

WHEAT FARMING A BIG GAMBLE

Wheat farming in North Dakota is risky business and radical changes must come in the systems on wheat raising farms if they are to be made to pay, Rex Willard, head of the department of economics of the North Dakota Agricultural College, told a conference of investigators, and extension and college workers at a conference held at the college this afternoon.

Every time the farmer plants an acre of grain he can gamble that it has only 44 chances out of 100 of ever reaching maturity — and there are 56 chances against it. This isn't a pessimistic guess but a result of observations made on more than 100 widely scattered farms of the state for five years, he said.

Here is the conclusion Mr. Willard reached after going over a long list of figures from many farms for several years:

Cost of per bushel of wheat production must be reduced or a number of wheat farmers in North Dakota will be driven out of business.

A less acreage of wheat per farm must become the practice.

On this less acreage a greater yield per acre must be made. (A 15 bushel to the acre average is necessary to make it pay, he said.)

On the other acreage a greater diversity of feed and cultivated crops, including legumes appears to be an economic necessity.

Raising of livestock reduces risk more than anything else for it is the surest return of all.

The meeting here was held to acquaint the workers with the cost production work the college is doing under Mr. Willard's supervision, to determine the following:

1. To find the leaks if there are any.
2. To find out how the efficient farmer operates and makes money.
3. To determine which enterprises on the farm are profitable and which not.

4. To determine the size and type of farm that can be operated most efficiently: that is, to get the right balance between the size of the farm, and the combination of crops to make best use of work stock, buildings and other equipment.

5. To learn what combinations of enterprise in crops and stock will pay the farm organization taking costs and risks into consideration.

The farm accounts department of the college, has secured the co-operation of 135 farmers in the state who have kept records of acreage, number of head of livestock, income from these, amount of work put upon each crop and class of livestock, cost of all labor, cost of board, work horses and machinery and overhead.

What Figures Show
Here are some of the things these figures show, he said:

Wheat—Six recorded farms in Ramsey county show little variation in per acre cost of raising it—\$15.03 lowest and \$16.48 highest. Difference in yield brought a greater difference in cost per bushel—\$1.09 low and \$1.54 high.

General items of wheat production costs are being determined so that they may be used in the future.

Thus available figures compiled show that an average of six hours an acre of a man's time is necessary to raise wheat (not including threshing.) It takes about 19 hours of horse labor.

Seed one to one and one-half bushels per acre.
Twine—Three quarters to two pounds.

The highest acre cost of producing wheat in 1921 yet found is \$32 per acre—lowest \$6. The 1921 yield ranged from two to 24 bushels per acre.

Potatoes—Were produced on one farm at an average of 51 cents per bushel. In 1921 farmers averaged a less on wheat (some as much as \$1 a bushel) but a profit on potatoes—a few cents to 50 cents a bushel.

Corn—Acre cost in one county about \$16.

Cost of Summer Fallow
Summer fallowing—Must be distributed to overhead expense or other crop production. Costs \$5 to \$10 per acre. If farm is not too large it is generally possible to rest the ground by raising corn and potatoes with results just as good, and these bring in income where fallowing does not.

Horses—It is necessary to allow for investment, depreciation and feed. The average work horse on the North Dakota farm gets in only about 80 days work a year and this brings his labor from 50 cents to \$1.50 a day.

Available records indicate it is cheaper to work a horse than a tractor in 1921 but these do not consider that a tractor can do more things and that a man can finish a job quicker with it.

Cattle—Because of a marked decrease in cattle prices between the beginning and the end of 1921 only a few farmers made money with cattle. Because of severe feed conditions many cattle were carried thru the year on low costs—some as low as \$40 to \$50 per head. Income from sale of dairy products and beef amounted from a few dollars a head to \$75 a head per year. A man can earn from 20 to 25 cents per hour, summer and winter caring for cattle in some cases. In others, nothing was made.

Labor distribution — By including raising of other crops and livestock with wheat the farmer not only eliminates risk but also spreads his labor and the use of his work stock and equipment over a greater number of days thus making for greater efficiency. A saving of as much as 60 cents a day for each days labor done by horses has been noted between a farm where only grains were raised and one where diversification and livestock raising was practiced.

