



Banker-Farmer Exchange. Bulletin no. 2

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The Banker-Farmer News Bulletin

WISCONSIN
BANKERS'
ASSOCIATION

A Little Journal of Agricultural
Information for the Farmer

BANKER-
FARMER
EXCHANGE

BULLETIN No. 2

SEPTEMBER, 1920



FIG. I.

The Banker-Farmer Exchange combines both the reliability of the Wisconsin bank and the quality of the Wisconsin farm.

Compliments of

FIRST NATIONAL BANK

BLACK RIVER FALLS, WIS.

5

Banker and Farmer Pulling Together

Farmers are in business to make money; so are the bankers. There are times when the farmer needs to borrow money. Many would increase farm profits if they borrowed more money. Many banks could not exist without the patronage of the farmer. The more the bankers can assist the farmers to make money the greater will be the prosperity of the banks.

How can the banks back the farmer? First by loaning money at reasonable rates to help purchase seeds or improved livestock. Equally important, they can help the farmer locate seed and livestock and find a market when they have a surplus.

Through what agency can the banker assist the farmer in his purchases or sales of improved seeds and livestock? Through the Banker-Farmer Exchange. This Service Department of the Wisconsin Bankers Association, organized August 1, 1919, will receive listings of improved seeds and livestock

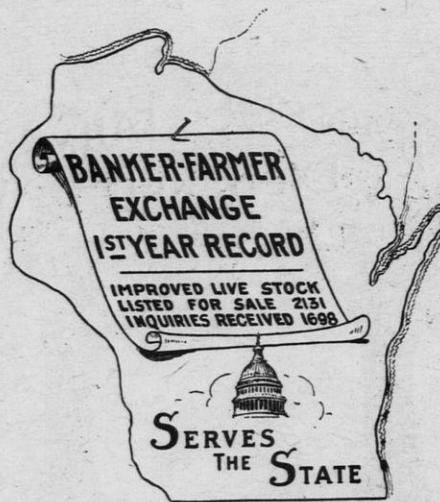


FIG. II.

The Banker-Farmer Exchange thru its distributive channels serves all agricultural Wisconsin.

for sale, advertise for buyers, and refer the latter to the parties having the listings for sale. In a similar manner the Exchange is in position to assist farmers who want to buy and out of its large listings select a few of the most promising, promptly referring the prospective buyers to them.

Does the Banker-Farmer Exchange receive many inquiries for improved livestock? During the first year of its existence the Exchange received 256 separate inquiries for a total of 1698 head of livestock. As the Exchange becomes better known this number will greatly increase, and the Exchange will be in shape to offer the farmers of Wisconsin a substantial market for their surplus stock that is state-wide in its scope. The farmer can start the machinery of the Exchange working for him, simply by listing what he has for sale at his local bank.

Does the Banker-Farmer Exchange have a large assortment of livestock listed for sale? This question is answered in Fig. II of this bulletin. During the first year the Exchange listed for sale 2131 head of livestock valued at \$281,090. Farmers looking for good quality of livestock of any particular breeding will have a good opportunity for selection. The Exchange gives per-

sonal attention to every inquiry. It endeavors to select for the consideration of the prospective buyer such listings as are applicable to his needs.

Does listing with the Banker-Farmer Exchange interfere with selling elsewhere? It does not. The only obligation incurred when the stock is sold outside the Exchange is to notify the local bank the same day the stock is sold, that the listing may be withdrawn.

Can a buyer depend on what he buys through the Banker-Farmer Exchange? When a farmer lists livestock for sale he 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 there are two banks and the Exchange concerned, and if there is any dissatisfaction, both banks know it. A breeder cannot afford to risk his standing with his bank by misrepresenting his product. Should he attempt it, he will be blacklisted from doing business through the Exchange. Our aim is to hold all deals to a high standard.

