

have grown up in some quarters around a foreign article concerning the production of which little information was available.

Daffodils, tulips, or hyacinths, after being dug, need to be dried out so that they will not mold. In the case of the tulip there is danger that the drying may be carried too far and wilt the bulb and crack the skin. With the daffodil of any variety, or the hyacinth, there is less danger of too much drying. This, coupled with storage in the shade and not in stuffy, superheated situations, is all there is to the matter.

Of course, there are certain accelerating processes that may be employed to induce early flowering. The bulbs may be grown the last year in a region which has an early season. If the bulbs mature early they will force early the next season. A similar result may be accomplished by digging the bulbs before they are thoroughly mature with or without subjection to 10 to 20 per cent above the ordinary atmospheric temperature for a week or 10 days.

With our varied climate, from the short season of our northern tier of States to the early-maturing conditions from Virginia and Oregon south, these stocks will mature so as to force early enough without resort to any such artificial measures.

Experience over a period of 10 years in the production of these stocks and their subsequent forcing under glass has uniformly shown that properly grown stocks of any of these bulbs run true to form. When produced in America they force just the same as they do when grown elsewhere.

DAVID GRIFFITHS.

BUTTER and Egg Market- ing Methods

Efficiency in marketing and merchandising dairy and poultry products is not obtained by "hit-and-miss" methods. Neither is it a "rule-of-thumb" proposition. Rather it is obtained by employment of methods which meet present-day conditions. Then why do "hit-and-miss" and "rule-of-thumb" methods continue? Why are not the more modern and scientific methods employed?

In many country communities the housewife or the farmer takes the eggs and farm-made butter to the country store where a price is paid or merchandise needed in the farm household is offered in trade for the butter and eggs. No grading for quality of the eggs or butter takes place. No premiums for higher quality eggs or butter are offered. No incentive is offered the producer to produce the best. One flat price is paid to all patrons. This is a "hit-and-miss" method. If the product sold is of ordinary or poor quality the producer "hits" a good price for it, but if it is of extra fine quality he usually "misses" the premium price that he should receive.

The situation is similar if it be cream or poultry that the farmer markets, although he may take the poultry to a local produce buyer and the cream to a local cream buyer. Here standardization or grading for quality is usually not employed and flat prices are paid for all qualities so long as they are of fair marketable quality.

These local buyers, including the country grocery store, ordinarily do not attempt to practice any standardization or grading of the products before they leave their hands. Consequently, by a sort of "rule-of-thumb" method they aim to dispose of the products at a price slightly above that which they have paid, or, if they operate on a commission, they pay the price authorized by their employer.

In this way more than half of the products of the poultry industry and more than one-third of those of the dairy industry, or nearly \$1,000,000,000 worth of farm products, are sold by farmers annually. These methods continue in many country communities and towns because the producers do not realize the increased value that better methods would bring to them. Moreover, they have not set up marketing machinery which could employ the better methods, nor have they demanded of those to whom they sell that such methods be used.

Cooperatives Are Pioneering

In contrast to these methods, other communities are served by local buyers of eggs, farm butter, poultry, and cream or they have set up their own machinery in the form of cooperative marketing associations which standardize and grade the products according to their quality and pay a graduated series of prices for each product according to the market value of each standardized quality or grade. In turn, these buyers, and the cooperative marketing associations generally, seek to sell each quality or grade in that channel of trade where it is in greatest demand and brings the highest market price.

These buyers and associations often have their established brands and employ modern merchandising methods and advertising in creating and developing an increased demand for their particular products. If the local buyer is a cooperative organization and is a local unit of a large-scale organization or is affiliated by federation or otherwise with a large-scale marketing organization, it is able to bring directly to the community the benefits that accrue from such connection or affiliation.

Since such organizations often are capable of employing the most modern and scientific methods of marketing and merchandising, many benefits are obtained by the communities they serve. They not only have the incentive that results from standardization and a system of buying which recognizes quality, but they obtain the benefits which come through a system of distribution that seeks to widen the market for standardized and branded products. They sometimes obtain the maximum price because of these wider outlets and new demands.

Inefficiency is not due to incompetency of existing agencies, but to their lack of development of the more efficient methods which might be employed. Moreover, the volume of product handled by the local agencies is often too small to permit the setting up of a machinery that could economically employ the more modern and efficient methods. Some communities undoubtedly would not now appreciate the better methods even though they were made available. That may account for lack of modern methods in such communities.

There is no doubt that this inefficiency in marketing will tend to disappear with the growth of a better understanding and appreciation of the value of standardization among producers of dairy and poultry products. Concerted community effort will gradually be put forth to obtain the results which come from marketing farm products on a graded or quality basis.

R. C. POTTS.

CALF Crop In the production of beef, calves are the basis of
in Beef the final marketable product; thus the calf crop is
Industry a factor of great economic importance in the beef
 industry. The greater the percentage of calves
 raised the greater will be the returns from the enterprise, other conditions being equal. There is a close correlation between the net cost of raising the calf, the pounds of beef produced per cow, and the



FIG. 31.—Two-year-old heifers on the range. Note their uniformity, which was brought about largely by good breeding

calf-crop percentage. The expense of maintaining the cows and bulls must be borne by the proceeds from the calves marketed. As the number of calves in a given herd increases, the net cost of raising each calf decreases proportionately.

Variation in the calf crop is influenced by many factors. Among the more important are the range conditions, the number of cows allotted to each bull, and the ability of the manager. Other factors having a direct bearing on the calf-crop percentage are the maintenance of the herd in a thrifty condition, high breeding efficiency in the herd, and, on the range, proper distribution of bulls.

Investigations show that the calf crop in range areas is affected more by range conditions than by any other factor. The rainfall and control of grazing are responsible for the condition of the range. The ranchman has no control over climatic conditions, but by careful management of the range, especially in normal seasons, he can put his grazing areas in a better condition to withstand droughts.