

Lengrand No. 59062

Is a bay Belgian Stallion, 9 years old; weight 1900 lbs.; small stripe in forehead, and right hind foot white. He was bred by Mr. Felix Goupe, of Bassilly, and was imported March 1, 1911, by W. A. Lang & Co., of Greeley, Iowa. He was foaled in 1906.



PEDIGREE—Sired by Prince du Chenoy (21808), he by Duc du Chenoy (11056), out of Charlotte II (15409). Dam, Moncho de Thines (62809), she by Organelle (3604), out of Fanie de Villers (40705).

—Will Stand the Season of 1915—
 Monday, at the Chas. Bliven farm.
 Tuesday, at the Char. Heikes farm.
 Wednesday and Thursday at Henry Filmore's.
 Friday, at the Homer Livery Barn.
 Saturday, at the E. L. Ross place on the old Wm. Nixon farm.

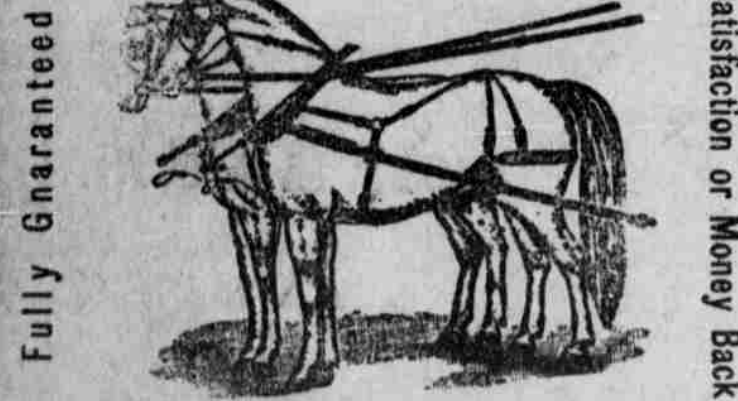
TERMS—\$15 to insure in foal; \$20 for standing colt. Upon the sale or removal of mares from the county, foal bill becomes due at once; or when mares are not properly returned for trial service, fees become due at once. Due care will be taken to prevent accidents, but at risk of owner of mare, if she sustains any.

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TELLING the FARMER WHAT TO DO AND HOW TO DO IT

By **EDWARD B. CLARK**
 STAFF CORRESPONDENT of the WESTERN NEWSPAPER UNION



CARL VROOMAN ASSISTANT SECRETARY OF AGRICULTURE

WASHINGTON.—For nearly two years there has been an attempt on the part of the agricultural department to spread useful agricultural and household information among the people through the medium of the press of the country. The attempt has been highly successful, as perhaps the readers of newspapers do not need to be told, for the interesting and at times compelling writings of the service men have been before them from day to day.

In the department of agriculture there is an office of information which was created in June, 1913. Before its establishment there had been no active effort to give directly to the people the results of the department's work. Walter H. Page, at present the American ambassador to Great Britain, said on this subject of getting agricultural information to the people that the department "had been reserving an enormous mass of information collected with the people's money and which the people were entitled to get."

In the past there were issued at frequent intervals publications largely in bulletin form, but with the exception of more or less perfunctory notices of their appearance comparatively little was done to make the public aware that they were at its disposal. One of the first things that the office of information did, therefore, was to develop a system by which absolutely accurate newspaper stories based on the material contained in these bulletins could be sent out to such newspapers, which it seemed reasonable to expect from the nature of the various subjects, would be interested in publishing them for the sake of their readers. This work still forms a large part of the activities of the office.

Some time ago there was a criticism of what were called the publicity efforts of the department of agriculture. The critics did not understand at all the nature of the work which was being done. They seemed to think that a press agency had been established simply for the purpose of booming the activities of the agricultural department with a view, perhaps, as some of the critics may have thought, of saying something kindly occasionally about the officials of government concerned in the work. Criticism passed quickly, for congress was told in a letter to Speaker Champ Clark of the house of representatives of just what the information work of the department consisted, and a sharp line was drawn between the nature of the information which was being sent out and the usual stuff which is turned out by a publicity bureau which is not at all necessarily an information bureau.

In the letter to the speaker of the house the secretary of agriculture said this: "The nation is spending through the department many millions of dollars in acquiring agricultural information. It would be little short of criminal to spend millions of dollars to acquire information and not to use every possible efficient agency available for placing it at the disposal of the people as promptly as possible. It is the purpose of the office [the office of information], with as little delay as possible, through every proper medium, to give the knowledge which the department possesses as the result of investigations and field work to all the people who desire it or should have it. The office undertakes to deal solely with facts, with suggestions of remedies, and of methods of applying them in every field of agriculture."

Prior to the time that the office of information was created nearly all the printed matter conveying information was in the form of bulletins and circulars and the issues were not very voluminous. Frequently a great deal of time was required finally to prepare the bulletin, to print it and to distribute it. It was inevitable for many reasons that these bulletins could not reach the great mass of the people who would be interested in them. Many farmers did not know that the service was at their disposal. They knew nothing about the bulletins or which ones of them would be helpful to them, nor did they know how to secure them. Moreover, the publications largely were technical, were difficult to interpret, to understand and to apply.

