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Read the advertisements. They are news.

ROADSIDE MARKETING

By T. J. Delohery

CHARGE FAIR PRICES

WHILE consumers who patronize roadside and farm markets show most interest in freshness and quality of the products, it is certain that they do not expect to pay regular retail prices to the farmer. And wise market operators realize that they should establish prices which give the consumer some advantage for coming out to the roadside or farm markets.

Charging all the traffic will bear has proven fatal to roadside markets. One of the best illustrations of mistake in charging top prices is had in the records of two Michigan roadside markets located 50 rods apart.

One market, operated by a man who bought most of the stuff he displayed, charged a profit of at least 50 per cent. His prices were higher than retail at the time of the investigation. Low-grade pears which cost him 50 cents a bushel, sold at \$1.25; tree-run pears available in city stores at \$1.75 a bushel were quoted at \$2. Eight-cent melons sold at 30 cents and \$2 peaches cost him \$1. The same grade was selling in town for 25 cents less.

The other market, selling only what the farmer raised, aimed at a 25 per cent profit.

Figures at the end of the first season showed the farmer-owned market did the most business—\$2,670, to be exact, yielding a profit of 21 per cent or \$559. The other stand took in \$1,740, and the profit was \$715, or 41 per cent. Neither market made the planned margin.

The reaction of customers was plainly shown the following season, when the farmer who sold his own stuff did a business totaling \$3,290. His profit was \$720. His competitor, charging higher prices, took in \$520, of which \$295 was profit. The third season showed similar results, by which time the second market closed up because of lack of customers.

Practical roadside market prices are not wholesale—that is, wholesale price less cost of marketing, with sufficient margin to cover operating expenses and a reasonable profit. In other words, splitting the difference between wholesale and retail prices will be, except in times when the margin is very slight due to oversupply or some other reason, sufficient to give the farmer a decent price for what he produces.

On the other hand, I know of instances where it has been necessary to sell at lower than wholesale; but prices of other things were sufficiently high so that a profit on general purchases was possible.

Few markets split pennies such as retail stores do. The idea is to move more goods, of course; but I find the extra penny which is added when odd cents are charged and only one quantity is desired, has a tendency to cause customers to look to something else. Greater volume is now being attempted by offering fruit, vegetables and other produce in units of three—that is, three bunches of radishes for 13 cents or 5 cents each. Some customers will buy two bunches under this scheme, figuring the smaller fraction of a cent isn't so much of a difference as the half-cent charge.

It has been found that little, if anything, is gained by selling below the market or general prices. These prices only draw bargain hunters and they seldom become steady customers. Leaders, too, are not a good practice unless they are looked in case of surplus. It is a good idea to find out what competitors are charging before making drastic price cuts. Otherwise neighboring markets may be hurt and this, so I have found, brings retaliation. On the other hand, a knowledge of competitive prices may help you boost your quotations or cut them in order to keep in line, as the case may be.

Roadside and farm market operators are giving serious thought to determining a practical solution for charging prices that meet competition and at the same time bring them the greatest profits. In one Ohio county, the farm advisor made a daily survey of the prices charged at a number of markets. The information, without disclosing the identity of any of the markets, was mimeographed and distributed. The plan resulted in a general tightening of the previous quotations, some of the farmers being able to increase their returns by higher prices and they still were in competition.

A more specific instance of what this price plan can accomplish is the experience of a farmer whose retail price for eggs didn't make many sales. So he cut the price two cents, but it didn't help. Then the price was raised to several cents above retail. The demand picked up right away, and he was able to move other crops at a faster rate.

If any conclusion may be drawn from this experience it is that consumers are afraid low-priced eggs are not the best quality, even if available in the country. However, eggs are one farm crop for which consumers are willing to pay a premium if they can be assured of freshness and quality.

Except in surplus areas, the farmer who gives local markets a little study will find he can get better prices because of the saving in marketing costs and the more favorable reaction to home-grown products. © 1932, Western Newspaper Union.

Pick Typical Exhibits
In selecting exhibits for the county fair or farm products show the points to be considered are: general appearance, market conditions, uniformity, and truthness to type.

Make Clean Cut
In cutting flowers always use a sharp instrument, such as a knife or pruning shears. Dull cutting equipment causes crushing of the stems.

