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North Lake Farm Management Club. Bulletin no. 1 July 1920

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*occasionally with #48
R. Dunn*

The Banker-Farmer News Bulletin

WISCONSIN
BANKERS'
ASSOCIATION

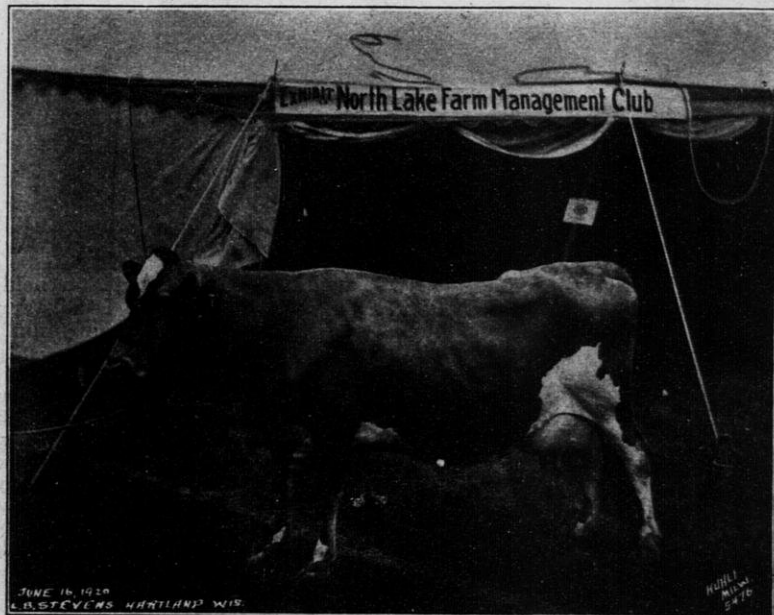
A Little Journal of Agricultural
Information for the Farmer

BANKER-
FARMER
EXCHANGE

not issued

BULLETIN No. 1

JULY, 1920

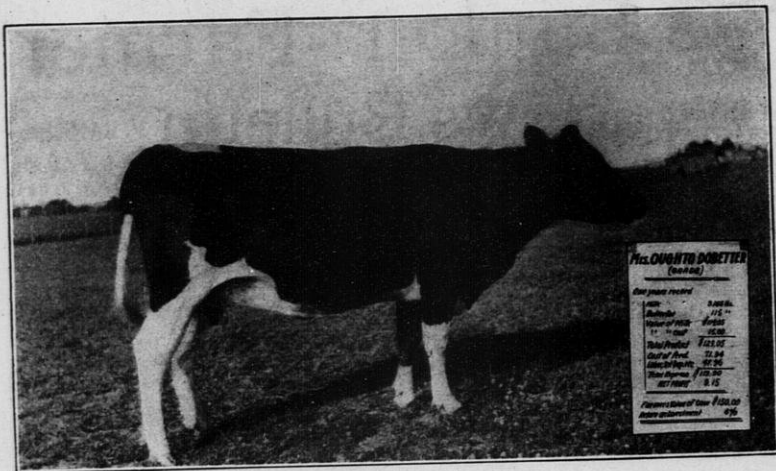


COW No. 1

Guernsey cow exhibited by the North Lake Farm Management Club at the meeting of the Wisconsin Bankers' Association, June 16-18, 1920. This cow was valued at \$5000.00. WHY? She produced 12,942 pounds of milk containing 637 pounds of butter fat, valued at \$582.21. Her heifer calf was valued at \$500.00 making a total product for the year valued at \$1082.21. A GOOD RETURN on a \$5000.00 investment.

TO THE FARMER READER:—

This little News Bulletin is published monthly and distributed by Wisconsin bankers to their farmer friends. If you like the Bulletin, tell your banker and he will do the rest.

