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EDITOR'S COLUMN

FARM BUREAU PLANNING
BIG ADVERTISING STUNT

Advertising is to play a significant part in the movement started by the American Farm Bureau Federation for collective or pooled marketing. J. R. Howard, president of the federation, says so in an authorized and wonderfully interesting interview in a recent number of Printers' Ink.

"We are going to use advertising," said Mr. Howard, "to try to break down a condition of class consciousness of which you see so much these days. The people of the city think the farmers are arrayed against them and are organized to hold them up to the utmost penny for the things they eat and wear. This idea is based upon entirely wrong premises. People do not understand. Our business is to make them understand."

No Reason for a Row

"There is absolutely no rhyme or reason in this clash between the city and the country. Each needs the other in its business. Each should respect the other for what it has and what it can do. The farmer must realize that the city resident has certain problems to meet and the city man must do the same thing for the farmer."

"Why cannot well directed advertising—and I am speaking of it in the broadest possible sense of the term—bring about this understanding, especially when it is based upon something concrete, as it will be in this case? No definite advertising methods have as yet been decided upon. The time is not yet ripe. First must be organized the machinery to carry into effect collective marketing as applied to farm products. Then will come the smashing effort to convince all classes of people that this is not only justice for the farmer but the very best of business for them and for all others concerned."

Is the Farm Bureau Federation big enough to put the big idea over, namely, that the farmers themselves should control the selling of the things they raise? Mr. Howard says it is. "Farm Bureau members now number 1,250,000," he says. "There are in round numbers seven million farmers in the United States. Through a comprehensive membership campaign about to be launched, the federation sees no reason why it cannot increase its membership to at least three millions."

All Politics Eliminated

Mr. Howard believes the consumer as well as the producer will be benefited by the proposed system of marketing. He believes also that the idea of a farmers' party in politics is absurd. "There should be no farmers' party," he says, "any more than there should be a grocers' party, a Catholic party or a Methodist party. This organization of ours is absolutely not a political proposition. It is a business undertaking originated and officered by business men. Wherein our movement differs from all others—and the thing that is going to make it win—is that we are going to keep away from class appeal. Membership in the federation is non-political and non-sectarian. Our constitution provides that any officer or director who shall become a candidate for an elective or appointive state or national office shall at once be automatically dropped from his official position in the federation. We are not in politics and will not be."

Advertising Builds Up Church

"Before and after" charts tell what advertising did to increase attendance and offerings at Trinity church at Niles, Michigan. Except for the "flu" periods, the "after" charts show a remarkable increase in both attendance and contributions. Rev. Harold Holt, pastor of the church, says: "We had the 'goods' but were not interesting our 'market'. No change of any kind was made in our services; nothing was done to cater to a crowd. The problem in the advertising was to create in the people an appetite for the usual. The results which can be measured are shown on the charts. The greatest result of advertising cannot be accurately measured. It has to be felt. There is an increased interest and devotion all through the parish. The atmosphere of the services is better and more spiritual."

Minnesota the Best, Says Hadley

Fred Hadley of the Winnebago Enterprise has returned from a vacation trip in the far west. Minnesota, in contrast with other lands, looks better to him than ever before. "If," he says, "you own a good farm in Minnesota our advice is to hang to it. Don't go chasing the fabled pot of gold at the end of the rainbow. You can't beat Minnesota for a farming state."

ORCHARD AND GARDEN

September 1 to 8

Plants that are to bloom in the house this winter should be lifted now and potted.

Early celery is better if blanched with tile or boards. Earth is apt to cause decay of the stalks.

Black raspberries are easily increased by tip layers. That is covering the top of each with soil causing it to send out roots quickly. These may be "heeled in" and planted next spring.

The past season has been a splendid one for hollyhocks. When well grown these are fine plants. Some excellent colors in singles and doubles are to be had.

Sapa and Opata plums fruit heavily and make good sauce. A tree or two is worth having in the garden.

Fruiting wild grape vines make good trellis covers. They may also be used as fence covers. Now is the time to locate fruiting vines as not all vines bear fruit.

Theresa, Avalanche, Mary Brand, La Tulipe, Baroness, Schroeders, and Asa Grey are all good varieties of peonies. Plant them this month. Keep the cultivator going in the strawberry bed as late as possible. You want strong, vigorous plants, if a good crop next year is to be expected.