Produce & Live Stock Market

CORRECT INFORMATION FURNISHED WEEKLY BY THE PA. BUREAU OF MARKETS FOR THE BULLETIN

Market: Beef steers and yearlings, opening about steady one load of dry-feds averaging 1225 lbs. sold at 6.40; one load of fancy yearlings 890 lbs. averages sold at 7.15 early. Bulk of dry-feds 5.50-6.00. Handyweights more active; heavies slow. Cows barely steady with an easier feeding. Heifers moving slow, few early sales, prices about steady with last week's close. Bulls steady on choice fat dry-feds; hologna bulls about 15-25 l lower. Stockers and feeders moving slow, with demand for the better kinds, few early sales; liberal supply on hand, with bulk to sell at 4.00-5.00 good to choice 5.00-6.00; common 3.00-4.00. Hogs 15 to 25 higher; top on extreme choice vealers 7.50. Sheep fully steady, with no choice kinds on hand for 8.00. Receipts 1717 cattle; 332 calves; 358 hogs, 320 sheep.

STEERS	
Choice	5.75-6.25
Good	5.25-5.75
Medium	4.50-5.25
Common	3.75-4.50
HEIFERS	
Choice	5.00-5.50
Good	4.50-5.00
Medium	3.75-4.50
Common	3.25-3.75
COWS	
Choice	3.25-4.00
Good	2.50-3.25
Common and medium	1.75-2.50
Low Cutter and Cutter	1.00-1.75
BULLS	
Good and choice	4.25-5.25
Cutter, Common and Med	3.00-4.25
WEALERS	
Good and choice	7.00-7.50
Medium	6.25-7.00
Cull and common	4.00-6.25
FEEDER & STOCKER CATTLE	
Good and choice	5.00-6.00
Common and medium	4.00-5.00
HOGS	
Good and choice	5.00-5.50
Medium and good	4.25-4.75
SHEEP	
Choice lambs	7.25-8.00
Yearling Wethers	6.00-7.25
Ewes (all weights)	1.75-5.00

Some Cheese in History

That May Be Recalled
Lucullus, whose feasts were the talk of Rome, topped off his parties with goat's milk cheese. Napoleon learned from his saddle to kiss the peasant girl who first introduced him to Camembert. Edward the Seventh found Roquefort an ideal aftermath to mushrooms and panades de luxe.

Doctor Johnson, whose life Boswell celebrated, had his companions drink a toast to the gorgeous cheese set on the dining table. Melted cheese, mixed with sugar and spice, spread on toast, whetted the appetite of Louis XVI in the dining room of the Grand Trianon. Marie Antoinette played at creating Neufchatel cheese, known as Saint Gervais in her day, on her Versailles farm.

Liederkrantz, a cross between Camembert and Limberger, was named by its inventor, an American, after a singing society to which he belonged.—Cheese Reporter.

Hoarding of Valuable

Habit of Ancient Rome
In the ancient Orient the use of precious metals as a medium of exchange came into being, gold being most prominent in Egypt and silver in Mesopotamia. There was very little of what we know as commercial banking and individual holdings of precious metals were mainly hoarded. The temples provided facilities for safe-keeping. In the Sixth and Seventh centuries, B. C., the Lydians of Asia Minor invented the art of coining money. From this time hoarding was limited chiefly to coins and the metals out of which coins were made.

A leading historian of Greece has referred to its financial economy as a "napkin economy," thus implying the general prevalence of hoarding. While there were a considerable number of fortunes in ancient Rome, based on the possession of specie and jewels, most property in Rome was landed. Such money as was possessed was for the most part hoarded, though the business class or equities carried on rather extensive investments connected with the public affairs and administration of the empire.

American History Picks

April for Big Affairs
Just why American history has a galaxy of its major events in April is a question for the astrologers to ponder. All but one of our wars, for instance, began in that month. The battles of Concord and Lexington occurred April 19, 1775. The first bloodshed of the Mexican war took place April 25, 1846. The Civil war began with the attack on Fort Sumter, April 12, 1861, and ended with the surrender of Lee at Appomattox April 9, 1865. Five years later, Lincoln was assassinated. War was declared against Spain on April 25, 1898, and against Germany on April 6, 1917. Marines landed at Vera Cruz on April 21, 1914. Other landmarks of the month are: opening of First Congress, April 6, 1789; signing of London naval treaty, April 22, 1830; San Francisco earthquake, April 18, 1906; Jefferson's birth, April 13, 1743; Ponce de Leon's discovery of Florida, April 8, 1513.—St. Louis Post-Dispatch.

