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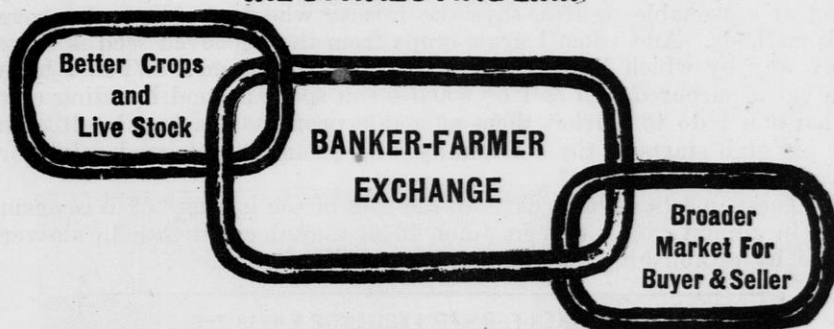
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BANKER - FARMER EXCHANGE BULLETIN

What The Exchange Is and How It Is Operated
THE CONNECTING LINK



GREETINGS TO WISCONSIN FARMERS.

The Wisconsin Bankers' Association has been successful in securing the services of Professor D. H. Otis, former Assistant Dean and Professor of Farm Management in the College of Agriculture, University of Wisconsin, to be Director of the Banker-Farmer Exchange. Professor Otis will devote his entire time to this work.

In this Bulletin Professor Otis outlines the plan for conducting this Exchange from the standpoint of the farmer. The Wisconsin Bankers' Association is back of this movement and is ready to do its part in making it a success. In supporting this movement the Banks of Wisconsin hope to render an additional service to the farmer that will result in increasing farm profits and in aiding Agricultural Development within our State. We trust that the farmers of Wisconsin will give the plan a fair trial.

Agricultural Committee, Wisconsin Bankers' Assn.

THE BANKER-FARMER EXCHANGE OF THE WISCONSIN BANKERS' ASSOCIATION

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MADISON, WIS.

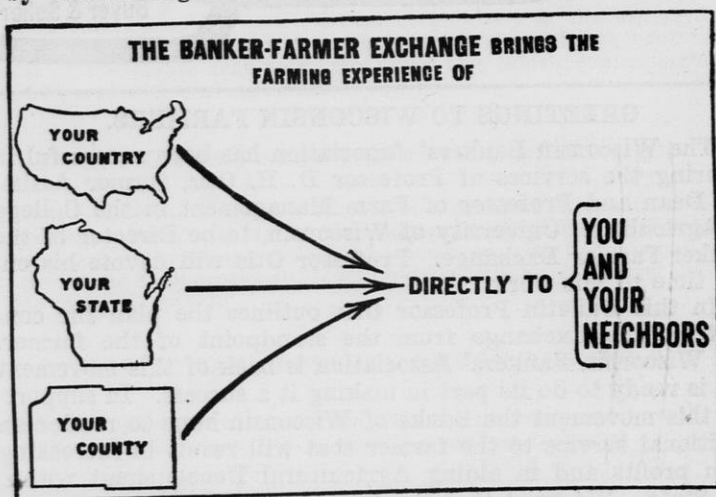
The Banker - Farmer Exchange

of the WISCONSIN BANKERS' ASSOCIATION

By D. H. Otis

If I am to grow improved seeds and breed improved livestock where will I get the seed and the foundation stock of good quality and at reasonable figures, says the farmer who is trying to improve his methods. And when I grow crops from the improved seed is there any way by which I can get a better price for them? When I have an extra purebred bull calf or when I can spare a good breeding cow what can I do to market them at a fair profit? If a boys' calf club or pig club starts in the community where can we get good calves or good pigs for the boys?

These questions have come to the ears of the bankers of Wisconsin and in annual convention in June, 1919, they decided to help answer them by establishing the Banker-Farmer Exchange.



HOW THE EXCHANGE IS TO WORK

The farmer who has one or more horses, bulls, cows, sheep, hogs, etc., for sale calls at his local bank and reports what he has for sale. The items are noted on blanks available at the bank. This list is forwarded by the bank to the Banker-Farmer Exchange, 1822 Chadbourne Ave., Madison, Wisc., the same day it is received. This central office will receive similar lists from other banks over the State. These

will be classified according to the type of animal or product offered for sale, and according to the County where they are located. This central office will be constantly on the lookout for buyers and when located will refer them to the banks where the animals have been listed. When the buyers report to the banks the latter will see that they get in touch with the farmers who have the livestock for sale. The sale of improved or purebred seeds are handled through the banks in the same manner.

The farmer who wishes to **buy** a team of horses, a few cows or heifers, sheep or hogs, can make known his wants to the local bank. The bank in his community will report these wants to the office of the Banker-Farmer Exchange. This office will then notify the bank of the nearest place or places where the livestock can be obtained and at what price. The farmer desiring to make the purchase will be directed to the Banks through which livestock has been listed. That bank will place him in touch with the farmer and if found satisfactory can buy at the price agreed upon with the farmer who wants to sell. By handling a large number of animals an excellent opportunity will be



given for selection of the type and breeding desired. The farmer will lose no time in locating them and as near home as possible and thus save expense and reduce the danger of accident or delay in shipping.

This plan of the Wisconsin Bankers makes it possible for the farmer who wishes to start raising better livestock or better seeds to purchase his foundation stock without even writing a letter. All he has to do is to make his wants known to his banker. Again, when he has breeding livestock or improved seeds for sale the bank furnishes a channel through which he can dispose of his surplus without the trouble and expense of first working up a reputation or unduly fitting or fattening his stock for sale, operations with which he is not likely to be familiar and which are more or less of a burden to him.

When conditions justify, the Banker-Farmer Exchange expects to advertise the seeds and livestock offered for sale, also those wanted. This can be done much more effectively and economically than would be possible for the individual farmer who has but a small quantity to sell.

HOW IS THE EXCHANGE SUPPORTED?

By a five per cent commission on sales made, and to be paid by the seller. This commission is for the maintenance of the central office, including postage, advertising, etc. Not a cent goes to the local banker nor is it intended that the Bankers' Association shall make any profit from the enterprise. The banks have put up a guarantee fund to insure the success of the movement. They also will give of their time to the handling of the business that flows through the banks. The banks are glad to do this as a service to the farmers who are patrons of their banks, and thus aid in developing the live stock and dairy interests of their community.

While the Exchange cannot assume any liability for the livestock and seeds listed its aim and purpose is to handle only high class products. It is expected that all livestock listed will be in a healthy condition and that **all cattle sold will be tuberculin tested**. A certificate of this test must be furnished by the farmer whose cattle are sold through the Banker-Farmer Exchange, thus assuring the purchaser of tuberculin tested cattle. Seeds are to be certified to as been clean, graded and free from noxious weeds.

It is recommended that the final arrangements for payment be made at the bank. This will make it possible for the banker to investigate the financial standing of buyers or pass upon any check or paper that may be submitted for payment.

THINGS THAT THE FARMERS SHOULD DO AT ONCE

First: Talk with your local banker relative to the Exchange and ask him to explain anything about it you do not understand. List with him any livestock or improved seeds that you have or expect to have soon that will be for sale.

Second: Talk with you local banker about what you are going to need in the way of work or breeding stock or improved seeds for the coming winter or spring. By letting your wants be known in advance it will be possible for the Exchange to select more carefully and to secure more economically than might be possible with a rush order.

SEE YOUR BANKER