinkage on 265 shipments, comprising more than 19,000 cattle, from western farms and ranches. The results of this investigation will be of value to every farmer who must decide whether it will pay him to ship his cattle or sell them to the local shipper. The length of time the cattle in these investigations were in transit ranged from less than 24 to more than 72 hours. The net shrinkage ranged from 15 to 75 pounds a head, or from 2.14 to 7 per cent. The conclusion is drawn that the normal shrinkage may be regarded as from 3 to 6 per cent of the live weight.

It is pointed out in the report made of the investigations, that the extent of the shrinkage depends upon various factors, among which are the treatment during the drive to the loading pens; the length of time the cattle were held without feed and water before being loaded; the nature of the fill before loading, the greater losses occurring when this consisted of succulent grass, beet pulp or silage; the weather and climatic conditions at the time of loading, while in transit, and at the market; the character of the run to market, greater shrinkage naturally being caused by slow, rough runs; and the time of arrival at market. If the cattle arrived just before being sold the fill was small. Cattle that were shipped a long distance and arrived at market during the night usually did not fill well. If they arrived the afternoon before or about daylight of the same day they generally took a good fill.

The Large Fill

These conclusions will also be of interest to every cattle shipper. An exceed-

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