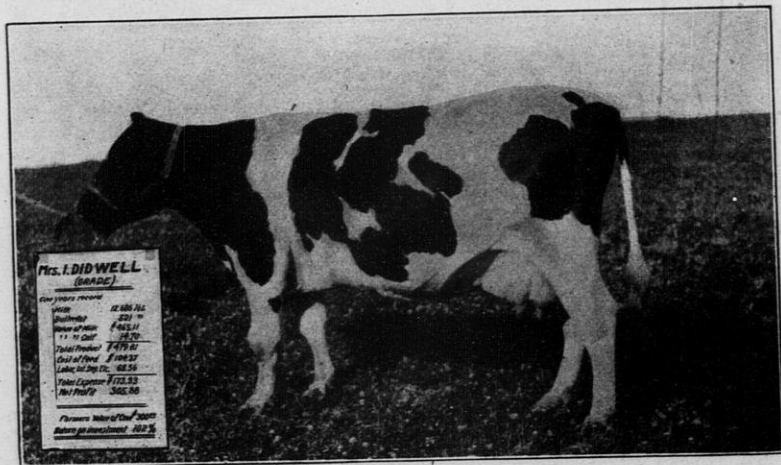


COW No. 2

Banker and Farmer at North Lake

This is the first year that the Wisconsin Bankers' Association held its annual meeting in the country. The meeting was held at North Lake, Waukesha County, a village of 150 inhabitants. In spite of a discouraging rain, the association registered over eight hundred in attendance, which is the largest attendance in the history of the association.

Because the meeting was held in the country, it gave an opportunity to emphasize agricultural features. Two large tents were secured from the state fair grounds; one of these was used as an auditorium and the other for an exhibit of the North Lake Farm Management Club. This Club is composed of fifty farmers who have banded together for the purpose of making a study of the business management of their farms. The exhibit tent was equipped with cow stanchions, calf pens, and bull stalls, by the James Manufacturing Company of Fort Atkinson. This equipment not only showed how cattle could be kept in a sanitary condition with running water in front of them at all times, but



COW No. 3

it made it possible to exhibit the improved livestock of the members of the club to advantage.

There were forty-one head of livestock on exhibition, and all were pure-breds except two, which were placed there as an object lesson as to the value of cow testing.

Among the many interesting features of the exhibit were six cows, whose pictures illustrate this bulletin. Each teaches a lesson, set forth in cold figures. Cow No. 1 proves whether high-priced stock may be made to pay. Contrast cow No. 2 with No. 3. Until records were produced it could not be believed that one represented a 6% investment and the other 102%. Cows Nos. 4, 5 and 6 told an equally wonderful story. These living demonstrations of dairy efficiency opened the eyes of more than one banker and made him a Banker-Farmer enthusiast.

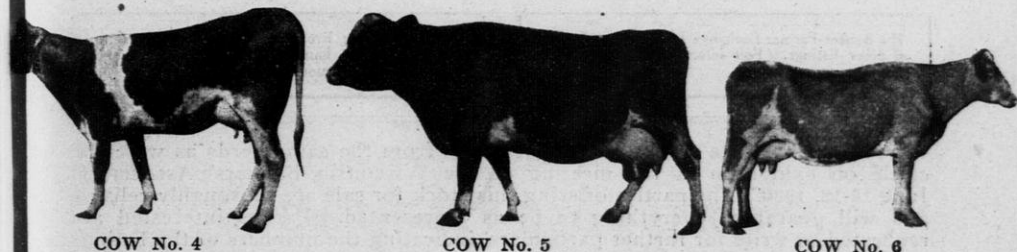
In addition to the livestock exhibit the North Lake Farm Management Club had a display of the farm account books that they had been keeping the last four years. They discovered that when they kept their accounts, they could make out their income tax blanks in about fifteen minutes. They also used these accounts in studying the business management of their farms. By giving each farm a number it was possible for each man to compare his individual farm with the average of those in the club and with the average of three of the best farms. This pointed out the weak and the strong points in their farm operations.

The National Dairy Council had an exhibit showing the value of milk, butter and cheese as food products. This exhibit showed the necessity of farmers advertising the value of dairy products in order to increase the demand and insure better prices.

The Farm Bureau of Waukesha County also had a booth in the exhibit tent in which they displayed charts showing the purposes of the bureau. The farm bureau idea is making rapid progress in Waukesha County as well as in other counties over the state. It is the medium through which they expect to safeguard their interests without engaging the bureau in politics.

The Banker-Farmer Exchange also had an exhibit in which they showed that during the first ten months of the existence of the Exchange, there were 1942 head of livestock listed for sale valued at \$254,030. There were inquiries for 1664 head of livestock. This Exchange is a service institution of the Wisconsin Bankers' Association, and it is hoped to make it a means of stimulating interest in purebred seeds and improved livestock. The plan is to have the farmer report to his local banker what he has to sell or what he wants to buy.

