

MARKET NEWS SERVICE MADE THOUSANDS FOR POTATO GROWERS

Free Bulletins Sent from Alliance Daily to 1936 Subscribers During the Selling Season—Federal Government Put Money in Farmers' Pockets

Nebraska is fast becoming noted for its fine quality of potatoes and also for the quantity of potatoes raised. Especially in this true of western Nebraska and Box Butte county in particular. There is a great and growing demand for the Box Butte county potatoes, more so than for potatoes grown on irrigated land. It is stated that irrigated potatoes do not keep as well as do those grown in Box Butte county because the percentage of moisture in them allows them to commence to decay and rot sooner.

Valuable Information
The raising of potatoes has become so important in western Nebraska that the Office of Markets and Rural Organizations of the United States Department of Agriculture this year maintained an office in Alliance with an expert in charge to give free information to potato growers. This information consisted of a daily free potato bulletin and gave the buying prices at shipping points, reports from all principal growing points, Nebraska car-load shipments for each day, dividing them into dry land and irrigated sections, Nebraska diversions for each day, together with telegraphic reports from the large markets such as Kansas City, Chicago, Sioux City, Omaha, Des Moines, St. Paul, Denver, St. Louis, Dallas, Oklahoma City, Houston, and other information of value to the grower and seller.

Testimonials Received
A. E. Prugh, the representative of the federal government who was stationed in Alliance and who maintained an office with County Agent Seidell at the court house, toward the close of the selling season asked those who desired to receive the bulletin next year to fill out a form giving their opinion of the value of this service. Testimonials as to the value of the potato market news service were poured into the Alliance office in great numbers.

Five Hundred Farmers Report
More than five hundred farmers report that they have benefited to the extent of 25 to 50 cents a bushel on the selling price of their potatoes. The daily market news bulletins were printed and distributed from September 21 to November 4, during which time the price offered for potatoes by local buyers in western Nebraska advanced from 60 cents a bushel to \$1.10, despite a decline in the central markets.

A Herald reporter was privileged to look over the reports sent in by growers and gleaned from the total a few of the expressions as to the value of the market news service. One grower says, "The market news service keeps the buyers from slipping up on the blind side of us farmers."

Another says, "The buyers used to tell us the market—now we tell the buyers."

Still another says, "We had the satisfaction of knowing what we ought to get, or somewhere near it." "As a buyer, I knew what price to offer. As a seller, I knew what price to ask."

"I think I would have sold six ears at 70 cents instead of getting 90 cents, \$1.10 and \$1.20 for them."

"By receiving this report I got 30 per cent more for my potatoes." "As secretary and treasurer of the Farmers' Union I estimate the value to the farmers here will reach into the thousands of dollars this fall alone."

"I have received a better price, with no increase to the consumer." There were any number of expressions received along the same line, which goes to show that the growers appreciate what Uncle Sam is doing for them and desire to receive the service again next year.

Prugh Knows His Business
A. E. Prugh, who was in charge of the Alliance Office of Markets, is a man thoroughly experienced in the work. He opened the permanent branch of the Office of Markets in Kansas City last spring and had charge of that office from March until August when he came to Alliance to establish the market news service for the benefit of western Nebraska potato growers. From Alliance he went to Washington, D. C., to report to the Office of Markets and Rural Organization for further work.

The market news service was sent free to 1936 subscribers each day. This number was divided up among the towns in the following manner:
Mailing List of Potato Bulletin
Alliance 188
Hemingford 171
Marple 15
Canton 15
Dunlap 7
Curly 8
Rushville 129
Clinton 29
Billing 4
Albany 4
Peters 4
White Clay 8
Gordon 137
Grayson 1
Hay Springs 93
Kimball 55
Dix 11
Bushnell 3
Valentine 46
Kilgore 15
Harmony 15
Crocketon 14
Nemsel 10
Noble 1
Merriam 1
Wood Lake 1
Ainsworth 114
Johnstown 26
Long Pine 16
Raven 2
Pike 2
Miydale 2
Altai 2

