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The Banker-Farmer

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News Bulletin

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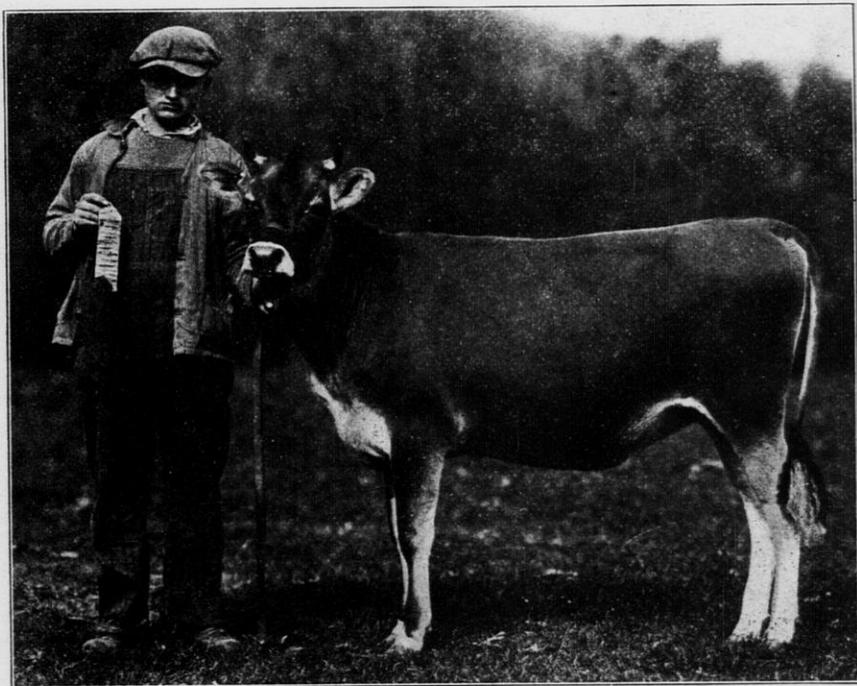
A Little Journal of Agricultural
Information for the Farmer

BULLETIN No. 37

SEPTEMBER, 1923

Wisconsin's Opportunity for Leadership in Agriculture

By D. H. OTIS



WHERE WISCONSIN PINS HER FAITH

Wisconsin Dairymen will follow a reasonable and profitable system of Livestock Management. They will sell their surplus mature cows and replace them with Young Stock that is of Better Type and Better Bred than their Ancestors.

Compliments of
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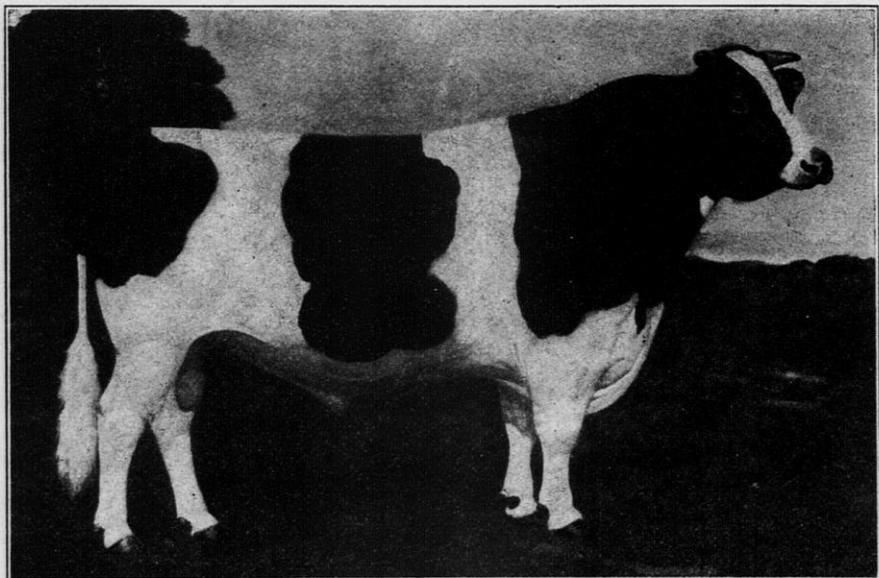
Wisconsin's Opportunity for Leadership in Agriculture

By D. H. OTIS

Will Wisconsin's leadership in agriculture continue? That depends. Wisconsin has passed through the recent agricultural depression with perhaps less distress than any other state in the Union. This is due largely to her diversified farming, particularly to her dairying.

