

THE O. A. C. REVIEW

"THE PROFESSION WHICH I HAVE EMPLOYED REQUIRES A KNOWLEDGE OF EVERYTHING"

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The Educative Value of Auction Sales

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EDUCATION is not confined to schools and colleges. When a young man starts out from school or college he is merely entering another school in which he will receive training in those things which apply to the practical details of every day life, and his success or failure as a citizen or business man depends entirely upon his readiness to acquire and assimilate the truths and business principles furnished by his new surroundings.

To the man who would succeed in business a careful study of the science of marketing is of special importance, and the breeder of pure-bred stock must study the problem of marketing his goods if he is to make his work a financial success.

One cannot attend a combination auction sale of pure-bred stock without being amazed at the slowness with which the lessons of the sale ring are learned by the average contributor to the sale. When one animal brings three or four times, or perhaps ten times as much as another animal in the same sale, one would think that the seller of the low priced animal would



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ask himself some searching questions, and make an effort to learn the reason why his animal did not bring as much money as one contributed by his neighbour. It is no use to blame the auctioneer, the public, or the sale management. It is true that the contributor to the sale may suffer through negligence or oversight on the part of one or more of the parties mentioned, but wide differences in prices are due almost invariably to well defined causes, and the man who would be honest with himself and who would profit by his experience must honestly set about learning the reasons for discrimination on the part of the buying public.

What would we say of a merchant who attempted to compel his customers to buy goods which they did not want, and filled his show window with shop-worn, out of date articles, badly arranged behind dirty windows. Any school boy could make a forecast regarding the result of such business methods, and yet we find breeders of pure bred stock who follow methods similar to those of the careless merchant, and who are badly disappointed