Sunnyside 1
Mary 1
Enderlake 1
Crawford 49
Wolffington 2
Houli 13
Esther 20
Popper Creek 9
Pine Ridge 3
Whitney 13
Chadron 34
Mariland 51
Boimont 37
Glen 5
Andrews 5
Harrison 17
Van Tassel, Wyo. 4
Lander, Wyo. 3
Meercroft, Wyo. 2
Manville, Wyo. 3
Judson, Wyo. 1
Lost Springs, Wyo. 2
Lusk, Wyo. 2
Beite Fourche, S. D. 5
Newell, S. D. 1
Burke, S. D. 1
Ardmore, S. D. 1
St. Onge, S. D. 2
Colome, S. D. 3
Bonesteel, S. D. 1
Pine Ridge, S. D. 1
St. Charles, S. D. 1
Winner, S. D. 1
Idaho Falls, Idaho 1
Atkinson 1
Mariaville 1
Hubbard 1
Norman 1
Horsefoot 1
Kirkwood 4
O'Neil 2
Bassett 7
Chambers 1
Dorsey 1
Ewing 1
Eumet 1
Fage 1
Hilton 1
Hire 1
Battle Creek 1
Inman 2
Riverview 2
Moomaw 2
Dakota City 2
Beaver Crossing 1
Newport 3
Edgar 1
Schill 1
Manchester 1
Franklin 1
Bayard 12
Bridgeport 27
Morrill 75
Mitchell 26
Gering 5
Minatare 4
Scottsbluff 51
Chappell 14
Dalton 30
Sidney 7
Sextorp 12
Potter 3
Broadwater 9
Redington 6
Lynn 4
Colyer 4
Angora 5
Sutherland 4
Keystone 1
Lewellen 2
Arapahoe 1
Ogallala 1
Paxton 1
Lodgepole 1
Torrington 3
Bigspring 3
Oakhosh 2
Henry 1
Lisco 2
Montevista, Colo. 2
Yockey 2
McGrew 1
Grand Junction, Colo. 1
Northport 1
Normal 1
Lincoln 20
College View 1
Bethany 1
Broken Bow 1
Ravenna 6
Kansas City, Mo. 1
Doniphan 1
Dunbar 1
Elm Creek 2
Grand Island 2
Washington, D. C. 1
Moorehead, Minn. 1
Irving, Kansas 1
Brewster 1
Nebraska City 2
Sutton 1
South Auburn 1
Mullen 4
Crete 1
Beatrice 2
Hastings 2
Flats 1
Blair 1
Mayflower 1
Mead 1
Omaha 6
Walthill 1
Seward 1
Norfolk 2
Chicago, Ill. 4
Laclede, Mo. 1
Linneus, Mo. 1
Aledo, Ill. 1
Exeter 4
Holdrege 1
Berwyn 1
North Platte 10
Ashby 1
Plainview 1
Wellfleet, Mo. 1
Brookfield, Mo. 1
Bradshaw 1
Wolcott, Okla. 1
Ullyses 1

TOTAL 1936

Mailing List by Counties
Following is the mailing list by counties, states, etc., and the percentage of those in each section who were interested enough to answer the questionnaire giving their opinion of the service and requesting the bulletin next year. Those who have requested will receive the bulletin if the branch office of markets is opened again:

County	No.	Pct.
Miscellaneous states	24	66
Miscellaneous Nebraska	175	64
South Dakota	21	52

APRIL JONES GIVES THANKS
by Douglas Malloch

APRIL Jones was the worst grouch in Hometown. Perhaps it was enough to make a man grouchy, to have had parents with no more originality than to name him "April" because April happened to be the month in which he was born. Especially since he had had to go through life with the nickname "Ape," a natural shortening of his longer name, but one that was not so very complimentary.

Yet April had acquired funds, if he hadn't made friends. And he had other riches. Chief among them was June, a daughter, named for her birth-month, like her father. She was well named, too—for she had roses in her cheeks, and eyes that were twin-patches of blue sky. Nearly everybody preferred her to her sister May. Dan Meeker certainly did—or to anyone, April, May and June were the whole Jones family.

As for Hometown, and the kind of town Hometown was, this is the way Harry Dee described it when he went down to the city, and they asked: "Hometown is the best little town the Lord ever made, but there ain't anybody else 'ever worked at it much. When he quit, everybody else laid off.