Wisconsin is Being Imitated

Other states have noticed what Wisconsin has done, and are using her as an object-lesson to press home the importance of diversified farming. This is stimulating a demand for dairy cattle in all sections of the United States. In many parts of the South, the first step in diversified farming is to induce farmers to get one cow. It is surprising to find that, in many counties, over thirty per cent of the farms are without a single dairy cow. Many of these sections, because of their mild climate, short winters, ability to grow



The "TRUE TYPE" as presented by the HOLSTEIN-FRIESIAN ASSOCIATION of AMERICA.

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legumes, and proximately to good markets offer exceptional opportunities and are well-adapted to the dairy industry. In other sections, where the demand for fluid milk is large, the dairymen do not all attempt to raise their own cows, but depend on localities where a surplus is available. So long as there is a dearth of dairy cows in other states, the Wisconsin farmer will have a good market. When other states practice what Wisconsin preaches, and become self-sufficient in the matter of producing dairy products, then Wisconsin may have some difficulty in disposing of her surplus stock unless it possesses superior quality.

"Buyers Want Quality"

Buyers, who know their job, are keen discerners of quality in cattle. They do not want culls. If Wisconsin dairymen continue, as some of them have been doing, in selling off their best cows because they received what they thought was a good price, they will find that they are injuring the quality of their foundation stock, and are, in reality, "killing the goose that lays the golden egg."

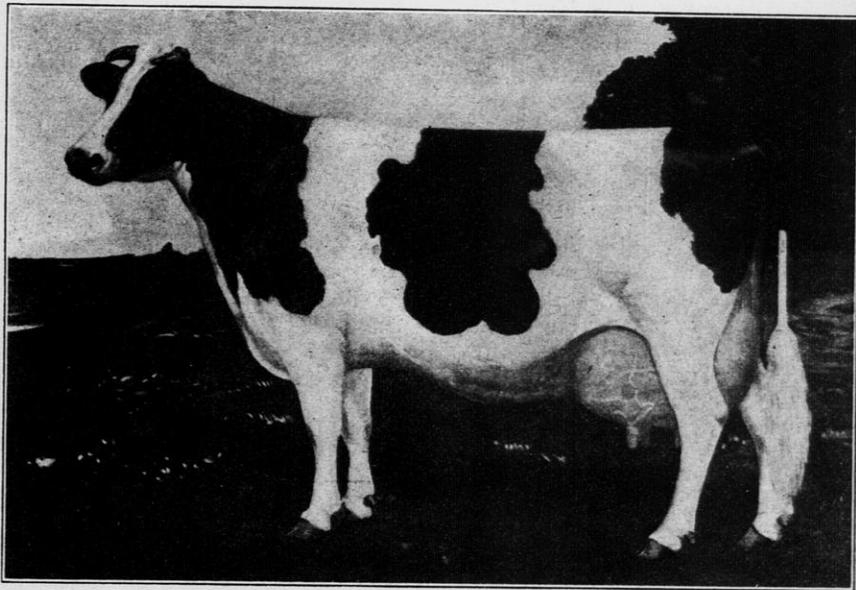
If Wisconsin dairymen will follow the practice of using a sire that is better bred and possesses better quality and a higher record than the one previously used, it will then be possible to have young stock coming on that, in all probability, will become better producers than their ancestors. Under such a system farmers can conscientiously sell their mature, surplus cows and still feel that they will have a herd that is growing in value and constantly improving in quality. Unless some such plan is followed, Wisconsin farmers will be using up their capital stock, and will be going downhill instead of up.

