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## **What is the Wisconsin Livestock Breeders Association?. Bulletin no. 30 February 1923**

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[s.l.]: [s.n.], February 1923

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# The Banker-Farmer

WISCONSIN  
BANKERS'  
ASSOCIATION

## News Bulletin

A Little Journal of Agricultural  
Information for the Farmer

BANKER-  
FARMER  
EXCHANGE

BULLETIN No. 30

FEBRUARY, 1923

### WHAT IS THE Wisconsin Livestock Breeders Association?

By Reid Murray, Secretary



Ten-year-old Wayne Watkins, Edmund, Wis., and his first prize fat lamb, Junior Livestock Exposition, 1922. Prof. Kleinheinz and Wm. Miles, Evansville, judges of lamb classes. No sheep had previously been raised on his father's farm.

Compliments of

**BANKER-FARMER EXCHANGE**

1822 Chadbourne Avenue,

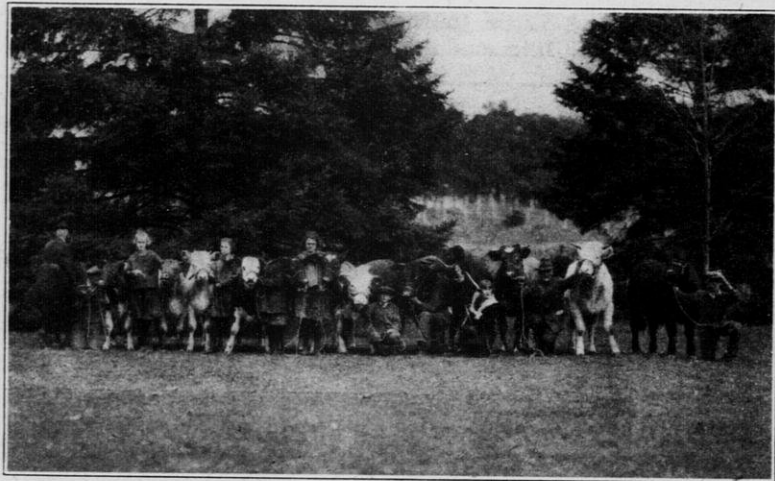
MADISON, WIS.

# WHAT IS THE Wisconsin Livestock Breeders Association?

By Reid Murray, Secretary

One of the organizations that is working for the livestock development of Wisconsin is the Wisconsin Livestock Breeders' Association.

The various breeds of cattle, of swine, of sheep and of horses are



Andover Baby Beef Calf Club, Glen Haven, Wis.  
Exhibit made by this Club at 1922 Junior Livestock Exposition.

represented in this association, and general livestock policies of the state are carried out through this organization.

## ACTIVITIES

Among the activities of this association in the past have been:

- (1) To promote the first pure-bred sire campaign, that has been adopted in many other states.
- (2) To cooperate in the running of livestock trains with specialists, in order to carry the message of "More and Better Livestock."
- (3) To make exhibits at Fairs showing the value of proper breeding and selection of farm animals.
- (4) To conduct the annual "Junior Livestock Exposition" in which the boys and girls of the state are given an opportunity to advantageously show and sell their club calves, pigs and sheep.
- (5) To cooperate in the holding of the annual State Livestock

Do you know that the value of livestock sold through the Banker-Farmer Exchange during 1922 amounted to \$115,000, an increase in excess of 300 per cent over 1921? The Exchange is steadily earning a reputation which is manifested in the rapid increase of sales it has consummated.

The repeat order is the test of sound merchandising. The Banker-Farmer Exchange is developing through the repeated calls for service received from all sections of the United States. Quality counts.

Judging Contests; and to furnish judges at the district livestock judging contests.

(6) To carry on campaigns against nostrums and fake livestock remedies.

### PRESENT ACTIVITIES

Among the present activities are:

(1) To cooperate in the "Wisconsin Livestock Contest" in which the county breed associations measure this progress.

(2) To work for adoption of a definite livestock program for county and state.

(3) To cooperate with the swine department in the inauguration of the "Ton Litter Project."

(4) To cooperate with the swine department in the "Biggest Barrow Contest."

(5) To work with other organized forces for a practical plan for the eradication of tuberculosis from every herd in Wisconsin.

(6) To assist local fairs and the state fair in making them more educational regarding livestock.



Tomah Jersey Calf Club—Junior Livestock Exposition, 1922.  
First Prize Club Exhibit.

(7) To cooperate on a "Meat Show" at the annual Farmers' Week.

(8) To work to keep Wisconsin in the lead in livestock, to be in a position to continue to furnish animals in other states.

Carloads of high grade Wisconsin livestock were sent through the Exchange in 1922 to the following states: Maryland, Illinois, Ohio, Minnesota, Iowa, North Dakota, Missouri, Montana, South Dakota, Florida, Mississippi, Washington, Michigan, Indiana, Georgia, New York, Kansas. Also to Canada. WE COVER THE COUNTRY.

During the ONE MONTH OF DECEMBER the Exchange received inquiries for 16 carloads of grade Holsteins, 8 of purebred Holsteins, 16 of grade Guernseys, 4 of purebred Guernseys and 5 of purebred Jerseys. 90 PER CENT ARE FROM OUTSIDE WISCONSIN. LET US FILL THE ORDER.

## VALUE OF WISCONSIN LIVESTOCK

January 1, 1922

No.	Value
367,000 sheep .....	\$ 1,687,000
1,659,000 swine .....	17,377,000
2,195,000 dairy cattle.....	114,572,000
884,500 other cattle.....	17,375,000
650,600 horses and mules.....	61,270,000
5,765,100—Total No. ....	Value \$212,281,000

In 1921 Wisconsin produced \$91,658,000 worth of meat products and a total of \$258,782 of livestock products, and each and every one in Wisconsin appreciates what livestock means in a system of farming.

The purpose of the Wisconsin Livestock Breeders' Association is to foster a continued growth in this great basic industry—livestock farming—and may Wisconsin continue in its leadership of "More and Better Livestock."

### BANKER-FARMER BRIEFS.

Recently the Banker-Farmer Exchange received an order to select for a party, five head of grade Holstein heifers, due to freshen soon. We placed this order in the hands of one of our local men, situated as close to our party as possible. Instead of but five head, our local field man supplied our customer with ten head of fine heifers that averaged about \$56 per head.

\* \* \* \* \*

We have received an inquiry from a party in Iowa, inquiring whether the Banker-Farmer Exchange will fill an order for two carloads of high grade Holstein heifers, without the party coming here to select them.

\* \* \* \* \*

One of our customers, with whom we have had correspondence, has asked that we send to one of his friends full information regarding a purebred Guernsey cow that he is anxious to purchase at once. It is encouraging to know that parties who have dealt through us are referring their friends to us also.

\* \* \* \* \*

THE BANKER-FARMER EXCHANGE IS NOW READY TO FILL ORDERS FOR PUREBRED SEEDS. The seed lists will be distributed to the local banks soon. These seed lists are now available at the Banker-Farmer Exchange office, 1822 Chadbourne Avenue, Madison, Wisconsin. We will gladly send you one on request.

DO YOU WANT TO PURCHASE LIVESTOCK OR PUREBRED SEEDS? HAVE YOU ANY LIVESTOCK OR PUREBRED SEEDS TO SELL? SEND YOUR LISTINGS TO US AND LET US DO THE REST.