He give us a navigable river, but it ain't never been navigated by anything much but bullheads and canoes. He give us a high hill to shut off the west wind, but there's some of us that ain't been to the top of it yet. He give us good soil, but we're keepin' it more or less of a secret. He give us a lot of natural advantages, and quite a bunch of natural loafers, one of whom I guess I am which. Facis, he give us a darned sight more than we ever give ourselves. Six days he labored and made Hometown; and it ain't never had any next week since."

Of course, it wasn't as bad as that. Dan Meeker, who had been a tent-boy with a Chautauqua last summer, came home to realize that Hometown had about the best people in the world in it—industrious in their work, honest in their dealings and kind to their neighbors. But it hadn't any navigable river. Harry to the contrary notwithstanding. The old mill dam below, long out of use since the sawmill was gone, but still in existence, backed the river up for a mile and bred canoes and bull-heads.

"Three squares a day have come so easy to most of us here," said Dan to himself, "that we've kind of forgot that there is anything else."

As Thanksgiving approached, the three local pastors began to think about their Thanksgiving services. The choirs were rehearsed, and certain Thanksgiving sermons were dusted off, looked over and re-written. One day the minister of the Methodist church said to his wife:

"There's April Jones. He has more to be thankful for than any of us, as far as this world's goods go. Wouldn't it be a fine thing to get Ape out to our Thanksgiving meeting?"

His wife immediately said it would—and she couldn't help wondering if it might not ultimately have some effect on her husband's back salary—although it was a worldly thought. So that very afternoon her husband called at the bank and invited April Jones.

April Jones said he'd see—and he was so decent about it that the minister told his wife that April Jones

was a misjudged man. The Baptist pastor saw them through the bank window and, as May taught in the Baptist Sunday school and June sang in the choir, he decided that it would be no more than right to drop in and have a talk with their father and mention the Thanksgiving services.

"The absence of our lending citizen," said the pastor, "would throw cold water on the whole service."

"Well, a little cold water ain't going to hurt a Baptist, is it?" asked April, with something that approached a chuckle. And, not quite so pleasantly, he said he would see.

April Jones was a suspicious person; and that night when Dan asked him if he wouldn't come to the Congregational service, he roared:

"What are you fellows up to? I ain't no heathen, that you have to start missionarying me!"

It took a little time to convince him that there was no conspiracy of cordiality against him. Suddenly the old fellow got up, raised one finger at arm's length above his head, and said: "I tell you what I'm going to do: I ain't going to any of 'em, and I'm going to 'em all!" And with this paradoxical pronouncement he stomped off to bed.

Next morning April Jones sent the cashier to ask the three clergymen to meet him at the bank.

"I'm much obliged to you all for your invitations," he said, while the Congregationalist looked at him mystified, and the Methodist and Baptist looked at each other, "but I can't be in no three places at once. That shows you the ruinous effect of competition. Now, I'm going to suggest this: Let's open up the school auditorium and have one big, bang-up Thanksgiving service and invite the whole town!"

"And we'll have three choirs get together up at June's house tomorrow night," suggested Dan, "and practice each other's hymns!"

So one idea suggested another, and before Thursday arrived the whole town had been invited, and had agreed to come.



April Jones said he'd see.

THANKSGIVING PRAISE.

For summer's bloom and autumn's blight,
For bending wheat and blasted maize,
For health and sickness, Lord of light,
And Lord of darkness, hear our praise!

We trace to thee our joys and woes—
To thee of causes still the cause—
We thank thee that thy hand bestows;
We bless thee that thy love withdraws.

We bring no sorrows to thy throne,
We come to thee with no complaint,
In providence thy will be done,
And that is sacred to the saint.

THANKSGIVING DAY

That we're at peace with all the world
Safe in our cities and our homes
That unto this, our favored land,
Such gift, with all its blessings, comes,
That men go not to war and death,
That women do not fearful brood
By anxious hearts for dear ones gone,
We thank Thee, Giver of all good.

That no ambitious strife is ours,
That lust of conquest does not thrill
This mighty nation's inmost heart
That we abhor to burn and kill,
That weaker nations we protect,
Fight but to make their wronging cease,
And only comes to make them free,
We thank Thee, God of love and peace.

