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The Banker-Farmer

WISCONSIN
BANKERS'
ASSOCIATION

News Bulletin

BANKER-
FARMER
EXCHANGE

A Little Journal of Agricultural
Information for the Farmer

BULLETIN No. 25

SEPTEMBER, 1922

Service to Sellers of Livestock

By

D. H. Otis

Director, Banker-Farmer Exchange



ASSEMBLING 110 GRADE GUERNSEYS AT WAUKESHA FOR
SHIPMENT TO MARYLAND.

Handled through the Banker-Farmer Exchange.

Compliments of

BANKER-FARMER EXCHANGE

1822 Chadbourne Avenue,
MADISON, WIS.

SERVICE TO SELLERS OF LIVESTOCK

**An Opportunity for Breeders with Surplus Livestock for
Sale to Get in Touch with Buyers by
Calling at Local Banks**

The Wisconsin Bankers Association has organized the Banker-Farmer Exchange for the purpose of assisting farmers and breeders in disposing of their surplus livestock.

Plan.

Any farmer or breeder can step into his local bank and indicate on a listing blank furnished upon request, the breed, number, age, character and price of the livestock he has for sale. This is mailed to the central office of the Banker-Farmer Exchange at Madison, Wisconsin, where it is classified and put in form for ready reference.

In a similar manner the farmer who wants to buy stock can call at his bank and leave word as to his wants. When these blanks are received at the Exchange office they are at once put in touch with those who have stock listed for sale.

Supplying Carload Lots.

We have a large demand from outside the state for dairy cattle in carload lots. These buyers we refer to communities that have one or more carloads of surplus stock for sale. We get them in touch with some reliable local man recommended by the bank or breeders association, who has an auto and the time to take the buyers from farm to farm, show the stock for sale and when purchased, help assemble, test and load the stock that has been secured. If farmers who have livestock for sale will report to their local banks or to the Banker-Farmer Exchange, Madison, Wis., their stock will then be available either for individual buyers or for carload lot shipments.

Selling Purebreds.

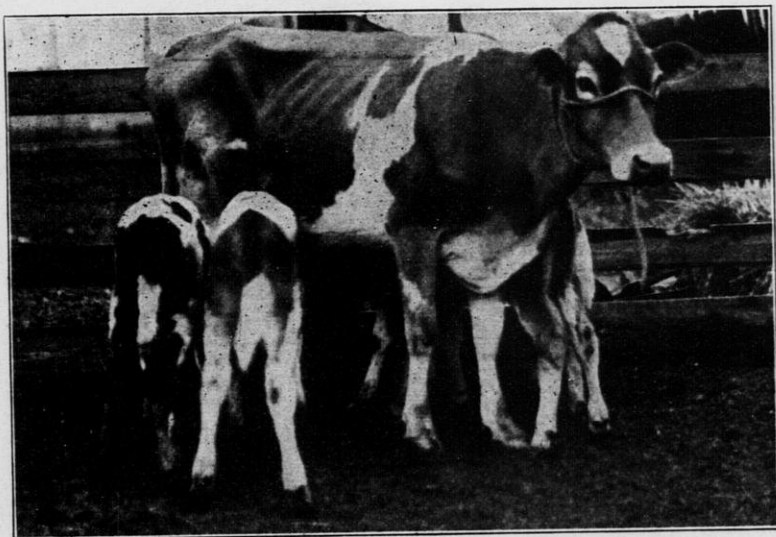
We have a specially prepared listing blank for purebred animals with spaces for writing in the information that a prospective buyer would want to know in advance of going to inspect the stock. When the breeder fills out blanks for animals he desires to sell, the Banker-Farmer Exchange makes copies of these for mailing to lists of inquiries that come to our office. As soon as the prospective buyer indicates an interest in any particular individuals we promptly refer him to the party or parties who have this stock for sale and notify these parties. In this manner we aim to save the farmer or breeder a large amount of correspondence and put him in touch with only those who have a real interest in his offerings.

Kind of Livestock Handled.

Cattle, horses, hogs and sheep, grades and purebreds of all breeds, but only purebred sires, are handled by the Exchange. The largest demand seems to be for grade and purebred Guernseys and Holsteins.

Quality of Livestock Handled.

Both grade and purebred females are listed for sale. These should be sired by or bred to a purebred sire and possess quality as breeding stock. All cattle should be tuberculin tested or sold subject to passing test at time of purchase. All defects should be plainly stated. Our aim is to conduct business on a high standard and give the buyer confidence in his purchases through us. We want satisfied customers who will advertise us and the farmers with whom they deal.



AUTOMATIC MILKING MACHINE, WISCONSIN PATENT.
The Banker-Farmer Exchange advertises Badger State Products from Coast to Coast.

Our Methods of Advertising.

We advertise in farm and dairy papers. The first of each month a Banker-Farmer News Bulletin is sent to the banks of the State. Each News Bulletin deals with problems of interest to farmers and breeders and calls attention to the livestock we have for sale. Wisconsin banks know about the work of the Banker-Farmer Exchange and order extra copies for distribution to their farmer patrons. Farmers are also getting acquainted with the workings of the Exchange and are forming the habit of reporting their wants either to their bank or directly to our office.

BACKED BY ADGER ANKERS



Sellers of Livestock

are invited to get in touch with their local banks
or write directly to



Banker-Farmer Exchange

D. H. Otis, Director.



1822 Chadbourne Ave.

Madison, Wis.