

take the trouble to supply, a high-class trade can be built up through skill and tact. The nearer the producer can come to the consumer in selling his products the higher will be the prices realised and the less will be the labour and expense of marketing. The producer should strive to eliminate the middleman. The extra price per dozen which is paid for quality is almost clear gain. There is fair profit, but no more, in producing eggs and other produce at regular market prices. The largest profits must come from superior marketing and from special market advantages in selling eggs and other produce. A special market advantage has been introduced into British Columbia at Duncan, where a co-operative egg station has been established. This is only one instance of the many co-operative establishments which might be advantageously introduced into this Province.

#### MARKETING EGGS.



FIG. 13.—Country eggs as delivered to the grocery store. A dirty egg is a disgrace to the producer. It means hosts of bacteria, which, in turn, mean decomposition and perhaps diseases.

In Fig. 13 is shown shuffled eggs from a leading grocery store. By shuffled we mean that the eggs were in no way selected. Dirty eggs are in evidence.\*

\*Poultrymen should never send dirty eggs to the market. The shells of the eggs are very porous and allow gases and bacteria to enter the egg. If the egg is laid in filthy nests or is packed in unclean cases it soon becomes tainted and unfit for use.