



# LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

## **A message to the buyers of livestock. Bulletin no. 24 August 1922**

Otis, D. H.

[s.l.]: [s.n.], August 1922

<https://digital.library.wisc.edu/1711.dl/PYCX2SL3FYFSF8S>

This material may be protected by copyright law (e.g., Title 17, US Code).

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

# The Banker-Farmer News Bulletin

WISCONSIN  
BANKERS'  
ASSOCIATION

A Little Journal of Agricultural  
Information for the Farmer

BANKER-  
FARMER  
EXCHANGE

BULLETIN No. 24

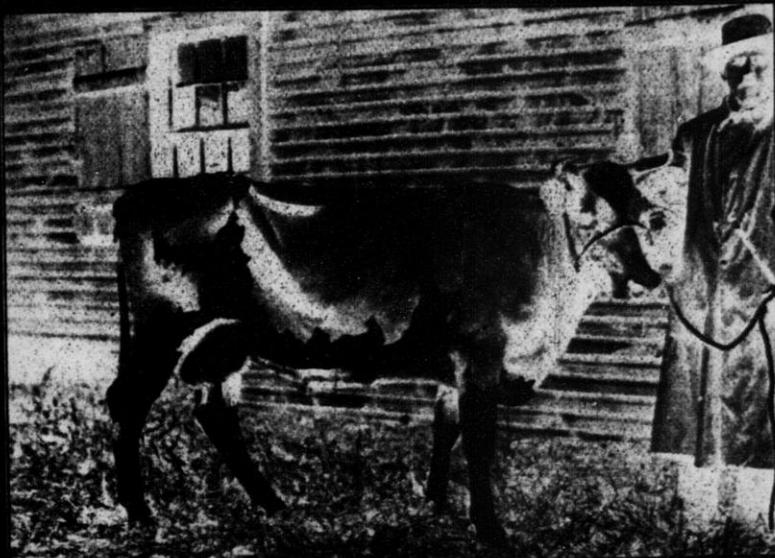
AUGUST, 1922

## A Message to the Buyers of Livestock

By

D. H. Otis

Director, Banker-Farmer Exchange



A SAMPLE OF WISCONSIN QUALITY  
Sold through the Banker-Farmer Exchange

Compliments of

**BANKER-FARMER EXCHANGE**

MADISON, WIS.

## **A Message to Buyers of Livestock**

### **An Opportunity to Save Time and Money**

The Banker-Farmer Exchange, a service department of the Wisconsin Bankers' Association, is in position to direct buyers to various sections of the State where good livestock can be obtained from reliable breeders at very reasonable prices. The Exchange is under the supervision of Professor D. H. Otis, former assistant Dean of the College of Agriculture, University of Wisconsin, who gives it his entire expert attention.

#### **Kind of Stock for Sale.**

We have listed for sale grade and pure-bred Holsteins, Guernseys, Jerseys, Brown Swiss and Ayrshires. Also various beef breeds, hogs, sheep and horses.

#### **Location of livestock.**

In all parts of the State farmers and breeders who have stock for sale are listing them with their local banks. The banks understand that we want only listings of good quality stock from reliable farmers and breeders. These listings are mailed to the Banker-Farmer Exchange at Madison, Wisconsin, and are classified and filed for ready reference.

