

The Banker-Farmer News Bulletin

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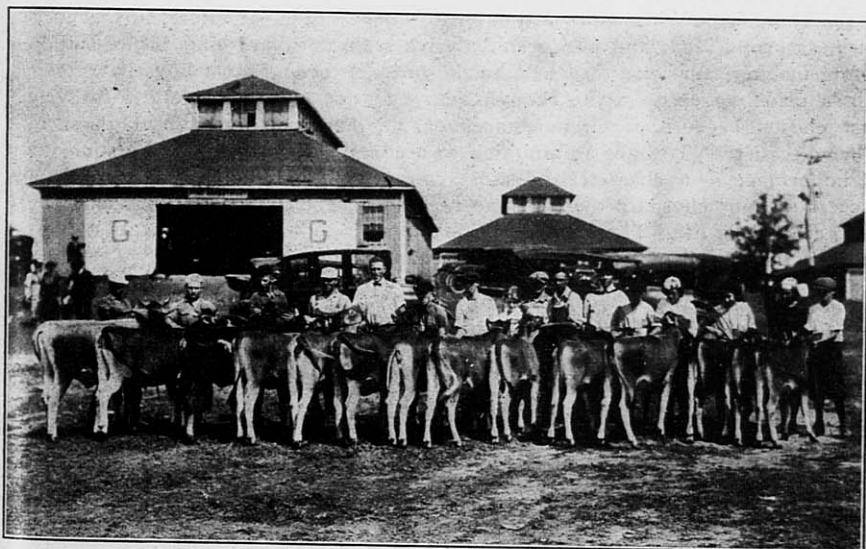
A Little Journal of Agricultural
Information for the Farmer

BANKER-
FARMER
EXCHANGE

BULLETIN No. 22

JUNE, 1922

Boys Who Remain on the Farm



"The one priceless thing in any truly great nation is the character of its people. This nation cannot continue in prosperity nor advance in all that goes to make it truly great unless behind all is a thrifty satisfied farm population."

W. A. HENRY.

Compliments of

BANKER-FARMER EXCHANGE

1822 Chadbourne Avenue,
MADISON, WIS.

A CHALLENGE FROM THE FARM

By T. L. BEWICK

College of Agriculture, University of Wisconsin.

The greatest need on the farm today is not pure bred livestock nor pedigreed grains, both of which are desirable and usually indicative of the successful farmer. But the most important thing is business management—or the man who can handle the farm in a businesslike way. What do you mean—the farmer a business man? Yes, he must be, in the future, and a real business man at that with big business to attend to. With the present high price of land, meaning a large capital invested, an increasing cost of operation and a slow turn-over of his investment, it is necessary that more and more the farmer become in reality a business man.

THE AMERICAN BOY AN EMBRYO BUSINESS MAN

There is nothing more attractive to the average American boy than a business proposition, and he doesn't always wait until finishing his education before making a decision on what that business is to be. Most boys have their minds made up early in life though many do not eventually follow the line first chosen because of circumstances or surroundings which lead them in other directions. To have an ambition to accomplish something or be someone of importance is a characteristic most commendable. But in order to be a success in your chosen profession one needs all the training and experience he can get early in life. The important thing then, is to select your vocation carefully so that it will not be necessary to change later in life.



GROWING PURE BREDS

The farming business should challenge the best brains in the land. Boys looking for an opportunity for both service and remuneration should be attracted to it. The opportunity for leadership is unexcelled for the great need of the farming business today is leadership. Men of judgment, men of foresight,—imbued with the idea of a square deal, a full amount of service for a fair measure of pay, are needed right now in the farming business.