Are you going to set out trees or shrubs about the home next year. Now is a good time to prepare the land, so that the work of planting may be quickly done next spring.—LeRoy Cady, associate horticulturist, University Farm, St. Paul, Minn.

ORCHARD AND GARDEN

September 8 to 15

Peonies and iris may be divided and planted this month with success.

Plant some of the Darwin tulips in your garden this year. Clara Butt, Farncomb Sanders, Gretchen and Europe are good sorts.

Thoroughly sprayed apples and plums are clean and more easily sold this fall. They will keep better this winter.

The Agricultural School will open soon for 1920-21 term. Every boy and girl of high school age who is not going to high school can well afford to attend this school.

Snapdragon make good cut flower plants for the garden if they are planted early. They may be lifted and grown for a time in the home early in winter.

Tulips, crocus and other spring flowering bulbs may be planted out doors or in the house late this month as soon as the bulbs can be obtained.

Some of the imported varieties of zinnias are well worth growing. Strains of fine colors and large size were on the market this year. These made excellent plants for cut flowers on landscape work.

A comparison of some of the eastern Minnesota roads with western Wisconsin roads would tend to send all traffic possible through Wisconsin. Minnesota must have better roads and better road maintenance.—LeRoy Cady, associate horticulturist, University Farm, St. Paul, Minnesota.

FEED PRICES LOWEST
IN JULY, OCTOBER

Analyzing the Minneapolis carlot monthly prices of wheat bran for the ten years 1905-1915 inclusive, W. L. Cavert, farm management demonstrator with the agricultural extension division of the University of Minnesota, finds that the lowest prices of the year occurred three times in July, three times in October and one each in June, August, November, and April.

"It would appear on the average," he says, "that one would save sufficient on his feed bill to make it practicable to buy a year's supply during July or October. Farmers who do not have to buy feed every year probably would find October a more suitable month for purchasing supplies, as the crop has been harvested and the farmer can quite accurately forecast his feed requirements."

Mr. Cavert finds there is much less seasonal fluctuation in the price of wheat middlings than is the case with wheat bran. Prices for middlings tend to be at their highest in August and September and lowest in June and November.

QUEEN GROWING
SEASON AT HEIGHT

"Beekeepers over the state," says G. C. Matthews of the division of bee culture at University Farm, "should realize the importance of having each colony of bees headed by a young Italian queen before autumn. The queen should be young so that she may fill her colony with young bees for winter. Laying queens purchased from the university or from queen breeders may be introduced even after September 1st. In introducing queens be sure that the colony is queenless and that all cells built by the bees are destroyed before the new queen is liberated from her cage."

MILK KEPT SWEET
IN ICELESS CHEST

It is easy to keep food cold and fresh even though you have no ice. Mrs. C. S. Shurson of New Richland township uses an iceless refrigerator which keeps milk sweet and butter hard. She learned all about this refrigerator in the home convenience classes which are being conducted by the home section of the Waseca County 16 inches by 3 feet. One side is of Miss Adele Koch, of University Farm, assistant state home demonstration leader.

Any high school boy can make an iceless refrigerator which is merely a wooden frame made of one by one material. The dimensions are 14 inches by 16 inches by 3 feet. One side is left an open framework for a door. This wooden frame should be painted to keep it from warping. There are two shelves, 12 inches apart, made of strips of wood placed about an inch apart. The frame work is covered with rustless screening. Over the hole is placed a fitted jacketing of burlap or gunny sacking. Wicks are left in the top, and these wicks are immersed in a pan of water which is kept on top of the ice box.

All that is necessary, says Miss Koch, is to keep this pan filled with water and place the refrigerator where it gets a full current of air. It should not be against a wall, nor in a closed room. If used in the house, it will be necessary to place it in a large pan to catch the drip. If made at home \$4 will cover the cost, and it will last for several seasons. Further information may be obtained from Mrs. Shurson, or C. E. Lyness, county agricultural agent, Waseca.

EARLY SOWING OF
WINTER RYE BEST

"Careful tests have shown," says A. C. Army, in charge of crops at University Farm, "that winter rye sown previous to September 30 gives a better yield than when sown the first ten days of October. Sometimes the yields from rye sown the earlier part of September have been somewhat higher than the yields from that sown the latter part of that month. The usual seeding of rye is 84 pounds to the acre. When sown later than the best time somewhat more seed per acre is necessary."