Trigger Fish Bait Thieves
Trigger fish are the bane of anglers in southern waters. They will clean out the inside of a crab while you are still fishing for tarpon, leaving only the shell, and while they are doing it there is not a tremor of the line or big cork float to warn you the bait is being stolen.

POULTRY

FORCED PULLET IS NOT BEST PRODUCER

Should Have Time to Develop Necessary Stamina.

"Pullets should be given every opportunity to develop normally without being forced, in order that they may have the body vigor to withstand a long and continuous period of heavy egg production," says O. C. Uford, extension poultryman for the Colorado agricultural college.

"It is not good practice," he adds, "to force growth by the use of a heavy protein diet over the entire growing period.

"Birds that have received such a diet will start laying a month or three weeks earlier than the normal maturing period for the breed, but they will not have the body growth that enables them to stand up under heavy egg production over a long period of time."

For pullets on a summer range, a growing mash of ground grains containing 10 per cent meat scraps and 5 per cent bone meal, is suggested. This may be kept before them all the time in outdoor hoppers. The hoppers should be so constructed that very little mash can be wasted, and the hoppers should never be allowed to go empty, it is stated.

"This growing mash may be kept before the pullets until they are three or four months old, depending on their development. Then, in order to prevent too rapid development, the percentage of meat scraps may be greatly reduced by adding ground oats or barley, corn meal or bran to the growing mash mixture. Reduction of the animal food allows the pullets to grow and develop without stimulating the growth of the egg-producing organs.

"This method of handling pullets enables them to put on body weight and fat, and when they come into winter production they will be able to produce steadily because of their vigor and vitality," Uford explains.

Too Much Sunshine Is

Not Good for Chickens

While sunshine is necessary in the development of chicks, one should not overlook the fact that during the hot summer months protection from the hot sun is absolutely necessary. One reason why late hatched chicks fail to thrive is because of failure to keep them supplied with shade. Chicks that are compelled to remain in a close, hot coop in the heat of summer because of no other protection are not getting the best possible treatment. The air under shade trees is fresher and cooler; there is less danger from mites and they are closer to green food and insect life.

If summer shade is not provided by trees and bushes the next best thing to do is to plant patches of sunflowers or corn. It is of course necessary to keep the chicks away from it until it gets a fair start. After the plants have grown to a sufficient height, chickens can run in them with practically no injury to the crop. In fact, there is no objection to growing a crop of chickens and corn on the same piece of ground. This can be easily done by erecting temporary fences and confining the chicks to a portion of the yard or it may mean the removal of the chickens to new yards more suitable for summer growth. On the farm this latter method can usually be employed.—Missouri Farmer.

Feather Pulling

The feather-pulling habit is usually caused by overcrowding. Another cause is the taste of blood, which may result from accident or disease. When hens, and especially roosters taste blood they become part cannibal. Feather pulling is the natural result for the birds soon find that there is a drop of blood at the bottom of the quill they pull, and they have been known to practically eat a weak member of the flock alive. The best remedy is to kill the cannibal and segregate the victims as soon as it is seen that they cannot protect themselves. Out of door exercise and change of feed will do much to stop the trouble.—Montreal Herald.

Curing Scaly Leg

The shanks and upper surfaces of the toes of fowls are protected by horny overlapping scales. A little mite, called by scientists sarcoptes mutans, has a habit of burrowing under these scales, causing an irritation and making the feet sore. Its presence is detected by the loosening of the scales and accumulation of crusty matter under them. The condition is corrected by dipping the feet in a mixture of linseed and kerosene oils, equal parts, or by anointing with vaseline.

Rhode Island Red Bantam

The general rules and practices applied to the raising of "large" poultry hold good in handling the Bantams, also. The Rhode Island Red Bantam is coming to the front as a popular member of the midget group and some good specimens of these birds are to be seen occasionally in showrooms. They have not been admitted to the American Standard, but it is likely that in course of time they will be recognized. The males weigh about two pounds.

Save Early Cockerels

Cockerels to be saved for breeders should be selected from the early hatches. Rapid growth, quick feathering, vigor and vitality, as well as breed type and color, should be characteristics to consider in making selections.

Kill Weeds and Brush

During the month of August is a good time to clean up the pasture fields and get rid of weeds and brush.



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