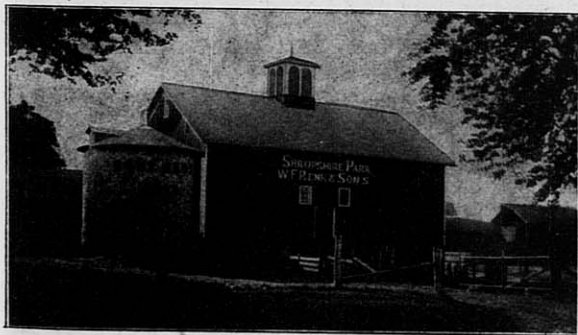
FARMING IS NOT A FAILURE

Right now the farming business does not seem very bright, but it is safe to say that the average farmer does not feel the financial depression more than does the average business man. In the face of the present situation in which the farmer finds himself, one should feel safe in prophesying a bright future ahead for any boy who desires to make this his life vocation. One has but to refer to statistics easily accessible to all, to discover that of all sources of raw materials of food and clothing that keeps up the industries of this country, or forms the wealth of this nation, more than 83% of this material comes from the farm. Can there be any doubt in the mind of anyone that farming is not to be a paying proposition? No, it must be. It may take considerable adjustment, it may take business management and it may need cooperation and organization, but it has got to pay a legitimate return upon a normal cost of operation when handled on a business basis.

A shrewd business man once said, "I find it a wise time to buy when others wish to sell and to sell when others are most anxious to buy." Now is the time to prepare for the future opportunities in farming. Get the best training you can, both in school and in actual experience on the farm.

"FATHER AND SON" FARM

How would it be to ask father to form a partnership with you. Put in the best that's in you, your ambition, youth and good will, and you can feel pretty sure of success. Remember the farming business demands the best. Dean Vivian says, "The future farmer must be an artist—a scientist—a business man—a co-operator—and an energetic laborer." What profession demands more?

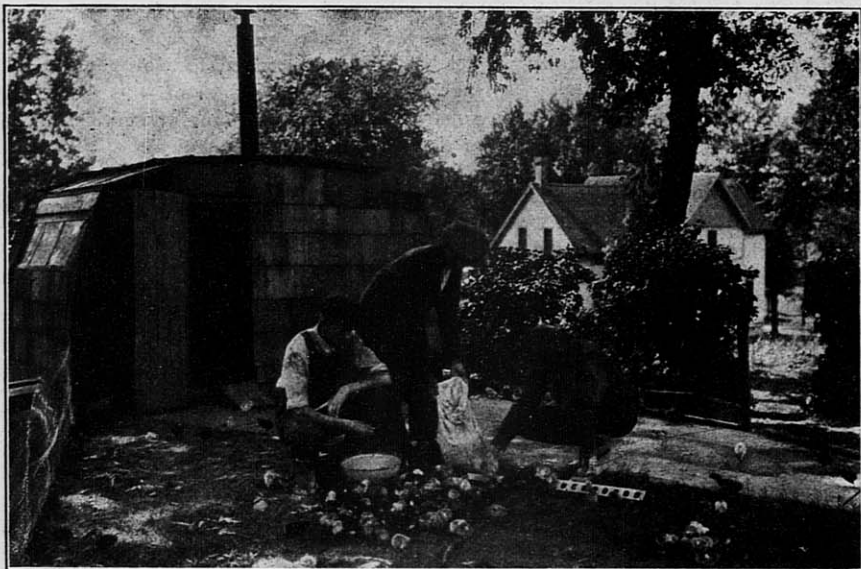


A partnership with father is the best way to get started



AND

When choosing a wife, choose one like this.



A SMALL BUSINESS WITH GREAT POSSIBILITIES.

The Banker-Farmer Exchange

Believes In
Wisconsin Boys and Girls

We want to help those who are rural minded to get started with a colt, calf, pig or sheep that will be the foundation of a money-making herd in the future. Special attention given to the needs of Boys' and Girls' Clubs.

PARENTS: Why not make the Farm Boy or Girl a Birthday or Christmas present of a purebred calf, pig or sheep?

If interested let us submit to you our listings of high class stock which can be had at very reasonable prices.



See your banker or write

Banker-Farmer Exchange

D. H. Otis, Director.



1822 Chadbourne Ave.

Madison, Wis.