"Under ordinary conditions early sown rye may be used to a limited extent for pasture during the fall of the same season as sown and also during May the next spring. There is no accurate data on the effect of pasturing on yields of grain; the indications are that unless pastured too heavily or too long, the yield is not materially reduced."

"Rosen rye is proving well adapted to southern Minnesota except where lands are rather poorly drained. It is not proving a higher yielder than Swedish, Minn. No. 2, but is somewhat more uniform in the field and the kernels are larger and more uniform. In northern Minnesota, especially on sandy lands and in the Red river valley, Rosen rye has not proven hardy, therefore it should not be sown. Swedish, Minn. No. 2, or some equally hardy variety, should be grown instead."

There is a goodly amount of certified Rosen rye seed available in Minnesota and also some of Minn. No. 2. Information regarding this seed may be secured by writing to T. E. Odland, secretary of the Minnesota Crop Improvement association, University Farm, St. Paul.

GOOD BUSINESS TO
FEED DAIRY COW

It is easy to let the cow slip down in her milk production, but very hard to bring her back. The cow that milked well during the early part of the summer, when the pastures were good, if allowed to go down now when the pastures are poor and the flies a torment, will never come back and milk in the fall and winter as she should. A little feed will not only hold her from going down, but make it possible to keep her up to a good level for months to come. The man who made provision for silage to meet such conditions is now the envy of his neighbors. The man who has no silage will do well to take warning and have some ready for another year. The thing to do now where the pasture is dried up is to provide feed of some kind; silage if it is on hand, if not, hay or grain, or both. Some will have some green crop that may be cut and fed to advantage.—C. H. Eckles, chief of the division of dairy husbandry, University Farm, St. Paul.

BORDEAUX ADDS TO
YIELD; KILLS BLIGHT

All farmers specializing in potatoes are advised by G. R. Bisby, until recently of the Minnesota College of Agriculture, and A. G. Tolaas, in charge of potato seed certification in Minnesota, to use bordeaux mixture for spraying purposes. Such spraying will be commercially profitable, they say, and insure against late blight. Advantage of the use of this mixture for spraying potatoes are thus summarized by them:

Prevents late blight of potatoes.
Reduces losses from other leaf diseases, and repels certain insects.

Tends to produce more vigorous tubers, as shown by their performance when planted succeeding years.

Increases yields under farm conditions in various parts of the state.

Messrs. Bisby and Tolaas have collaborated in preparing Bulletin 192 of the agricultural experiment station of the state university. They discuss the experiments made with bordeaux mixture sprays on potatoes at University Farm for 16 years, finding that the average increase in yield from spraying, in the absence of late blight, has been more than 30 bushels an acre for late varieties and about 27 bushels for early varieties. Good results are also reported from the substations, particularly from Crookston. Home-made bordeaux mixture is the best application for large acreages, at least. The cost of making and applying is comparatively small.

The bulletin gives full directions as to methods of preparing and using, and summarizes results at various stations and in certain other states. It can be obtained without cost on application to the Office of Publications, University Farm, St. Paul.

REAL ECONOMY TO
CUT BRUSH NOW

M. J. Thompson, superintendent of the Northeast Experiment station at Duluth, finds that on the greater part of the 1918 burned over district there is now a heavy brush growth, sometimes more than six feet in height, consisting largely of poplar, some hazel, soft maple and alder. Unless this is disposed of soon, he says, its removal will become an expensive factor when the land is desired for pasture or crop production.

"Cut it now, if time can possibly be spared," is his advice. "Vegetation has attained its rankest growth, the root system is correspondingly weakened, the weather is dry and the sun hot. All of these factors help to dispose effectually of the brush growth. Like wise, if cut as early as this the leaves are still attached and a cleaner burn will result."

"The common tools are the brush scythe, the brush hook and the axe. With the two year old growth the scythe seems most effective. In the case of brush more than an inch in diameter, the other tools will come into service. The brush hook is to be preferred since with it the operator cuts upward rather than downward and there is much less cause for dulling the tool. But for brush more than two and one-half inches in diameter he will be obliged to use an axe. Sow grass in the early spring, and pasture."