How are complaints handled? Fortunately there have been very few complaints thus far. Where they occur the Exchange and the banks concerned

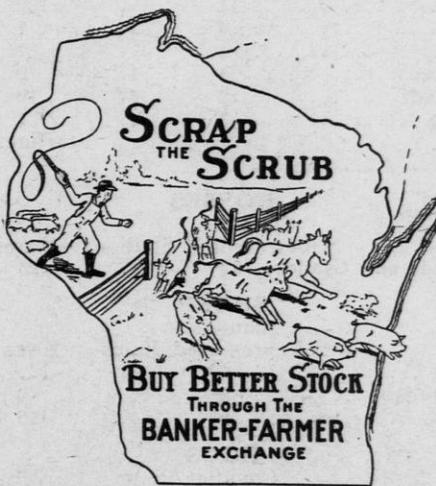


FIG. III.

"The best always pays." The scrub has had its day. Now is the time to substitute live-stock that produces tangible profits.

try to iron out the differences. We have been able to adjust our few complaints to the satisfaction of all concerned. Only honorable breeders will be permitted to transact business through the Exchange.

How does the Banker-Farmer Exchange bring the livestock and seeds listed before prospective buyers of the state? We advertise in the farm papers. The first of each month a Banker-Farmer News Bulletin is mailed to every bank in the State. Each News Bulletin contains listings of livestock and seeds for sale. Many banks order extra copies for distribution to their farmer patrons. The banks of the State know about the Exchange and are informing their farmer patrons. More and more the farmers are getting acquainted with the workings of the Exchange and are forming a habit of reporting their wants to their local banks.

What expense is attached to doing business through the Banker-Farmer Exchange? The local banks make no charges for their services. The buyer makes his purchases at the price asked by the farmer. To support the central office the seller is asked to pay to the Banker-Farmer Exchange a five per cent commission on sales made to parties referred to him by the Exchange, but not on any sales made outside the Exchange.

Livestock for Sale

Through the

BANKER-FARMER EXCHANGE

CATTLE

Counties

Country representatives

	Counties Represented	Bulls	Cows	Heifers	Calves
Aberdeen-Angus—Purebreds	3	7	16	8	5
Grades	1	...	8	10	...
Ayrshires—Purebreds	3	8	15	5	5
Grades	1	...	4	4	4
Brown Swiss—Purebreds	1	1
Guernseys—Purebreds	17	69	3	5	4
Grades	4	...	14	6	1
Herefords—Purebreds	2	1	3	50	...
Holsteins—Purebreds	22	143	31	32	10
Grades	11	...	132	64	138
Jerseys—Purebreds	9	24	7	7	1
Grades	1	...	1	2	...
Red Polled—Purebreds	4	17	2	2	1
Shorthorns—Purebreds	12	67	10	30	2
Grades	3	...	7	22	...
Yearlings				Two-year-olds	
Steers—Grades	2	4	4		

HORSES

Counties

	Counties Represented	Stallions	Mares	Work Horses	Colts
Percheron—Purebreds and Grades..	23	17	25	9	7

SHEEP

Countie

	Counties Represented	Rams	Ewes	Wethers	Lambs
Oxfords—Purebreds	4	21
Shropshires—Purebreds	2	...	16
Grades and Feeders	2	...	10	...	7

HOGS

Counties

	Counties Represented	Boars	Sows	Gilts	Pigs
Berkshires—Purbreds	3	8	1	3	...
Chester Whites—Purebreds	11	23	15	28	79
Duroc Jerseys—Purebreds	8	60	26	40	92
Hampshires—Purebreds	4	17	13	20	53
Poland Chinas—Purebreds	12	66	7	20	63
Tamworths—Purebreds	1	15

The Banker-Farmer Exchange is receiving listings daily. The latest information regarding stock offered for sale with location, age, price, etc. will be forwarded on request.

Farmers having livestock for sale are invited to list them with their local bankers. Our listings are distributed to the local banks of the State every month.

SEE YOUR BANKER—PRICES ON REQUEST

SEE YOUR BANKER—PRICES ON REQUEST
NOTICE: The Banker-Farmer Exchange gives personal attention to every inquiry and selects from its numerous listings only such as are in line with what the prospective buyer wants. We insist that all stock listed shall be as represented so that the buyer can be assured a square deal. Interested parties are requested to write or have their banker write for further particulars. Address all communications to THE BANKER-FARMER EXCHANGE, 1111 BROADWAY, NEW YORK CITY.

BANKER-FARMER EXCHANGE

1822 Chadbourne Ave.,
Madison, Wisconsin.