



FARM AND DAIRY

& RURAL HOME



We Welcome Practical Progressive Ideas

Trade increases the wealth and glory of a country; but its real strength and stamina are to be looked for among the cultivators of the land.—Lord Chatham

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The Auction Sale—Its Place in the Live Stock Industry

Reserve It For the Exclusive Use of the Breeder—Keep It Above Reproach

THE public auction of live stock has become a popular medium for buying and selling of pure-bred live stock in Canada. There have been more high class sales of pure-bred live stock during the last few years than ever before. High prices have been paid for individuals of exceptional merit at these sales. There have been few, if any sales reported where the owners were not pleased with the results. There have been many well pleased buyers; there have been some who said they were stung—and others who were not well pleased with their purchases. These facts are impressing themselves upon breeders' minds at this season of the year when sales are again becoming the order of the day. To openly discuss these things is the object of this article.

The Breeder or Seller.

The principal object a breeder has in putting animals in an auction sale is to dispose of his surplus stock to the best advantage. A high price is his chief objective, and it in a large measure controls his interest in the sale. It is a matter of common observation that the price is influenced by many considerations. The most important one is the quality of the animals offered. If an animal is one of merit, buyers to-day are not slow to realize the fact, and bidding will likely be brisk and high before the new owner takes possession. On the other hand, poor individuals with little or no backing in their pedigrees will never bring big prices. Animals out of condition, or blemished, should not bring large figures, yet just here is where some people claim to have lost faith in the auction sale in that at a sale they have purchased animals supposed to be sound in every particular when upon careful examination they have proved to be otherwise. Some even go so far as to hint at the sale of animals of certain family relationships, and are characteristics that the new owners naturally expected to be evidenced when called to the test, only to be met with disappointment, and the conviction has grown that such animals were wrongly represented. Such happenings as these have a tendency to destroy the usefulness of the auction sale. Let me quote the words of Prof. Barton, of Macdonald College. Speaking at a meeting of a prominent breeders' club recently, he said: "The public auction should not be made a place for dumping the poor stuff you do not wish to keep. If it is its value and usefulness will be destroyed." The manner in which the merits of an animal to be sold are placed before the public exerts an influence upon its selling price. A good individual with a rich pedigree may be overlooked by buyers, because the strong points it possesses are not judiciously pointed out. Points of breeding and individual excellence should be prominently brought out in the catalogue of sale and the removal advertising. Much can be added to this at

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the time of sale when the individual is before the buyers by the auctioneer or some other competent person, pointing out these strong points. There is a great need in Ontario to-day for auctioneers who are well versed in the pedigrees of the different breeds. We have some splendid auctioneers who should make a study of at least the outstanding families of each breed. As a substitute for this, some neighboring breeder can often materially assist in the capacity of announcer, drawing attention to the outstanding animals and the records in the pedigrees. When preparing catalogues, care should be exercised to have them correct and as complete as possible.

All animals offered for sale should be handled and taught to obey on the halter. Wild or vicious animals never bring the highest price and oftentimes not their just price, as they are shown at a disadvantage. It pays also to have them handled by men who are kind, careful and who know how. Animals brutally forced and kept in the sale ring cannot appear to advantage. Rough handling, with animals breaking away from those in charge, endangers the lives of the buyers and detracts much from the sale. A simple means of identifying the animals catalogued while they are in the stable is another small thing that means much. Their name and catalogue number conspicuously placed in the stall allows buyers to identify them and to make a critical examination before they appear in the ring.

An elevated platform, or a platform on the level with elevated seats, is another essential of a successful sale. The best arrangement seen by the writer, and one favorably commented on at the sale and since, was that of Mr. D. A. McPhee, Vankleek Hill. The platform was level with the ground, and the seats were elevated in gallery form. The advantages of this plan are that the animals are not forced to climb a gangway to reach the sale ring, and touch annoyance and trouble is thus avoided. The buyers can all see the animal and the auctioneer. The auctioneer can see the buyers easily, can catch bids quicker and can bring his vocal artillery to bear upon one man or one section of his audience more easily.

Keeping Track of the Sales.

Besides the clerks, it is a wise precaution against future trouble to have a man or boy provided with a small pad or paper and a pencil. These he carries to the purchaser as soon as the animal is sold, getting him to write his name, post office address, the price paid and shipping instructions. This slip of paper is then handed to the clerk, who enters the particulars in his book and keeps the slip for future reference. Having the purchaser write his own name and the other things mentioned gives the clerk accurate information, and also provides an authentic document in case of dispute as to the prices or the shipping instructions. This plan is in vogue at all our best sales, and is a worthy one.

The question of a competent auctioneer is one of great importance. Any one can sell your animals, but it takes a good auctioneer to get the top prices for them. There are a few traits a man must possess to be successful in handling sales of this description. He must possess the ability to keep his audience in good humor and to hold their attention. He must receive their confidence, which means that he will play a clean game, and will not raise their bids, and yet make them believe that the animal is worth the money.

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Initiative

THE world bestows its big prizes, both in money and honors, but for one thing, and that is Initiative. What is initiative? I'll tell you: It is doing the right thing without being told. But next to doing the thing without being told is to do it when you are told once. That is to say: Carry the message to Garcia: those who can carry a message get high honors, but their pay is not always in proportion. Next, there are those who never do a thing until they are told twice; such get no honors and small pay. Next, there are those who do the right thing only when necessity kicks them from behind, and these get indifference instead of honors and a pittance for pay. This kind spends most of its time polishing a branch with a hard-luck story. Then, still lower in the scale than this, we have the fellow who will not do the right thing even when some one goes along to show him how and stays to see that he does it; he is always out of a job and receives the contempt he deserves, unless he has a rich Pa, in which case Destiny patiently awaits around the corner with a stuffed club. To which class do you belong?