The long drought was broken early this morning by a fine shower that has given temporary relief to the parched earth. It was not of very long duration but while it lasted it certainly came down in good shape.

The second round of the Marquisee Cup match will be played on the local course at 2:00 o'clock tomorrow. All ladies qualifying for this match should take notice and be present that they may not forfeit their chance to play.

Mail Order Houses Have No Terrors for Fred Mann

PRINCE OF COUNTRY TOWN MERCHANTS OUT-CATALOGUES THEM WITH HIS OWN CATALOGUES IN LOCAL NEWSPAPERS OF DEVIL'S LAKE, N. D., AND VICINITY — HE USES PICTURES IN HIS ADS, MAKES THEM ATTRACTIVE AND BELIEVES THAT HIS ADVERTISING IN REALITY COSTS HIM NOTHING.

"I have gone through five depressions and have always observed that the men who increased their selling effort from 45 to 75 percent were the men who came through successfully." — THOS. A. EDISON.

Although many retail merchants know about Fred P. Mann and his great success in life, many others do not.

Mann, folks, is the biggest "general store" merchant in Country America. He had no better start than the poorest storekeeper who may read this article. His store was in Devils Lake, N. D., then a very small town, and even now having only about 5,000 population.

But Mann advertised. He let the people of the community know what he had to sell and what they could buy it for. He made his ads newsy and interesting, and then he just simply made his public read them by putting pictures in them. In brief, he made his ads attractive.

That sold his goods, and then he expanded his advertising—his kind of attractive advertising—until it reached farther and farther afield.

In 1921—sad, depressed old 1921—Fred Mann sold more goods than in 1920, over a half million dollars' worth in a town of 5,000. And here is what he says about it:

"When business is hardest to get—that's the time to advertise most. Some merchants get a little squeamish over business, then cut their advertising. That's a mistake. I'd say cut every other item first, even merchandise on a lower profit basis.

"America isn't broke. There's plenty of money. There will be more this spring. Get your advertising going strong—you'll win your share!"

No mail order catalogue has any terrors for Fred P. Mann. Those catalogues are issued every six months. He issues his every week—IN THE COLUMNS OF THE NEWSPAPERS OF DEVILS LAKE AND VICINITY.

No flood of advertising pictures in semi-yearly mail order catalogs has any terrors for Fred P. Mann. He illustrates his catalogic advertisements in the local newspapers every week. The pictures in the mail order catalogues become stale and full of dead monotony before the six months are up. Mann's advertising pictures in the local papers are fresh every week.

And if one page of advertising is not enough to draw big business P. Mann thinks nothing of using as many as four pages in one issue of a country paper.

Mann does not consider his advertising an expense. It is an asset which, he declares, pays him an ever increasing dividend.

The moral is plain. You have news in your store every minute that the public—the public with money—wants to read and surely will read if you print it in the local newspapers alongside of the other news. You can make the news of yours beat the mail order catalogue to death by printing your items and articles regularly and also attractively by fresh advertising pictures every week.

You don't have to buy the pictures. Nearly every country town newspaper publisher buys a weekly service of illustrations for the benefit of his merchants. And if sometimes his service hasn't exactly the attention getter you want most publishers have a "morgue" that contains a wealth of pictures all ready to slap into your ad.

But more about Mann, the small town millionaire merchant. "The American Press" wrote to him the other day and asked him what he considered "proper newspaper advertising", a phrase he used in a speech to the Chamber of Commerce of Indianapolis.

"I consider 'proper newspaper advertising' he replied, "as the advertising that is honest and says something that the reader can understand very quickly. Dishonest advertising, such as comparative prices, the giving away of premiums, discounts and

free merchandise, I am sure will destroy confidence in advertising.

"Manyfake sales are being run, and it is hard to distinguish between these kind of sales and sales that are honest. Good, clean cut, straightforward advertising, CONTINUOUSLY USED AND CHANGED EACH ISSUE OF THE PAPER, will bring results without fail."

Fred Mann believes with this writer that advertising really costs nothing when you do it right and continuously. "All your other overhead is in the store anyway", he says, "and if by advertising you can increase your business 25, 50 or 75 per cent you are just that much to the good, less the cost of the advertising."