One of the particular duties of the department's office of information is to put the matter which comes from the different bureaus in technical or scientific form into language which lay readers can understand. It seemed easier and better to the department officials that the office of information should choose the matter of special value to particular districts or sections of the Union and to have it distributed to such sections quickly. It had been found that delay in issuing the official printed bulletins and in mailing them often defeated the ends of real service. In case of the appearance in some district of an insect plague or of a disease that menaced the stock, quick action, of course, it was realized, was necessary to accomplish results.

The inauguration of the service of information as it is at present carried out necessitated a most efficient mailing system which would enable the office to circulate its material among those classes of publications and in those sections of the country which could derive benefit from it, and at the same time avoid a distribution that would be expensive to the government and useless to the newspapers and, if they should publish it, to their readers.

Now there is a mailing system installed and under operation by the division of publication and by means of it the publications of the country are classified geographically and by their character. Now it is possible to transmit a story to all the newspapers in the United States, to all the newspapers in any city or group of cities, to all the farm publications in the country or in any state, omitting the general newspapers, to the trade papers of any one or all of the trades, to daily newspapers in big cities alone, or to those in small county seats alone—in short, practically any desired combination of publications is possible.



THE MIMEOGRAPH ROOM

from only one clipping bureau and that these afford only a rough kind of indication of the extent of the use of the material. Calculations, however, have been made and it is perhaps likely that they are under rather than over the mark. It is believed that just before the outbreak of the European war the information office appeared each month on approximately 200,000 printed pages. At the close of the last fiscal year, just about twelve months after the information service had been established, the division of publications made a report to the effect that the demand for Farmers' Bulletins was 44 per cent greater than during the previous fiscal year. Of course a certain proportion of this percentage must be laid to the increased number of publications and to the increased population, but making all allowances it seems to be plain that the public was much better informed about the existence of the bulletins and much more interested in them than ever it had been before.



LABORATORY IN THE BUREAU OF CHEMISTRY

While the department extends the usefulness of the Farmers' Bulletins among the people by familiarizing them with the publications' contents and value, it also sees to it that stories are prepared for publication that are much more strictly news from the point of view of the newspaper editors. These stories are usually warnings of frauds or of pestilence, or decisions and announcements connected with the enforcement of the meat inspection law and food and drugs act and other statutes of regulation which are administered by the department of agriculture.

In the days before the creation of the office of information the only organized method of spreading news of this character, which is almost always of considerable and even great commercial importance, was to send it out through the mails in the form of circulars. The delay frequently was costly to the people and the interests concerned and it was necessarily unsatisfactory. Under the present system information is sent out at once from the department's office by telephone or messenger to the press associations and to representatives of newspapers which are likely to be interested in the matter and who are within reach.

The usefulness of this work is shown in the prompt publication of every quarantine order affecting the foot-and-mouth disease. This subject, however, had attained such proportions that it is likely the newspapers themselves would have secured the information through their own representatives, but there are other cases and many of them, where the stories could not be covered because if the department did not give out the information voluntarily nothing would be known of it. A case in point which may be cited was an elaborate attempt to palm off on the farmers in the corn belt region a preparation alleged to cure hog cholera. The sellers pretended that the preparation was recommended by the department of agriculture. This fraud was suppressed when through the office of information the newspapers in the territory concerned received a full statement of the facts in the case.

Many of the department's activities, moreover, have to do, not with the farmer, but with those who manufacture farm products into food or handle, store, or market them. The department's specialists are constantly making discoveries for preventing losses, devising methods for manufacturing new products or improved methods for handling or manufacturing old products. Heretofore it frequently happened that one progressive manufacturer would learn of these things and thus gain an advantage over others in the same trade who had no knowledge that the information was available. Under the present system the office of information quickly communicates the details of these discoveries or improvements to all trade papers in the class affected and to all important dailies in the territories where such manufacture is a prominent industry.

The office of information in addition to the service of the character outlined prepares a "Weekly News Letter" to crop correspondents which has taken the place of the "Crop Reporter." This "Weekly News Letter" is sent to all the voluntary crop correspondents serving the department, to inspectors, agricultural colleges, correspondents, and to other persons in a position to make use of the material. It has a circulation approximately of 103,000 weekly.

In all the work of the office of information the effort is simply to place at the disposal of the people the information which the department of agriculture primarily was organized to obtain for their benefit. In none of the material is there any attempt to gain prominence for any individual or branch of government, or to praise or to criticize anyone or in any way to influence legislation.

