

## Closing Out Sale

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## Home Course In Live Stock Farming

XVII.—Marketing Live Stock.

By C. V. GREGORY,

Author of "Home Course In Live Stock Farming," "Making Money on the Farm," Etc.

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**T**HE business of the live stock farmer is only partly done when he has successfully prepared his stuff for market. This is especially true of the man who is raising pure breeds. With him the difference between failure and success depends upon his skill in interesting buyers in his stock. The best plan for the man who is just learning the business is to start in on a small scale, buying only one or two females at first. The young stuff for the first year can be most profitably sold to farmers. There is always a good de-

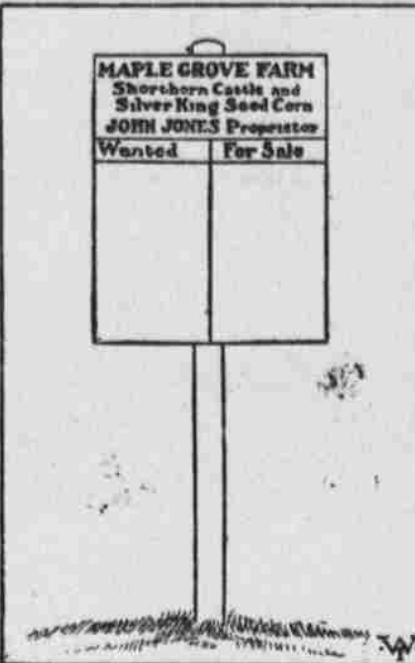


FIG. XXXII.—AN ATTRACTIVE SIGNBOARD, especially for male stock. If the stuff is growthy and of fair quality it will bring prices considerably in advance of the ordinary market.

**Advertising.**  
One of the best ways to reach the farmer trade is to advertise in the country newspapers. These reach the bulk of the farmers in their territory, especially the progressive ones, and will bring your stuff to their attention in a way that nothing else will do. Do not confine your advertising entirely to the want ad. page. When you have stuff to sell get rid of it quickly by attractively got up ads. Merchants have found newspaper advertising a necessary part of their business. It is just as necessary to the farmer who has stuff to sell. How should the public know that the farmer has something to sell if he keeps the fact a secret?

A large number of the people who are interested in your stock will drive over to see it. Have the stock that is for sale divided up into small bunches of uniform size, as they show off better in this way.

As a general rule, it is best to show the smallest ones first and the larger ones later, working the prospective buyer up to a climax, as it were. If you have the sire at hand and in good condition it will be a help in making sales. Never misrepresent your stuff, but do not hesitate to point out all the good points that the animals possess. It will be advantageous in establishing a permanent trade to guarantee the animals to be as represented, the males to be breeders and the females to be safe with young if sold that way. You will occasionally get an animal back, it is true, but the loss on a few such animals will be more than made up by the increased confidence people will have in you.

For answering such inquiries as come by mail letter heads and return envelopes are a great advantage. Printed stationery gives a businesslike air to a letter and makes the inquirer think he is dealing with a business man. A cut of some of your best animals adds to the attractiveness of the letter head. Such a cut can be made from a good photograph for not more than \$1.50. It is best to have the printer order it for you, as he will know the style that will go best with the paper you are using. If one of the boys or girls has a kodak a print of one or two of your best animals enclosed with replies will give the prospective buyer a better idea of what you have to offer than any description could. Be honest in your descriptions and do not hesitate to state the animal's faults fully.

**Selling to Breeders.**  
As your home trade grows and you gradually work into a higher grade of stock you will begin to want higher prices. To get them you must sell to breeders. To reach these in large numbers advertising in one or more of the agricultural papers that circulate in your territory is necessary. A simple card will bring many replies. When you have something special to offer a large ad. will prove profitable.

Of course most of the sales made in this way will be by letter, though an occasional man will come to see the stuff. If you live more than a mile from town it will pay to make arrangements with the driverman to bring out unexpected visitors at your expense. Little things like this help to create a favorable impression. Where there are many inquiries to answer a typewriter

is a great advantage, as letters written in this way are much neater and more businesslike. With a few days' practice one of the boys or girls will be able to write at least as fast as by hand and put out a very neat letter. Rebuilt typewriters of the standard makes are more satisfactory than the cheaper machines. Very good rebuilt machines can be bought at prices ranging from \$25 to \$50.