Of course he has to meet severe competition from mail order houses. Says he: "We have used mail order methods in fighting mail order competition. We aim to get just as good advertising and more of it in the hands of the people of our territory than the mail order houses. We keep up a continual campaign of advertising, watching the mail order house catalogue prices, so that we know we are competing with them at all times. Our specific point and plan in our advertising is service to the consumer at all times. We find that we can sell service to great advantage."

In concluding his letter to "The American Press" Mr. Mann said something that should interest local publishers as well as furnish an item for thought to the country merchants. Here it is:

"I am to talk to the National Advertisers at their convention at the Drake hotel in Chicago on March 4, at which time I shall advocate very strongly the coupling up of national advertising with the local press. This because I have found out in our own territory, having a population of 40,000 in a radius of 50 miles of Devils Lake, that national advertisers by their present advertising methods are reaching only 2,000 families, or 8,000 people out of the 40,000."

"MISSING IN ACTION" IS MISINTERPRETED

A curious case recently arose in one of the Sub-District offices of the Veterans' Bureau. The widow of a soldier came in for some back allotments which were due her and which had been sent, but owing to a change of address had been returned to the Bureau.

When asked where her husband was she hesitated for some time, but at last replied that she had received a letter from the Adjutant General stating that he was reported "Missing in Action" after one of the battles in France. She took that to mean that he had deserted from the service, and kept the information to herself and struggled along as best she could.

Altho entitled to compensation she had made no application. However, the proper papers in her case are now being completed and she expressed thankfulness that her husband was not the deserter she had thought him to be.

MINNESOTA SWEEP BY BIG HAIL STORM

Fairmount, Minn., Aug. 10. — Severe hail storm swept Martin county, northwest of here, last night at 6 o'clock and caused considerable crop and property loss. The storm was the most spectacular in the history of the northwest. Reports received here indicate that the loss is estimated at about \$800,000. It is also reported that the storm hit Iowa more severe than it did Minnesota. Many farmers will have suffered complete loss of their crops according to the insurance agents in Minnesota. The storm broke near Triumph and entered the state of Iowa. It is said that the storm was three miles wide and 65 miles long. There were no reports of fatalities or injured received.

Bismarck, N. D., Aug. 10.—The conference here yesterday afternoon between the lignite coal operators convened at 1:30 o'clock for the purpose of looking into the lignite rate situation. Most of the members were present at the morning session that were present at the afternoon session. More than 90 per cent of the lignite shippers were also represented here. The main talk of the conference was the alleged identity of the rate in the state that practically excluded the operators west of the Missouri river from entering into competition with the mines located on the east side of the river. The situation seems to be caused by the flouting of the percentage increases more than in the cost subsequent to the war and from practically a mileage standpoint. The percentage increase is the result that the mines that needed the most protection reaped in a much larger sum and because of the higher rates no existing. The situation is believed to be general and recognized as such by those present and several suggestions were made and recommended. A committee has been appointed to study the rate situation and make a report later.

GETCHELL PRAIRIE ITEMS

The Ladies Aid enjoyed a picnic lunch at Chautauqua Park last Thursday.

Mrs. S. E. Harper of Valley City entertained Mrs. J. H. Whitecher and daughter Nellie, Mrs. J. H. Rogers, and Nina and Sussie Trussell Friday evening at dinner.

Mr. and Mrs. John Naekel and son Charles and Miss Annie Naekel of Hobart township spent Sunday at the Charles Whitecher home.

Mr. and Mrs. W. W. Harper entertained Dr. and Mrs. Pray and family at dinner Wednesday.

The J. A. Rogers family spent Sunday evening at the Charles Whitecher home.

Mrs. Wilcox of Minneapolis is visiting her daughter, Mrs. Chas. Grube. Dolly Christianson of Valley City is spending a few weeks with Mrs. Levi Getchell.

We are sorry to report that Mr. Ben Wilson is on the sick list.

Helen Harper spent a few days last week with Ruth O'Malley of Valley City.

