In addition to operations on the Milwaukee market, Equity has maintained a branch at Green Bay since 1936. Here sales services, as well as up-to-the-minute market information, are available to livestock producers in the area. In September 1939, the Equity took over the operation of a local cooperative concentration yard at Lancaster, Wis.

To enable members to obtain the best possible prices for their livestock and take advantage of changes in the market, Equity broadcasts its livestock market over four radio stations located in Stevens Point, Janesville, Madison, and Green Bay.

**Equity Uses Many Educational Aids**

The terminal sales organization helps local cooperatives keep their members informed. It issues a monthly publication, Equity Co-operative Livestock News; supplies speakers for annual meetings; furnishes motion pictures in color, showing the cooperative handling of livestock from farmer to market; and prepares and distributes extensive educational material such as press releases, pamphlets, and circular letters regarding Equity operations. Interested groups are taken on tours through the stockyards so that they may see the terminal market cooperative in action. From time to time educational radio talks on cooperative marketing are given. The legal services of the attorney employed by Equity are available to the locals. He assists in obtaining trucking permits, in collecting claims, and in any other legal problems of the local associations. The Milwaukee office renders active assistance to both established associations and to livestock producers who are planning to form new organizations.

Field men employed by Equity render a variety of services to the locals. They do organizational work, handle complaints, help to improve member-ship relations, write and distribute circular letters for the membership, prepare news items for local newspapers, and speak at meetings.

In its 1939 annual report, the association includes the following record of notable achievements:

1. Equity sold the largest number of livestock at Milwaukee—a total of over 425,000 head—a volume more than 9,000 higher than in 1938. This increase was shown in spite of lower total receipts on the Milwaukee market.
2. Equity had the highest percentage of business (both truck and rail) on the Milwaukee market, a total of 36.2 percent of all livestock arriving on the Milwaukee market—the highest percentage of total business of any sales agency operating on a terminal market in the United States.