Friday, June 18th, was known as Banker-Farmer Agricultural Day. A special program consisted of addresses by Mr. R. E. Wagers, representing the Retail Lumbermen's Association, Commissioner C. P. Norgard, representing the State Board of Agriculture, Mr. D. O. Thompson, representing the Farm Bureau, Dean H. L. Russell, representing the College of Agriculture, Mrs. Nellie Kedzie Jones, representing the Home Demonstration Work of the State, and J. R. Wheeler, representing the Banker-Farmer Movement. These addresses were particularly helpful to both bankers and farmers, and with over a thousand people in the lecture tent and three hundred more on the grounds, made the day a decided success.



Cows exhibited by the North Lake Farm Management Club at the meeting of the Wisconsin Bankers' Association, June 16-18, 1920. These three cows produced in one year 32,969 pounds of milk, containing 1553 pounds of butter fat. This is equal to the production of eight average Wisconsin cows. GOOD COWS PAY.

SPECIAL OFFERINGS OF North Lake Farm Management Club

HORSES

No. 575—One five year old work horse; wt. 1050 lbs. Price \$150.

CATTLE

Purebred Guernseys

No. 554—Four bull calves; 2-7 mos.; from high producing dams. Price \$100-\$200.

Two heifers; $3\frac{1}{4}$ -1 $\frac{1}{4}$ yrs.; dams fine individuals with good records. Price \$400 and \$500. The sire of the above stock is line bred King of the May whose twelve nearest dams average 672 pounds of fat.

No. 572—One bull; 2 years of age.

Two heifers; 11 mos. Price \$400 and \$500.

Grade Guernseys

No. 553—One cow; 5 yrs.; wt. 1300 lbs.; recently fresh. Price \$200.

No. 569—Three cows; 2-3 yrs.; fresh in fall. Price \$125 each.

No. 573—Four cows; around 5 yrs.; av. wt. 1000 lbs. Price \$210 each.

No. 576—Two cows; around 4 yrs.; to freshen in Nov. Price \$150 each.

Purebred Holsteins

No. 552—One bull; 2 $\frac{1}{2}$ yrs.; wt. 1600 lbs. Price \$350.

No. 562—Two bull calves; 3-6 mos.; good backing. Price \$200 and \$500.

No. 563—Two cows; 4-5 yrs.; 1300 and 1500 lbs. Price \$450 each.

Two heifers; 9-12 mos.; 600 and 700 lbs. Price \$200 each.

No. 571—Two cows; 12 and 13 yrs. Price \$150 each.

No. 574—One bull; 3 $\frac{1}{2}$ yrs.; wt. 1500 lbs.; good backing. Price \$350.

No. 576—Two bull calves; 3-7 mos. Good individuals from good dams. Price \$75 and \$200.

One cow; 7 yrs.; wt. 1500 lbs. fresh in Aug. Price \$650.

No. 577—Three cows; 6-8 yrs. Record 10,000 and 12,000 lbs. milk in one year.

Grade Holsteins

No. 552—Ten to fifteen cows; 3-7 yrs.; wt. 1100-1300. Price \$200 each.

No. 553—One cow; 6 yrs.; wt. 1150 lbs. Price \$200.

No. 575—Seven heifers; 1-2 yrs.; wt. 600-1000 lbs. Price \$75 to \$150.

No. 576—Two cows; 5-6 yrs. Due to freshen in Oct. and Mar. Price \$175 and \$150.

SHEEP

Purebred Shropshire

No. 563—Eight yearling rams; wt. 150 lbs. Well grown and well bred. Price \$75-\$150.

The Banker-Farmer Exchange has a large number of other listings. Full information will be furnished upon request.

Farmers having livestock for sale are invited to list it with their banker, who will forward same to the Banker-Farmer Exchange.

NOTICE: The stock offered above are from the same herds as were the cattle on exhibition at the meeting of the Wisconsin Bankers' Association June 16-18, 1920. The parties offering this stock for sale are thoroughly reliable and will guarantee everything to be as represented. Parties interested are requested to write for further particulars, indicating the numbers of the listings in which they are interested. Address all communications to

BANKER-FARMER EXCHANGE,

1822 Chadbourne Ave.,

Madison, Wisconsin.