#### **Buying Individual Animals.**

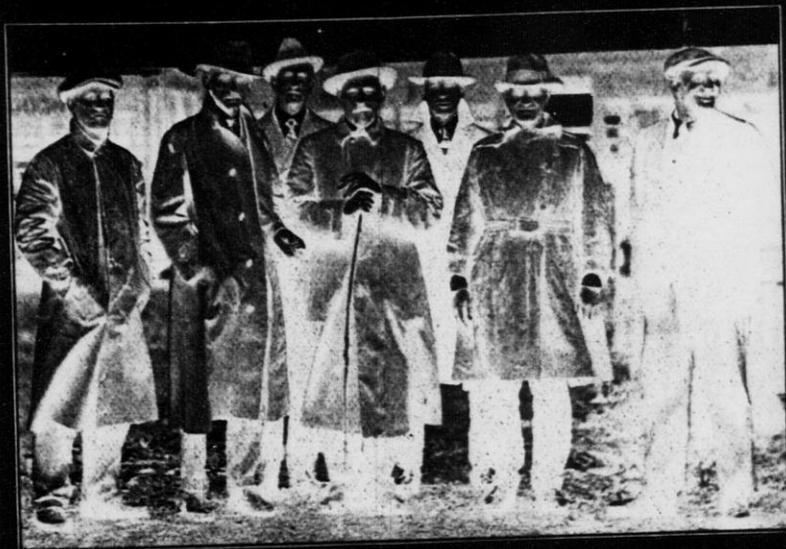
Buyers can get in touch with the stock for sale by advising the Banker-Farmer Exchange of the breed, number, age and character of the stock wanted. The Exchange office then looks over its files carefully, and selects from its many listings those that correspond to the wants of the buyers. If we have not the kind of stock wanted on our lists, we are in position to locate it. We try to locate stock as near the buyer's vicinity as possible, provided the quality is right and prices reasonable. We then write to the prospective buyer, give him the names and addresses of farmers who have this stock for sale and also particulars concerning the character and prices. If the data on this stock looks promising the buyer knows exactly where to go to see it, and if found satisfactory, completes the purchase.

#### **Buying Purebreds.**

When a farmer or breeder wishes to purchase a herd sire or one or more purebred cows or heifers, he conveys as full information as he can give as to the age, breeding and character of the stock he wishes to buy. We select from our listings several that appear to be what he wants. We send the buyer such information as to age, weight, breeding, markings, records, price, etc., as he would want to know in advance of going to see these animals prior to purchasing. We have special blanks for securing such information from parties having purebred stock for sale. From the list of offerings submitted the prospective buyer selects the ones that appeal to him and having the name and address of the owner of each is able to go and inspect them.

### Buying By the Carload.

We are in touch with a number of communities in the State where carload lots can be obtained and assembled for shipping at one central point. In securing carload lots it is usually necessary to drive from farm to farm and select from one to five or six head at a farm. To facilitate this work we have arranged for local representatives or field men who are recommended by the banks as reliable, good judges of stock, who have the respect of their communities and are acquainted with local conditions. These men meet buyers, take them from farm to farm, show them the stock that is for sale, and after a satisfactory deal is completed, help assemble, test and load them. Purebreds as well as grades, mixed cars of purebreds and grades, or mixed cars of different breeds can be handled, and in most cases from one community.



Professor Orlis (second from right) with  
A PARTY OF BUYERS FROM MARYLAND.  
Some 110 head of Waukesha County Guernseys were purchased, loaded and  
shipped in 3 days.

### Opportunity for Selection.

During the past year the Banker-Farmer Exchange has had listed for sale in twenty-five communities in the State, a total number of 7428 head of cattle which include: 493 bulls, 4120 cows, 2355 heifers and 460 heifer calves. About 23% were Guernseys and 71% Holsteins, with a good sprinkling of Jerseys, Brown Swiss, and Ayrshires. This gives the buyer a good opportunity for choice.

### Reliability and Quality.

When listing livestock the farmer signs a statement on the listing blank that the animals are healthy and sound, except when otherwise stated, and that the cattle have been or will be tested for tuberculosis. With every transaction one or more banks besides the buyer and the Exchange are concerned;

and if there is dissatisfaction in any case, all these parties know it. A breeder cannot afford to risk his standing with his bank by misrepresenting his stock. Only honorable breeders are expected to do business through the Exchange. Special pains are taken to list only animals of quality and good type. We let the farmers who have stock for sale know that we are holding to a high standard of quality. In buying carload lots our local field men are careful to take buyers only to herds that are free from tuberculosis or contagious abortion.