IRON A FACTOR IN HEALTH

Science Has Proved That It is Highly Necessary in the Production of Red Blood.
 Iron should play an important part in preparing meals. It is essential in the making of red corpuscles of the blood and is directly concerned with the processes of oxidation and reproduction.
 The iron of the food enters the circulation and is deposited mainly in the liver, the spleen and the bone marrow.
 Iron may be taken as a medicine and stimulates the production of hemoglobin and red blood corpuscles, but it is better to get it if possible directly through food and water.
 The amount of iron needed appears to be varied with different individuals, depending on the nature of their work, diet and other conditions, says an exchange. Careful experiments have shown that the average man under normal conditions requires about fifteen milligrams of iron per day. The average woman is supposed to require about eight-tenths as much food as a man and the same proportion of iron will suffice. A child that needs half as much food requires the same proportion of iron.
 As long as infants are drinking milk they get only a small amount of iron, but it is interesting to know that a certain amount has been stored in their systems at birth to tide them over until they get a diet that contains its share of iron. Beefsteak and

some vegetables are rich in iron.
 In meat the iron exists largely as hemoglobin, due to the blood contained in the muscular tissue. Iron in combination with protein matter is found in considerable quantity in grains. String beans, navy dried beans, spinach especially, cabbage and dried peas are rich in iron. Among the fruits that have plenty of iron are dried prunes, apples and raisins.
 Borrowed money soon begins to look like borrowed trouble.

Home Town Helps

CITY HELPED BY NEWSPAPER

Prominent Man of Mobile, Ala., Gives Testimony to Good Work by Press.

"The Mobile chamber of commerce for the last couple of years has not taken any page space in newspapers; but we have had occasion recently to have a great deal of newspaper publicity on several matters and the results from it have been far beyond our expectations.

"Within the last two weeks we had a campaign for the raising of better live stock, which was commented on by the newspapers throughout the country, and brought up scores of inquiries from all parts of the United States. Without this newspaper publicity our campaign would have been for naught, as it was through the newspapers that the interest was aroused, and today everyone in this section is talking cattle raising.

"Another instance: "Some weeks ago we inaugurated a movement to celebrate a day in honor of the Satsuma orange, grown in this section, which is a recent industry. Our purpose was to advertise it through the stores, hotels, etc. We did not think our first attempt would be a big success, but the newspapers took up the matter with a vim, and the attendance from surrounding sections was far in excess of what we anticipated.

"This was all accomplished entirely by the newspapers, and without their co-operation we do not believe we could have had such success."—George G. Card, secretary of Mobile Chamber of Commerce.

IMPROVING THE BACK YARD

Women's Municipal League of New York Is Making Elaborate Plans For the Season.

Wasted back yards are to be improved by members of the Women's Municipal League of New York. Several of the members have taken courses in landscape gardening to prepare themselves for the work of planning other people's back yards. Even the tiniest space of earth may be cultivated in some way, and where soil is lacking, flowers and shrubs in pots can be used with good effect.

A specimen garden is described by Mrs. Robertson Jones, chairman of the gardening committee of the league. First of all, the back fence is to be painted green, and a garden seat of lighter green put at the center. Trellises for honeysuckle are at either side. Stone jars containing small box trees will mount guard over each side of the path, with rows of barberry bushes leading up to them. This is an all-year garden, for the honeysuckle leaves stay on until December, box is an evergreen and the barberry bushes have leaves in summer and red berries in winter. The cost of this garden complete is about \$40, including labor, plants, painting, bench and jars.

Members of the league are trying to induce the owners of whole groups of houses to install these miniature gardens, so that each family may have its own small rest-spot and play-space for the children.

MOVE IN RIGHT DIRECTION

Annual Clean-Up Exercises Have Been Taken Up With Enthusiasm That is Entendable.

The good influence of the painters as a factor for health and cleanliness is manifested in the statement that largely through the persuasion of the national organization 2,200 cities and towns have begun annual clean-up enterprises, and this season it is expected that about 800 more will adopt the slogan. With 3,900 cities and towns scouring and scrubbing and painting simultaneously it may be said that the United States has not the habit of cleanliness. This habit once formed will endure. It will make for a healthier, better country. It will set a standard of appearance and sanitation that must necessarily result in the years to come in better citizenship, through sounder health and a more definite consideration for the general welfare. Washington has been cleaned up each spring during recent years and is proud to have been one of the first to go after the disease-carrying fly and to rout out its breeding places. It has yet to acquire the painting habit, but that will surely follow.

Had No Chance to Grow.

Trees planted along the main streets of a Massachusetts city failed to show any growth for two successive years. Then some of them were dug up to be transplanted, and it was found that the trees had been planted just as they came from the nursery, with the roots all bunched together and wrapped in burlap.

Planning for Good Housing.

Architects and draftsmen have been invited to take part in an architectural competition instituted by the housing commission of the city of Los Angeles to secure plans for tenement houses.

How Different!

"Just being mother's daughter was a great help," says Jose Collins, "but heaven bless the critics!" There you are, boys—read it again.

Smiles.

If we cannot strew life's path with flowers, wrote Charles Dickens, we can at least strew it with smiles.

Beware.

Beware so long as you live of judging people by appearance.—La Fontaine.