After training the Government is going one step further to carry out its obligation to the disabled ex-service man. A new Department of the U. S. Veterans' Bureau, known as the Employment Service, has been established, charged with the following duties:

1. To procure employment opportunities.
2. To establish all necessary contact to accomplish this purpose.
3. To follow up the rehabilitated Veteran on the job for the purpose of assisting him to meet the difficulties in his new position.
4. To promote the good will of the public toward the rehabilitated disabled Veteran.

This latter phase would seem the easiest part—but not so. The average calculating business man must be "showa" the value of a prospective employee. Given the chance, Uncle Sam's trained serviceman can surpass in value the average man on the job. His disability can be forgotten when consideration is given his employment. His handicap has previously been taken into account and he has been trained into a vocation where the handicap has been nullified as far as that particular work is concerned.

VETERANS WILL ENCAMP IN CITIES

"It will take a team of wild horses to keep me from coming to the reunion of my old division—the fighting 88th!" writes Major General William Weigel, who commanded the Cloverleaf boys of the 88th from Iowa, Missouri, Nebraska, Minnesota, the Dakotas, Montana, Illinois, and Wisconsin, overseas. And the declaration of their popular wartime leader, now in Staten Island, New York, is echoed by every former Cloverleaf from Maine to California.

Not only will the Twin Cities and the great state of Minnesota honor the Cloverleaf boys with doings at Fort Snelling and at the Minnesota State Fair, where a divisional parade will be held September 2d, but on Sunday, September 3d, there will be a big Field Day of sports to which the governors of the boys' home states have been invited, as well as Governor General Sir Julian Byng of Canada, famous in Flanders during the big fight. Uncle Sam will help entertain by staging polo matches, military reviews, etc., and the Fort Snelling Commandant, Colonel Eborstad, says he will shoot off every gun at the Fort in honor of his guests, who will be housed in army barracks free of charge and may secure good meals for the entire three days of the reunion, Sept. 1-2-3, at a nominal cost of \$2.

Everyone connected with arrangements for the re-union of Cloverleafers, both veterans and Twin City business men, are pleased with the cooperation of the war department, the Minnesota State Fair Association, and all concerned; and everything points to a huge and enjoyable encampment of the boys who wore the lucky four-leafed clover on their shoulders when they hiked and fought together.

WESTON-CATHRO

Married—on August 9, 1922, at high noon, at the home of the bride's parents, Mr. and Mrs. F. W. Cathro, at Bottineau, N. D., Roy Allen Weston and Miss Anita Cathro. It was a very pretty home wedding with only the bride's family and intimate girl friends of the bride and Mrs. H. Weston, mother of the groom being present. The rooms were beautifully decorated in yellow and green which were the dominating color scheme. Rev. J. M. McBain, pastor of the Baptist church was the officiating minister and the ring service was used. A very sumptuous luncheon was served after the ceremony and then the happy couple left in their automobile for Jerome, Idaho, where the groom is teaching. They go via the Yellowstone Park and will stop at many points of interest and expect to arrive at Jerom about September first. Mr. and Mrs. Roy Weston are both graduates of the University, graduated in 1920. The bride is the daughter of Mr. and Mrs. F. W. Cathro, well known citizens of Bottineau and is said to be a most estimable young lady. The groom is a Valley City boy, a splendid young man, of sterling worth and character and has always been most highly respected and esteemed. The Times-Record joins with many Valley City friends in wishing Roy and his bride every happiness and prosperity.



Money To Loan On Farm Lands

We have money to loan on First Mortgages upon improved farms.

If we can be of any assistance to you we will appreciate receiving your application at an early date.

T. Melvin Lee, President J. A. Krick, Secretary

MIDDLEWEST TRUST COMPANY
CAPITAL \$100,000.00 *A Home Bank for Home People*

"Safer Than Cash"

When either business or pleasure takes you away, carry your funds in our Travelers Checks. That is the safe and convenient form in which to take travel money.

Your Travelers Checks will be accepted as money, wherever you go; yet, if lost, their value can be replaced. And carrying these checks is better than depending on your check book — because they identify you immediately.

Travelers Checks are supplied in compact, durable wallets, handy and neat in appearance, in \$10, \$20, \$50, and \$100 denominations. They cost but a trifle, and they insure you against loss, as well as embarrassments and delays.

Bank of Valley City