**Prices.**

Prices are fixed by the farmer who wants to sell, and reflect the prevailing prices in the community. In selecting listings for the buyers we look for the community where the stock is most reasonably priced, provided the quality is satisfactory. The final purchase price is settled upon when the buyer and seller get together.

**Advantages in Buying for Cash.**

In several instances we have received inquiries for stock to be purchased on time. We have found that when an attempt is made to purchase stock on credit, there is a tendency to raise the price. If parties are looking for credit, we urge them to arrange for such credit at their local banks where they are known. Farmers will sell enough cheaper for cash to more than pay for the interest on the money.

**Expense.**

The local banks make no charge for their services. To help defray the expenses of local field men, office, postage, stenography, advertising, etc., a 5% commission is charged on all sales made. When the buyer wants one or only a few head, and we can refer him to a breeder who has listed his stock with us, the seller pays this commission. When, on the other hand, a large number—such as a carload—is wanted, and it is necessary to provide a local fieldman and auto to drive from farm to farm we have found it more satisfactory and cheaper for the buyer to pay this commission. A number of the farms visited will not have stock listed in advance and such farmers will quote better prices if the deal is not complicated by the farmer paying the commission.

**We Can Save You Money In Buying.**

By referring buyers to the right communities and by taking them to the right parties in these communities we have been able to save them money on their purchases to pay the five percent commission several times over. If buyer will allow us the opportunity we feel sure that we can demonstrate that we are in position to work for his interest and save him time and money.

Buyers outside of the State will find it to their interests to let us know in advance when they are coming to Wisconsin to buy dairy cattle. Frequently we can refer them directly to the locality that offers them the best opportunity for purchasing what they want at reasonable prices and which are so situated as to be convenient and economical for shipping, thus saving time, money and shipping expense.

A FEW REACTIONS FROM THOSE WHO HAVE PURCHASED  
THROUGH THE BANKER-FARMER EXCHANGE

"I wish to express my entire satisfaction in the way you handled the deal for me. I feel that the judgment of a man well informed along dairy lines and many other accommodations which I received through the BANKER-FARMER EXCHANGE worth more to me than the very reasonable rate of commission charged. I heartily recommend your agency for square and business dealing." F. O. Parish, Illinois.

---

"We are well satisfied with our trip and our purchase and there is no doubt at all but what you will hear from us again." W. R. Anderson, Canada.

---

"I have just returned from my dairy farm at Winnepeg, and have looked over the cows we bought in Wisconsin last November. They came through the winter in elegant shape and the Guernseys have vastly improved the quality of the milk. Besides, out of forty-three head of cows we purchased, we have thirty-one heifer calves, all doing well." F. E. Kenaston, Canada.

---

"Thank you for your interest shown me in the matter of buying my cows and will say my folks were well satisfied with the quality of the cattle purchased." L. Dawe, Montana.

---

"I have nothing but praise for the way I was treated. I received the best service and enjoyed the outing very much with you both in sociability and business, and if opportunity should arise, I would recommend anyone wishing to purchase cows, to you." Wm. Cable, Minnesota.

---

"Beg to advise that the carload of cattle arrived in good shape, the freight on same being less than \$200 which was an agreeable surprise to me. I want to take this opportunity to thank you for getting back of the shipment of cattle and also for the attention given me in connection with the purchase of the cattle." Geo. P. Zouck, Maryland.

---

"I want to thank you again for your kind and courteous attention to our party. I am proud of our selection. We will be back in the fall for more stock." J. Lawrence Clark, Maryland.

# BACKED BY BADGER BANKERS



## Prospective Buyers

are invited to get in touch with us either through the local bank,  
or by writing directly to



**Banker-Farmer Exchange**

D. H. Otis, Director.



1822 Chadbourne Ave.

Madison, Wis.