That in the stress around us now,
We feel our hearts with pity throbb'
And haste to heal the wounded man
To hush the child and woman's sob
That we are eager still to share
The goods that heal our stores again,
We thank those who have but us to help,
We thank Thee, Father of all men!

not for less of life, but for more of it, and the courage, the fortitude, the strength, and the persistence to meet its difficulties and continue its course undaunted by disaster and unspooled by success.

We are thankful for Character, not charity, and for iron wills that have not been broken by the inevitable!—From the Sunday Magazine.

is an Old Institution.

Despite popular opinion to the contrary, Thanksgiving day as an institution is not peculiarly American. For history shows that all ancient nations used to celebrate some feast of a thanksgiving nature, while most of the tribes of our American Indians had a big gathering and a harvest feast years before the white man ever set foot on the shores of the new world.

By the Greeks and Romans the festival days in honor of the goddess of agriculture were times of rustic sport, of processions through the fields and the decorating of the home with fruits and flowers. The people of Egypt enjoyed a time of feasting after gathering in their harvests and laid the fruits of the year on the altar of the Goddess Isis.

The Thankful Spirit.
Cultivate the thankful spirit. It will be to thee a perpetual feast. There is, or ought to be, with us no such thing as small mercies; all are great, because the least are undeserved. Indeed, a really thankful heart will extract motive for gratitude from everything.—J. R. Macduff.

John McCoy, M. D. Office and Hospital Reddish Block Telephone 81

Don't send out of town for your typewriter paper, ribbons, carbon paper and other office supplies. The Herald carries a good stock of fresh goods at all times.

THE HANDLING AND MARKETING OF POTATOES IN NORTH AND SOUTH

United States Has Two Definite Crops of Potatoes Every Year—Treatment of These Crops Differs Considerably—Eight Methods of Selling Spuds

In order that the present large losses of potatoes may be eliminated and that conditions in the potato-growing industry may be bettered in general, growers should exercise more care in digging and handling the tubers, should work toward the establishment and strict observance of grades, and should carefully study marketing conditions. This is the advice of specialists of the Office of Markets and Rural Organization of the United States Department of Agriculture in a recent publication, "Farmers' Bulletin 753, 'Commercial Handling, Grading and Marketing of Potatoes.'"

Early and Late Potatoes
There are two definite crops of potatoes in this country each year: The southern early, or "new" potatoes, which are perishable, and the northern late potatoes, which are only semi-perishable. The treatment of these crops must differ considerably. In the south digging begins in Florida, Texas and southern Louisiana in May and is done mostly by forks and plows. In some of the hotter sections it has been found advisable to plow up the potatoes in the late evening and pick them early the following morning. Picking into rectangular, open-slatted crates, the slats have rounded edges, has been found most satisfactory. The potatoes should not be hauled loose in wagons, since such treatment may bruise them seriously. For shipment, the southern potatoes are packed in hampers and double-headed barrels in Florida, and in barrels with burlap covers in other states along the Atlantic coast. In Texas sacks are used.

Grading for the southern potato crop has been rather extensively adopted, with good results, the graded potatoes bringing better prices. Mechanical graders are used in some sections.

The marketing of the southern crop is effected largely through cash buyers at shipping points. Shipments are also made through distributors and on consignment to agencies in distant markets. In some sections, it was found, co-operative associations of growers handle the marketing, achieving successful results. One of the largest of such associations operates along the eastern shore of Virginia. This association sold over six million dollars' worth of potatoes in 1914. This organization, like others of its kind, grades strictly and makes use of definite brands for the best grades of potatoes. It insists that the potatoes bearing its brand

shall be bright, free from second-growth, disease, and other defects. Scabby, worm-eaten, or sunburnt potatoes are barred. Associations operating on the same general plan exist in most of the southern states.

The Northern Potato Crop
Northern, or late potatoes, are dug in August and September. Forks are used to a certain extent for digging this crop, but most of the acreage is dug by plows and digging machines. For the successful use of the latter, soil conditions must be good. Under favorable conditions the use of such machines has been found profitable. There is much loss from bruising potatoes in all types of digging. Deep plowing with plows and machines should eliminate most of such losses.

