

when prices are not satisfactory. Instead of honestly searching for the reason they blame everybody but themselves for their lack of success.

Any person who will study the lessons of the auction sale ring will come to the conclusion that the old well known principles of successful marketing apply here with special force, and that there are at least three factors which govern prices.

Probably the first thing one will notice is that good breeding always commands respect, and that is a strong recommendation for any animal which possesses it. If a man who aspires to breed pure-bred stock does not know what constitutes good breeding, he is in a more or less hopeless condition until he obtains this knowledge, and it is high time for him to become a student of the class of stock he is breeding, and aim to offer the public the exact kind of breeding which it demands. It does not matter what our own ideas may be, but everything depends upon the ideas held by the purchasers. If the purchasers demand a certain kind of breeding and are willing to pay higher prices for animals bred in a certain way, then it is surely the part of wisdom for us to set about producing the kind of animals which will meet with their approval in this regard. For instance, we might like heavily salted butter, but if we have butter to sell and our customers demand unsalted butter and will pay an extra price to secure it, surely it would be folly for us to attempt to sell them salted brand.

This principal holds good in marketing all classes of goods or live stock, and when our customers ask for animals of a certain line of breeding, it is only good business to produce what they want.

The second factor in governing prices

is the individual merit of the animal. This is one of the hard lessons for the average man to learn. If he would make progress, he must learn to see the defects in his own animals, and to recognize merit in the animals bred by his neighbour. The man who thinks all his own animals are good will never make much progress, and while it is not necessary for him to tell the public the faults of his animals, at the same time he must know their faults and honestly set about correcting the same if he is going to make any progress as a breeder, and obtain satisfactory prices for the animals he is breeding. It is only men who have learned this lesson who rise to the top as stock breeders. We must learn to look at our animals with the eyes of the purchaser by the side of the ring, and if we do this we will have learned a lesson of very great value to us in our subsequent operations.

The third factor in the successful marketing of any product is to present it in the most attractive form possible. Carelessness in this respect has cost breeders many thousands of dollars. No matter how excellent the breeding or how good the individual, if the animal is presented in thin condition, with dry rough coat, and carrying the marks of neglect, it will not sell at its value. In many cases fat will sell at over one dollar per pound, when it helps to smooth up the form of an animal presented in a sale ring. This is especially true in meat producing animals such as beef cattle. The thin animal always shows to great disadvantage, and lack of fat is accomplished by lack of care, the combination is disastrous to the seller.

In the case of cattle, many a man thinks he will start a month or two before the sale and get his animals in-