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EDITOR'S COLUMN

WHAT EDITORSHIP MEANS

Editorship is a stewardship to be discharged high-mindedly—and that means service to the public.—Edward Bok.

Make It Short and Pointed

The chief editorial writer of the Seattle Post-Intelligencer believes that brevity is the "soul of wit" in writing editorials. Days of the old column length editorials are past, he says. In addition to being brief the editorial, he says, should be informative, current, interesting and fair.

No Room for Gossip

The editor of the Elmore, Minn., Eye has been giving thought as to what to print and what not to print. His conclusion is that the home paper should stand first, last and all the time for the advancement of home interests. "Help to build up the characters of your constituents," he writes, "rather than to destroy. Aim to keep the mind of the public on matters that will be uplifting and not deteriorating. While the scandal mongers may stop their subscription the editor will have the respect of the great mass of citizens."

Going After the Business

"Soliciting Advertising for a County Weekly" was the subject of a paper read before a press association not long ago by Ralph Horton, editor of the Volga, S. D., Tribune. Mr. Horton's good points can thus be summarized:

Advertise your advertising by advertising—by using display space as well as readers. Educate your patrons to the use of advertising—to think of an "ad" as soon as they think about selling goods.

Go after the farmers for display advertising. Obtain a thorough knowledge of the different lines of goods carried by patrons, present and prospective.

Keep your dealers posted as to what competitors are advertising in neighboring towns. This will be a suggestion for them to do the same thing.

Never let the dealer get the idea that a local will be "just as good." Sell him space.

Watch your neighboring town exchanges, and if a merchant is advertising something that is not sold in your town, don't be afraid to go after his business.

When a stock raiser runs an "ad" in your paper, send out sample copies to all other stock raisers in your territory.

By printing your paper so that subscribers receive it on Thursdays, merchants will have opportunity to advertise "specials" for Friday and Saturday.

Country newspaper advertising, in the opinion of Mr. Horton, has a great future. As he expresses it, "competition in trade is growing keener all the time and the mail order houses are never asleep."

Interesting Washington Rumor

That weekly newspapers as well as dailies will be required to publish their circulation in their semi-annual statements of ownership is forecast by reports from Washington. The postmaster general has announced that the feature of the law requiring the marking with the word "advertisement" unabbreviated, of all matter for which payment is made or promised, will hereafter be strictly enforced.

Best Business Puller

A big manufacturing concern of New York City has been convinced. Its sales manager, writing The American Press says, "We have found that the weekly newspaper which circulates among the local merchants' customers, is the most satisfactory advertising medium, to pull business for the advertiser."

Foreigners Break Paper Prices

Competition by foreign manufacturers of print paper, particularly those of Scandinavian countries, has caused a slump in prices of paper stock in the United States. An eastern paper warns, however, that manufacturers are already at work on propaganda to influence members of congress to check the importation of print paper. Country publishers are advised to keep a wary eye on this character of legislation.

Good Time to Build Up Herds

The strong sire is half the herd. University livestock men report that young purebred bulls can be purchased now at exceedingly low prices and on easy terms.

Good Seed Corn is Crop Insurance

One of the economical methods of insuring one's corn crop for next year is the selection of the best seed from this year's crop.

The selection of good seed is an attempt to start the new crop in life with an advantage, to guard, so far as possible, against undue risk of a poor stand or one of weak vitality.

The farming business is one of many and varied risks. The weather is the greatest risk; weeds are another, fluctuating prices another, and yields per acre, as they affect the margin between cost and income often measure the amount of risk sustained.

The yield per acre is an important factor affecting farm profits. Low yielding crops consume all the re-

turns to pay for the cost of production with no margin of profit. No one willingly desires to work on such a narrow margin that an unforeseen risk, however small, will wipe out all hopes of a net return and more than likely cause a loss.

Reasonably large yields per acre result in an insurance of profit and reduce the hazard in farming. The point may be made that in the attempt to reach maximum yields the expense will be so great as to make operative what is known as "the law of diminishing returns," but in the farm practice of 95 per cent of the cases this is not a practical consideration. There is not half as much danger of overdoing the yield per acre as there is of obtaining a yield that cuts the margin between

cost and income to the vanishing point.