Wisconsin Dairymen Are Capable

Wisconsin farmers are born dairymen; their training and experience and their very life has been connected with the dairy cow. They are eminently qualified to continue as leaders in the production of high grade dairy stock. To do this, they cannot rest on their past reputation; they must have a vision of the future, and realize that more than ever, their success will depend on raising stock of high type and larger production than ever before. This must be done not by the few favored breeders, but by the rank and file on the average Wisconsin farms.

Need More and Better Home Grown Feeds

If Wisconsin dairymen are to continue to prosper, there must be a readjustment of her cropping system. With the rapid strides Wisconsin has made in dairy production,



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we find that the production of home-grown food for the sustenance of the increasing bovine population is lagging behind. Every year, her dairy farmers are sending to other states, immense sums of money for feed. If these purchased feeds could be largely supplanted by cheap home-grown products, it would add much to the dairymen's income and increase the prosperity of the farmers, the merchants, and the entire community. At the present time, only about three per cent of our hay crop is alfalfa, and only about twelve per cent is clover. If there is an over-production, it is not in the best-paying hay crop.

Better Business Methods Needed

If the Wisconsin farmer succeeds, he must practice better business methods. Farm accounts must be kept in order to show the profits and losses of the business and point out the way for making improvements. Intelligent marketing of dairy products must receive careful consideration. While much has been done in encouraging collective, orderly marketing, there is still room for large improvements. The product must be graded, standardized, advertised, and merchandized in a business way.



PROF. R. V. GUNN,
New Director of the Banker-Farmer Exchange.

An encouraging feature of the work is found in the service they have received, are not only coming back themselves, but are referring others to the Exchange. Dairymen are writing the Exchange, inquiring for bulls with records and with certain lines of breeding. They are writing for cows and heifers as foundation stock. With the development of this type of work, the Exchange will be of material assistance in developing and improving the livestock of the State.

A New Director

A new director has been selected in the person of Professor R. V. Gunn of the Oregon Agricultural College. He takes the place formerly held by Professor D. H. Otis, who resigned to accept the position of Director of the Agricultural Commission of the American Bankers' Association. Professor Gunn was formerly an instructor in the University of Wisconsin. He has a large amount of practical farming experience, having been born and raised on a farm and, since his graduation from college, has made a continuous study of the factors that make for success in farming. He has been demonstrating the results of his work in both Wisconsin and Oregon. Professor Gunn comes well-prepared for this new job. His training, his experience, his keen judgment, his practical common sense, and his pleasing manners make the selection an admirable one.

It is to be hoped that the farmers of Wisconsin will give Professor Gunn their hearty support; his success will depend very largely upon the response that he gets from the bankers and farmers and their various county and club associations in the state. Under his leadership the Wisconsin Bankers' Association have an opportunity for doing a piece of constructive work along agricultural lines that will add much to the prosperity of the State. Other State Associations are looking to Wisconsin for suggestions and ideas for improving relations between Bankers and Farmers. We know they will not look in vain for Wisconsin Bankers have always stood for the best things in agriculture and have always been ready to show a helping hand. Wisconsin bankers have done big things in the past. We hope for still bigger things in the future.

Wisconsin Bankers' Association on the Job

The Wisconsin Bankers' Association has had a broad vision of the needs of the agricultural industry. Years ago, it established an agricultural committee and this committee has been steadily at work in devising ways and means to encourage and stimulate more profitable farming. The Association has published a series of Banker-Farmer news bulletins on timely topics that have gone to the banks of the state, and by them distributed to their farmer patrons. They have been active in pushing the boys' and girls' club work and last year the Wisconsin Bankers' Association had the distinction of being the first State Association to present diplomas to the boys and girls who had finished, in a satisfactory manner, four years of club work.

Banker-Farmer Exchange Performs Important Mission

Four years ago, the Wisconsin Bankers' Association established what is known as the Banker-Farmer Exchange. The work of this exchange has grown until the 1922 report shows that there were inquiries for over twelve thousand head of dairy cattle, an increase of fifty per cent over the preceding year. The report showed fifty-eight car-loads sold as compared with twenty-three in 1921. The value of the livestock sold through the Exchange amounted to \$115,575 as compared with \$37,092 in 1921.