Picking in the north is mostly by hand, but some combination digging and picking machines are in use. If the potatoes are to be graded as picked, growers should carefully instruct pickers in the work, since the inclusion of a few diseased, cut, or defective potatoes is sufficient to discount an entire shipment, the selling value being largely determined by the poorest tubers in the lot rather than the best. Even the less perishable northern crop may be injured by hauling from the field loose in wagons. This practice usually involves subsequent handling, often with shovels and scoops, which further bruises the potatoes. A good practice, say specialists of the department, is to pick the potatoes into open-slatted crates and haul the filled receptacles to storage or grading houses or to cars.

Marketing
Marketing conditions in the north differ widely from those in the south, since about three-fourths of the crop is stored. Local buyers, warehousemen, and distributors are the chief factors in marketing the northern crop. The bulletin already mentioned lists eight methods of selling that growers may adopt. There are: In the field, for cash by the load at the car, to cash traveling buyers in cars, to local warehousemen, through distributors, by wire, on consignment to a broker or merchant, or through co-operative marketing organizations. The bulletin also discusses the outlets for distributors and methods of railway billing. Copies of Farmers' Bulletin No. 753 may be had free on application to the United States Department of Agriculture so long as the department's supply lasts.

MR. POTATO GROWER—YOUR UNCLE SAMUEL HAS A NEW AND VALUABLE BULLETIN ON POTATOES FOR YOU FREE OF CHARGE

You, Mr. Potato Grower, Your Uncle Samuel, this is, the great government of the United States of America, through the Office of Markets and Rural Organization of the United States Department of Agriculture, has written and had printed in the government printing office at Washington, D. C., a valuable Farmers' Bulletin entitled, "Commercial Handling, Grading, and Marketing of Potatoes." It is now having been issued this month, and you may have it absolutely free of charge by writing the Office of Markets and Rural Organization, Washington, D. C., and asking for Farmers' Bulletin 753. This bulletin consists of 40 pages and is illustrated.

It is a valuable work and every grower and especially commercial growers and shippers of the United States who are interested in the most desirable methods used in handling and marketing the crop should get busy and write for the bulletin at once. You can't buy it but your Uncle Sam will give it to you. You pay for it and are entitled to its benefits—if you don't get this bulletin, Mr. Potato Grower, you and you only are to blame.

ARE POTATOES DESTROYED TO HOLD THE PRICE UP?
That potatoes are being plowed under in the fields, fed to hogs, dumped in the river, and otherwise destroyed to hold the present price up are reports that are being published in the newspapers generally. says the Omaha Trade Exhibit and continues, "When these reports are sifted down to facts there is usually found to be no fact there, merely some wild rumor that is started by someone who supposed such things were being done. It was recently reported that a good many carloads of potatoes were dumped in the river, the scare heads in the papers leading one to believe that such was the case, but when one reads the entire article it was admitted that the potatoes might have been condemned by health authorities for one reason or another. Since high prices are getting higher on most all articles of food and clothing people are ready to believe most any kind of a story, and it all makes it harder for the retailer to get advances, because people are always more or less convinced that the retailer gets an unreasonable profit when prices are high.

POTATO GROWERS MEET
Plans are being made by the college of agriculture and the state horticultural society for a program for Nebraska potato growers at the university farm, Lincoln, Jan. 18, in connection with Organized Agriculture week.

J. C. Milward, secretary of the Wisconsin Potato Growers' Association and one of the most experienced organizers of the potato industry in the United States, is to be one of the speakers at this meeting. A representative of the United States Department of Agriculture and prominent growers of the state will also speak.

FARMERS IN CONVENTION OPPOSE FORD EMBARGO
Omaha, Nebr.—A decision to fight the proposed embargo on grain was unanimously adopted by the Farmers Co-operative Grain and Live Stock State Association in session in Omaha last week. A petition was forwarded to congress expressing the sentiment of the Nebraska grain men. The decision was accompanied with positive expressions of Nebraska grain men.

This subject and that of car shortage were the principal ones discussed by more than 600 farmers, the largest convention of the Association ever held. All officers were re-elected and Omaha was selected for the 1917 meeting.