The farmer is interested in widening the margin between his cost and income. Over a ten year period in Minnesota a 40 bushel yield of corn per acre on the average is nine times as profitable as an average yield of 31 bushels. That is true because about 30 bushels were required to pay the average cost per acre, and in one instance there is a one bushel margin of profit and a nine bushel margin in the other. The difference in cost per acre of 30 and 40 bushel yields would be so small as to be of minor importance in the result.—F. W. Peck, director of agricultural extension work, University of Minnesota.

ORCHARD AND GARDEN

Sept. 1 to 8

Save labor next year by pulling or mowing all weeds before they go to seed.

Some raspberry growers living on well traveled roads sold a large part of their produce at roadside markets this year.

Peony seeds should be picked when well colored and stratified in sand till next spring, when they may be planted like other seeds of similar size.

A New York law cancels the license and registration of autos used in stealing produce such as fruits or vegetables. Not a bad law to have in effect near large cities.

Too much wood on currants and gooseberries mean small fruit. They may be pruned now to advantage. Fruit is borne on two or three year old wood, but don't leave too much to crowd.

Order tulips, hyacinths, daffodils and other bulbs for fall planting.

Cuttings of currants may be taken in September and set in good garden soil immediately. They should be of this year's growth and about ten inches long. Set firmly and see that one bud is above ground. They will root slightly before cold weather sets in.

The estimated apple crop the country over is less than half of what was in 1920. The northwest has a greater proportion of this than the east and south.—Le Roy Cady, associate horticulturist, University Farm, St. Paul.

ORCHARD AND GARDEN

Sept. 8 to 15

Buy bulbs now for next spring's flowers.

Small tender carrots and beets are best for winter use.

Watermelons have done exceptionally well this year.

The improved zinnias are a fine addition to any garden. They make good cut flowers for vases or baskets.

It is hardly worth while to set out strawberries or other plants in autumn if the ground is dry.

Sunflowers in the proper place are an attraction. Sometimes a few rows make a good border for the garden. The ripe seed makes good chicken feed.

Take up a few geraniums and other flowers for growing in the house this winter.

Why let billboards disfigure the landscape? The few dollars received for rent of ground does not pay for the disfigurement of the landscape. Let's keep them out of the country.

Coleus may be kept at any height or shape desired by frequent trimming.—Le Roy Cady, associate horticulturist, University Farm, St. Paul.

\$900 CASH FOR GROWERS OF CORN

A. D. Haedecke, assistant secretary of the Minnesota Crop Improvement Association, University Farm, calls attention anew to the fact that the managers of the state fair, to be held Sept. 3 to 10, are offering more than \$900 in cash premiums for corn. Separate classes have been provided for old and new corn. For the purposes of competition the state has been divided into three districts, as follows:

Southern—Lincoln, Lyon, Redwood, Nicollet, Le Sueur, Rice, Goodhue and all counties south thereof.

Central—All counties north of the southern section up to and including Wilkin, Otter Tail, Wadena, Todd, Morrison, Mille Lacs, Kanabec and Pine.

Northern—All counties north of the central district.

Nearly \$400, besides valuable trophies, is offered for small grains and seed. Mr. Haedecke bespeaks the cooperation of growers in making the fair a success and boosting the Minnesota Crop Improvement Association.

MIXED DIET BEST FOR SWINE HERD

At this time of the year reports of disease among hogs commonly show an increase. Frequently little hog cholera is found during summer, but with fall conditions much more is reported. The aggravating cause often is the change from dry to green corn. Hogs accustomed to dry feeds all summer are put upon green corn quickly without being allowed enough time for their digestive systems to become accustomed to the radical change in feed. Then diseases which had not been able to get a hold upon the hogs when healthy begin to affect the weaker ones of the herd.

Prevention of such disease attacks consists in avoiding too radical feed changes. By allowing ten days or two weeks time for the change to green corn, with a gradual elimination of dry grains, there will be less chance of lowering the animal's resistance to disease.

Feed also with the green corn or some protein feed such as tankage or linseed meal. Experiments show beyond a doubt that hogs so fed are healthier and make more rapid and cheaper gains than those fed on corn alone.—E. F. Ferrin, professor animal husbandry, University Farm.

NO QUARTER SHOWN COMMON BARBERRY

No quarter is shown the common barberry in the drive now being engineered against it by the combined state and government forces. By Oct. 1st, if all goes well, an intensive survey by farms will have been completed in 40 of the 80 counties in Minnesota.

L. W. Melander of University Farm, state leader in barberry eradication, says that demonstrations proving the positive connection of the common barberry with the black stem rust of grain will be given at some 30 Minnesota county fairs. Specimen barberry bushes, charts, diagrams and posters will be features of the demonstration.