TIME, LABOR SAVED
BY SELF-FEEDERS

Pigs that are to be fattened for market, says Arthur L. Anderson, who is in charge of the hog section of the animal husbandry division at University Farm, will make the most rapid and economical gains if put on a self feeder. The time required for the hogs to reach the marketable weight is reduced by this system of feeding. Also the labor bill is cut down materially.

The free choice system, or allowing the hogs to select feeds to the amount of their own wanting, has been found a satisfactory plan. The wants of the pig are a good criterion of his bodily needs.

Self feeders vary a great deal in minor features of construction. The essential features says Mr. Anderson are:

1. Substantial and rainproof construction.
 2. A V-shaped hopper to insure a constant supply available to the pigs.
 3. A small opening at the base of the hopper to control the escape of feed, and adjustable for the various kinds of feeds.
 4. A trough from which the hogs may eat, so constructed as to prevent the waste of feed.
- A self feeder having these features of construction can be made in an ordinary farm workshop and will be found very practicable.

POINTS IN WINTER
WHEAT GROWING

Winter wheat planting time is here again. The following points in selecting fields and sowing the seed are taken from information furnished by A. C. Army, farm crops specialist with the department of agriculture of the state university:

Late plantings are found to give lower yields than earlier plantings. In central and southern Minnesota—Sow from the 1st to the 20th of September.

In northern Minnesota—Sow the last two weeks in August or the first week in September.

Sow 90 pounds of good plump seed wheat to the acre on a well prepared seed bed.

Soil for winter wheat must be well drained; plants standing in water covered spots following rains in the fall or spring are likely to be "winterkilled."

Wind swept high land, on which the snow will be blown off during the winter, is not suited to winter wheat.

In general, any black loam soil in Minnesota on which red clover thrives is suited to winter wheat production.

Sandier lands are better suited to the production of winter rye than of winter wheat.

On land adapted to it, winter wheat may usually be expected to yield somewhat higher than would spring wheat on the same land.

Seedings made after September 20 in central and southern Minnesota and after the first week in September in northern Minnesota are more likely to be winterkilled and mature later than earlier plantings. Later ripening also augments the danger of black stem rust damage.

KNOCKOUT SOUGHT
FOR ONION THRIPS

The division of entomology of the Minnesota College of Agriculture is trying to find a spraying machine that will give the onion thrips a knockout blow.

The thrips is a minute insect, being even smaller than the aphid which infests the leaves of rose bushes and of fruit trees. But it is an effective machine for drawing the juices from stalks and leaves of the onion. The leaves turn white under the attack of myriads of this not overly fastidious insect. The bulbs, lacking the nourishment which is their due, are dwarfed and become almost worthless.

The prolonged dry weather in July and August was just to the liking of the onion thrips. Losses will be heavy in some of the market garden fields in the Twin City district. Fields which were planted early and got a good start will not suffer materially.

"Forcible spraying from above with commercial tobacco product and soap will get them," says A. G. Ruggles, of University Farm, state entomologist. "The ordinary spraying does not seem to be effective. A sprayer that will furnish more than 200 pounds pressure should give the thrips the count and I believe the problem will be solved by the next growing season."

YIELDS BOOSTED
BY CROP ROTATION

Wheat in a four-year rotation, including clover and corn, at University Farm, yielded 39.12 per cent more than wheat grown continuously and 16.7 per cent over wheat and oats alternated.

"At this rate," says Prof. A. C. Army, who is in charge of farm crops at the station, "from one-third to one-sixth of a farm under a good rotation could be given over to hay production and still not reduce the total number of bushels of wheat produced per farm as compared with growing only wheat."

Manure was applied at the rate of two tons per acre each year in every system alike. Mr. Army says that the data secured in the experiments emphasize the value of growing clover in a rotation even though little use can be made of the crop other than to plow it under. However, when clover can be utilized for pasture, it is seldom advisable to plow under the entire crop.

Editors Real Service Men

"When all is said and done," says Mayor L. C. Hodgson ("Larry Ho") of St. Paul, "the newspaper profession offers opportunity for serving the good of man as no other profession can match. The great majority of the men in the game live up to this opportunity with a rare sense of personal dedication."