Where We Farmers Need More Strength T. R. James, Middlesex Co., Ont.

"Is there any money in allowing that calf to suck the cow and then to sell it for yeal? What is it worth anyhow?" These questions were recently asked by a friend when he noticed a calf that I was vealing by allowing nature to have her way and relieving me of unnecessary labor. "Oh, about seven," I replied. "What?" said be, "seven dollars? Why, the calf is not worth that, We used to think if we got \$4 or \$5 at the outside, for a four-weeks-old calf, we were doing pretty well. We used to reckon that we ought to have \$1 a week for the calf up to four or five weeks old." "Oh, no," replied I, "seven cents a pound. That calf will weigh just about 200 lbs. and it will weigh more in another week when the butcher will be here for it."

HE LEARNED A NEW LESSON

My friend looked as if he had learned a lesson in the game of selling. He had not been used to selling his veal calves by the pound. I used to sell my calves by the lump until I discovered that it was a most unbusinesslike way of realizing on such produce. My butcher did not welcome the change when I started asking him so much a pound, but he wanted the yeal, and my new way of selling has made a perful difference in the returns I have got ever since for veal calves.

Our economists who seem to have our welfare at heart have in the last few years been telling us farmers that we have stayed too closely to the producing end of our business. Most business men and those men we allow to do our talking and thinking for us do not over emphasize, if they mention the fact at all, that we need to give more study to the selling end of our farming. Only yesterday I was reading in a paper about this business of selling as applied to us farmers, and I thought all Farm and Dairy readers should know about it, so here it is:

"You don't want to sell that two-year-old colt, do you?"

"No."

"You have not got some cows for sale, and you don't want to sell three or four calves?" were further questions that I heard a farmer ask another farmer, who had the colts, the cows and the calves for sale, but the peculiar way of putting the questions changed the farmer's mind, and made it easy for him to turn down the prospective buyer who had cash to pay and who was really anxious to buy this particular stock.

The average farmer may think it a trivial matter to call his attention to the manner of framing up questions when out to buy live stock, ma-

Farm and Dairy's Circulation Campaign

August 21 the circulation of Farm and Dairy was 9,203 August 28 it was 9,267

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chinery, or to do any other kind of business with fellow farmers. You give the city man credit for his smoothness, and say that he is hard to beat in a deal. As a rule this is not true; as a general thing he is simply trained in the use of playing up his words to their best advantage. Our business friends have read such books as "The Psychology of Salesmanship," "The Psychology of Letter Writing," and psychology applied to a dozen different lines in the business world; and to every deal on the farm, even to dealing with the cows and horses, for, after all, the big word means only applied common sense.

MORE EFFECTIVE BUYING LANGUAGE

I have been wondering all day how much more effective the interrogations would have been had the buyer stated his business in language something like this:

"You have two colts out in the pasture, and you want to sell one of them. They are not fair price.

A line of talk like this, although it must be modified to fit various cases, carries with at the suggestion that it will pay to sell now, reaks away all objections, and the only thing necessary to clear away is the matter of price.

I know of another instance where in my own hearing a farmer approached a calf buyer, say. ing: "You don't want to buy any calves, do you?" The buyer said, "No, I am not buying calves now; I find that it does not pay me to buy, but I would take several of you to accommodate you."

The outcome was he bought the man's calves, paying half a cent less than he was paying that day, although at this time he was anxious to secure all the calves possible in the community.

Nine out of every 10 farmers, in nine out of every 10 business transactions, go after the subject with a "You don't want to Luy," or "You can't use," which either thwarts a sale or lowers the price he might otherwise secure.

POINTS ABOUT THE BUSINESS SALESMAN

The salesman who visits the little country grocery store has to go through a course in selling talks either on the field, or at the home office, or in some training school, and he is taught just how deep to bore to tap these little streams of human sentiment to secure the desired results in the way of business. The farm is a factory, the farmer a producer, and why is he not a business man? Even the smallest factory has to avail itself of salesmanship, which has become a science in the past few years, and by a little study of one's self, a little study of the good points of his horses, cattle, sheep, hogs or produce the farmer has to sell, he can by business methods secure prestige and better prices and attract respect to the farm.

broken, and it will be to your advantage to sell them now, and it will not pay you to keep them until next year if we can get together no at a

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August 31, 10

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The Extended Scores of the Prize-Winning Farms entered in our Interprovincial Dairy Farms Prize Competition

Farm and Dairy readers will keep in mind, when comparing farms in Quebec Province (District No. 1) with those of Eastern Ontario (District No. II. and Western Ontario (District No. IV.), that the farms were scored by three separate sets of judges, each set working in its respective district independent of the other judges. As some judges unquestionably scored more sharply than others, it would manifestly be unfair to make comparison of farms in one district with those of another district as given in this table. Comparisons may quite properly be made between the scores as allotted to any of the farms in each district overed by the same judges. Next year the leading farms in each district will all be judged and scored by one deputation of judges and then comparisons may be made as to which is the best dairy farm in the two provinces.

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