Southeastern Minnesota is to be combed next year for original and escaped plantings, says Mr. Melander. The nature of the ground is favorable to the growth of escaped plantings and a hard campaign will have to be waged before the last entrenchment is taken.

SAVING MADE BY CAR LOT SHIPMENT

Nearly 50 cooperative creameries in Minnesota began shipping butter in carload lots within the last 12 months, according to A. J. McGuire of the agricultural extension division, University Farm.

"Not only is there a saving in freight," says Mr. McGuire, "but the butter reaches the market in less time and in much better condition. Creameries associated in District No. 1 are saving enough on freight alone to pay their field man. In Todd county the creameries have secured a special market through car lot shipments."

That it is the purpose of the State Association of Cooperative Creameries to provide car lot advantages for all cooperative creameries of the state is emphasized by Mr. McGuire.

COWS IN ALFALFA; OWNERS IN CLOVER

Dairymen having alfalfa to feed carried off the honors in June in the Faribault dairy country, according to B. F. Fullerton, the official tester. In his report to the University Farm headquarters Mr. Fullerton says the men growing alfalfa are very enthusiastic about it. "After once feeding alfalfa, a dairymen feels lost without it. With plenty of alfalfa or clover hay, and good silage along with good cows, a farmer is quite independent," he writes.

TAKING THE GARDEN INTO THE CELLAR

Ventilation, temperature, drainage and cleanliness are the vital factors in the successful storing of vegetables for late fall and winter use.

"The value of the vegetable garden should not end with the coming of winter," says W. T. Tapley, professor of horticulture of the university's department of agriculture. "Products from the garden can be made available for winter use by two methods, preserving and storing. At least 20 distinct kinds of vegetables can be kept in the fresh state by proper storage. Besides potatoes the list includes beets, carrots, horse-radish, parsnips, winter radish, rutabaga, salsify, turnips, kohlrabi, cabbage, celery, leeks, chicory, parsley, onions, dry beans, pumpkins, squashes, and sweet potatoes.

"The factors favoring successful storage are those which prevent rot, decay, and drying out. Temperature should be low enough to prevent decay and sufficiently high to protect from frost. For most vegetables this is from 34° to 38°. Good ventilation is necessary; dead air favors decay and accumulation of moisture on roof or walls of storeroom. Roots or tubers should be mature and free from bruises. Better results are obtained if there is free air circulation. It is not wise to make bins large nor to pile roots too deeply. A depth of four or five feet will prevent overheating. Onions, squash, and cabbage keep best in single layers on open racks.

"Since excessive moisture favors decay the storage room should have perfect drainage. One of the most important factors is that of cleanliness. Be careful that vegetable tops are not mixed in with roots. Clean up the storage cellar before using. Bacteria and fungi flourish in rubbish and decaying matter. If these conditions are carefully followed there should be an available supply of vegetables for the table throughout the winter."

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PROPER MARKETING ENHANCES PROFIT

"Fruits to bring the best price on the market must be clean and put in clean, neat packages," says Le Roy Cady, associate horticulturist, University Farm. "Appearances cut a decided figure in marketing products. People buy at a good price because the product looks good. A good example of this is the ready sale of the Ben Davis apple. It has a red color and looks good, but by many it is considered of poor quality; yet it far outsells many better sorts."

MINNESOTA'S BEST CROP SHOW SLOGAN

"Minnesota's best" in fruit, potatoes and other vegetables, grains and seeds of various kinds is to be shown at the Minnesota Crop Show which will be held in Minneapolis the week of December 13, 1921, by the State Horticultural society and the Crop Improvement and Potato Growers associations, all of which have headquarters at University Farm.

"The apple crop is short this year," says R. S. Mackintosh, secretary of the horticultural society, "but growers should save the best they have, gathering it when it is in the best condition for storage. The apples should be wrapped in paper and carefully packed in strong boxes or barrels and forwarded by prepaid express. All cold storage charges will be paid by the society. Special tags and shipping directions will be furnished on application to the secretary."

GOOD PROFIT SEEN IN THE FALL PIG

Indications are that the man who has planned to raise tall pigs this season has struck it right. "Census figures and other reports from corn belt states," says E. F. Ferrin, in charge of the swine section of the animal husbandry division at University Farm, "show a decrease in the number of hogs