



LIVESTOCK COMMISSION MEN AND FARMER talk over the sale of a string of cattle. Henry Rohrer, right, a farmer from near Mountville, discusses the price his cattle brought on the previous day's market. He was pleased that his cattle sold by the Heilbron brothers brought more than the pen he sent to the auction. Dick Heilbron, left, handled the sale, but his brother, Bob, shares in the good natured kidding that goes on when farmers get to know and trust the commission firm members. L. F. Photo.

● Heilbron

(Continued from Page 5)  
 Flushing over the previous day's business with Bob's brother, Dick, we were on our way toward Quarryville.

Paul Herr put in 190 head of Virginia and Maryland Angus calves last fall. The 350 pound calves got corn silage, supplement and some grain through the winter and are ready for grass at about 550 pounds. Heilbron knew the steers were there, but he hadn't seen them during the winter, and he wasn't sure Herr would sell them.

We looked at the calves with Heilbron estimating the weight, sorting them in his mind, and trying to determine how many of the bunch would suit his buyer. He decided that the purchaser could probably pick out more than 150 head of top calves to his liking. Now he had to "feel out" the farmer to find out what price range he had in mind. He had a pretty good idea what his buyer might be willing to pay, but he had no commitment to buy — in fact he had no concrete price to offer. He simply had to find out if the stockers were for sale and what the asking price might be.

The interplay — the jockeying — the feelers put out by both farmers and commission man made an interesting play to be witnessed by an outsider. But the real jockeying comes when the commission man begins talking to the buyer. "My first responsibility is to the farmer," Heilbron said as we headed back toward Lancaster. "He is the one who pays my commission, and I have a duty to get the very last quarter his cattle are worth."

Another check of the board

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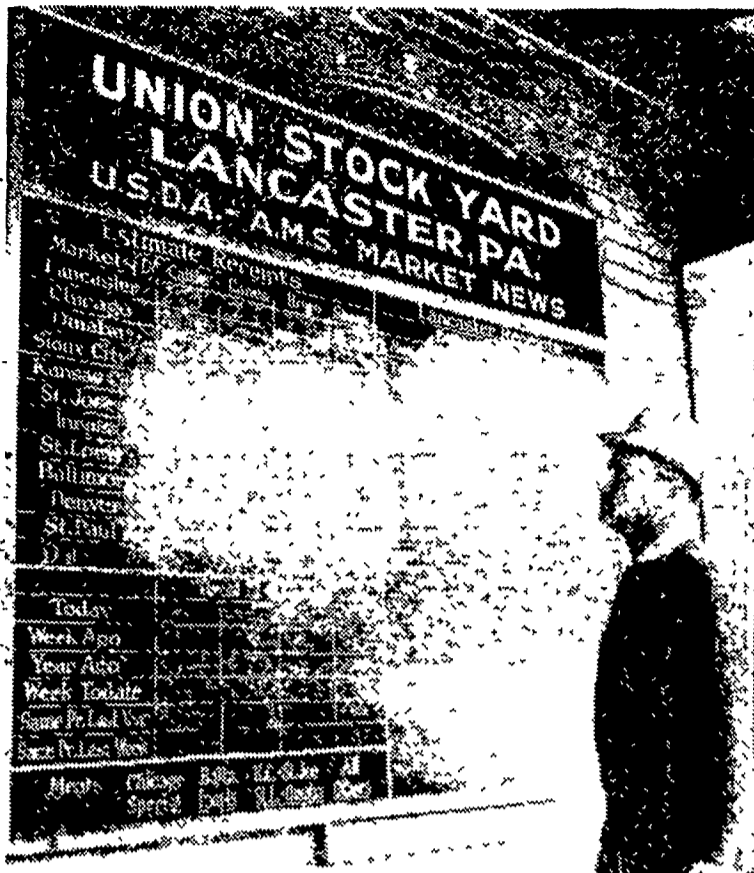
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to find out how the market ran that the steers were for sale during the morning completed and made an appointment to go the forenoon activity. and look at them. All the while

After lunch Heilbron called he was planning in his mind his potential buyer to report (Continued on Page 7)



CHECKING "THE BOARD" is a twice-daily routine for the livestock commission man. Bob Heilbron keeps up on the receipts at 12 major livestock markets around the country. Information on the board is posted by Jim O'Hara, officer in charge of the Lancaster Market News bureau of the Department of Agriculture. L. F. Photo.

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