Stock to be sold to breeders must be in a little better condition than for the farmer trade. It must also be up to the breed standard of weight for age. For shipping breeding stock crates will be necessary. These should be well built of light and strong material. If the animal is to be shipped a long distance a small self feeder at the front of the crate can be filled with feed and directions given to the expressman to provide water occasionally.

**Selling on the General Market.**  
The bulk of the stock grown is, of course, sent to the general market. It is a great advantage in marketing to be able to sell in carload lots, as in this way you can ship the stock yourself and get all there is in it. The time to sell cattle, hogs and sheep depends largely upon the price of feed and the condition of the market. This is something that can only be told by long experience. As a general rule, feeders lose their nerve and sell a little too soon, as is shown by the flood of half fat cattle that comes on to the market at certain seasons of the year. Much of this stuff is bought up by feeders living near the big markets and the fattening process finished. If these men can afford to do this on high priced land and feed, the farmer can certainly afford to put on a little more finish before selling in the first place.

Cattle that have been fattened on grass should be shut up in the yard at least two days before shipment and fed timothy hay and oats. Cattle that have been having dry feed should have the grain ration changed to oats and the roughage to timothy hay for the twenty-four hours preceding shipment. Do not give more than half a grain ration for the last feed before they are loaded and do not give any salt for a few days before shipment. Do not water heavily for a few hours before loading. Bed the car well with bright straw and do not crowd it too full. Much of the art of getting the cattle on to the market with little shrinkage depends upon quiet handling. If they are to be driven any considerable distance it should be in the cool of the day. They should be loaded as quietly as possible. Where cattle are to be on the road more than twelve hours the racks should be filled with timothy hay.

As soon as the cattle are unloaded at the stockyards they should be watered and then given a feed of good hay, together with some ear corn. Be sure that the trough is full of water before the cattle begin to drink or they will suck themselves full of wind instead of water. Turn the stock over to some reliable commission man to be sold and be at hand yourself to see how it is done and to look after your own interests. You will get better service if you employ the same commission man each year than you will by changing around.

The same general rules for preparation for shipment will apply to sheep and hogs as well as to cattle. If it happens that a load of hogs has to be kept overnight in the yards before being sold be sure to bed them well, as lack of bedding will cause as much shrinkage as lack of feed.

In case you do not have enough stock of your own to ship in carload lots you can often go in with one or more of your neighbors to make up a load. Many of the farmers' co-operative companies make a practice of collecting and shipping hogs for their members. The company receives enough commission to pay for the trouble, and the farmers receive bet-



FIG. XXXIII.—PART OF THE VEAL CROP.

ter prices than they otherwise would. In many parts of the country a good local market can be obtained, though usually local markets cannot afford to buy high class animals. Selling to local buyers to advantage demands a close study of market conditions.

**Selling Horses.**  
Many farmers make the mistake of marketing their horses too young. It rarely pays to sell a colt before it is trained. A little time spent during the winter in training a horse will add considerably to his market value. This training should begin even before the colt is weaned, as he can be handled more easily at that time. He should be first taught to lead, then to obey the word and rein and later to pull, back and stand without tying. As a finishing touch he should be taught not to fear automobiles or cars.

After the colt is two years old he will do enough work to pay for his keep. It will generally be most profitable to keep him until he is full grown before selling him. The more flesh a draft horse carries the better he will sell. The increased weight is worth at least 25 cents a pound, and the fat will cover many defects.

# CELEBRATED MOON BUGGIES

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A full line of fresh goods to order from

Our prices are right

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All orders amounting to \$15.00 for Mechanics' Tools, accompanied by cash, we will discount 10 per cent

Inspect each too before buying  
Not one but what's guaranteed  
Variety and assortment large  
Each tool marked in plain figures  
Save time  
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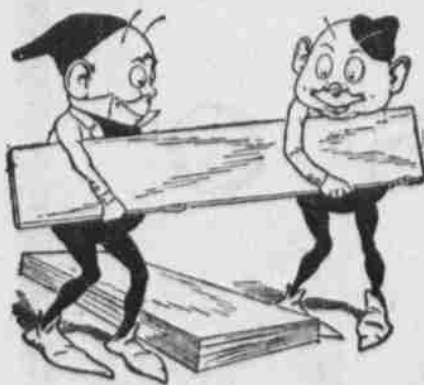
All of these rich farming valleys are surrounded by valuable pasture lands containing timber for the settlers and in most cases, coal and valuable building stone.

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Columbia Fire Insurance Company.  
Philadelphia Underwriters.  
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