

# PIONEER NEWS

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DES MOINES, IOWA

No. 1

## PIONEER "Get Together" MEETINGS BEING HELD IN IOWA, MINNESOTA AND SO. DAKOTA

The first of a series of Pioneer meetings being held throughout Iowa, Minnesota and South Dakota, opened at 10:30 a. m., October 31st, in Ottumwa, Iowa.

The attendance of Pioneer salesmen and their wives far exceeded all estimates. Everyone present was radiating enthusiasm—and seemed to be having a wonderful time, not only during the entertainment, but also while attending the business meeting.

Sales Manager Nelson Urban said, "Good fellowship between salesmen and the officials of the Company is the prime objective of these Pioneer meetings. Getting together with our salesmen and their wives not only gives us an opportunity of knowing them better—but they always give us many valuable pointers as to how we can better serve our customers. Also, we hope these meetings will bring additional information to all salesmen about Pioneer and the Company."

Urban continued to say, "We of the Pioneer Company have a deep feeling of gratitude toward our salesmen and their wives—for the way they handle their sales—and for the ever increasing volume of Pioneer they continue to sell. We realize that "The success of any company is measured by the loyalty and the ability of its people."

### OLDEST and LARGEST CORN BREEDING PROGRAM

Pioneer success in hybrid seed corn production has not been a happenstance.

For the past 20 years Pioneer's sole desire and ambition has been that of producing and distributing the best hybrid seed corn. Corn that will always do just a little bit more than was expected of it.

Back of every bushel of Pioneer stands the largest corn breeding program in the cornbelt. It is the result of long years of sound, scientific corn breeding, testing and retesting thousands of Pioneer hybrids, and finally, selecting only those which meet Pioneer high standards for all-around performance and satisfaction.

Customers can be assured that in Pioneer they are getting just as fine a hybrid as long experience, a high degree of breeding skill—and ample resources will produce.

**Better PIONEER Hybrids  
come from  
ENDLESS RESEARCH**

## More New Equipment Increases PIONEER PLANT EFFICIENCY



CORN IS CARRIED TO SORTERS BY ENDLESS CONVEYING BELTS

The installation of more new equipment during 1944 has greatly increased the efficiency of Pioneer Plants.

As shown in the above photograph, the corn is carried in front of the sorters by endless conveying belts. The undesirable ears are discarded—and carried away on another conveying belt. Those good ears—after they have been carefully checked and undesirable kernels removed—are placed in the baskets in front of each sorter, ready to be checked again by the inspectors.

Each basket of sorted corn is emptied into the checkers' table—on the opposite side of the sorters—where it is carefully checked again by competent inspectors. After this inspection, the good corn is carried away on another conveying belt—as shown in above photograph—to the drying bins.

This new Pioneer method of handling the corn not only increases the efficiency of the plants, but because of this careful handling produces better seed corn.



INSPECTING SORTED CORN

**M**ISSUS: "Well, you can't say I ran after you."  
Mister: "No, and neither does a mousetrap run after mice; but it catches 'em just the same."

**I**N THE smoke room of the big hotel the Scot had been boring everyone with tales of the great deeds he had done.

"Well, now," said an Englishman at last, "suppose you tell us something you can't do, and, by jove, I'll undertake to do it myself."

"Thank ye," replied the Scot, "I canna pay ma bill here."



TIM

... and so  
are we.



TED

Dad is  
fine ...





## CHRIS H. MILLER

Supervisor in  
North Central Iowa

Says . . .

Lloyd Plaehn sold eight bushels of Pioneer corn, over one-half of what the customer needs, to a man who is a salesman for a very popular competitive hybrid. Loyd said he would have sold him more but he wanted to try some of his own!

In a Popularity Plot on Dewey W. Woodin's farm near Belmond, Iowa, we checked the difference in yield between planting 3 and 4 kernels per hill. Every check in the 7 plots shows a marked yield increase in the 4 kernel drop. The increases were all from 8 to 16 bushels per acre. However, the ears from the plot planted with 3 kernels per hill were much better to show off ear type. Dewey will have a story to tell his customers and will get to his last year's mark of 2,400 bushels in 4 townships.

G. E. Becker, Waverly, Iowa, in the dairy spot of Iowa, has lots of small farms, where he gets busheled to death. He is thankful for the bonus of 50c per customer on sales of one bushel or more. He thinks he will make the winter now. He sells around 1,700 bushels. I often wonder what he would do if he could sell to 10 bushel customers. Everyone in northeast Iowa knows Grant and his friendship sells lots of corn for him everywhere. You other boys can be glad you have Grant plugging Pioneer for you wherever you are.

George Mark, Iowa Falls, said his sales are still piling up much better than expected after a late start. But George keeps on pushing for that 1,800 bushel mark.

Mrs. Frank Anderson, Goldfield, Iowa, underwent a major operation at a Fort Dodge hospital. We all wish her well. Frank had his sales pretty well in the bag early. So he could meet such an emergency. He signs up 270 bushels per day at the small 4-H Club Fair—that saves him lots of time and mileage. He is over his 1,600 bushel mark now. Yes, he urges 10 acre yield entries and pays the fees—then charges it to advertising.

Henry Maschmeyer, Fredericksburg, Iowa, is over his limit and still going. He has moved to town to devote most of his time to selling. He is busier than ever and with Mrs. Maschmeyer's help he gets the job done. At a Creamery about September 1st a usual scene was Henry talking Pioneer, while Mrs. Maschmeyer wrote up the orders in a car nearby. Try this, boys.

J. C. McGuire, Mason City, Iowa, who had a terrible car accident over a year ago, is doing well and has recovered much better than we ever expected. Faith and determination keep him going and he is getting a job done in selling Pioneer. With one extra township this year we hope he will have an increased income to help out. Yes, he is over his limit and still will sell more because 353A is still for sale on the card and it does a very nice job up there. We wish him well.

Carl Sparboe, Jewell, Iowa, in Hamilton County, is as steady and reliable as Old Prince. He has over 2,200 bushels sold, in a territory that had only 450 bushels of Pioneer in 1942. Some of his Norse friends are a little slow about making up their minds but he will get them in time if the corn holds out.



## ALBERT SCRAMLIN

Supervisor in  
Central Minnesota

Says . . .

Cecil Pettis, Pioneer salesman at Kasota, Minnesota, has just finished hand-husking a small field of 341. It yielded 125 bushels per acre of good dry corn. Mr. Pettis is noted for his good

## SCRAMLIN . . . says . . .

crops of corn, but believe this tops any of his former yields.

Winton Larson of Nicollet, Minnesota, reports that his brother who has been a German prisoner for several months is well satisfied with the treatment he receives from his captors.

Mr. and Mrs. Henry Peltz of Waconia, Minnesota, recently became the proud parents of a baby girl.

Jacob Broelsma, Sherburn, Martin County, Minnesota, is heading for that 2,500 bushel mark again. His sales are already up to 2,000 bushels—over 1/2 of all seed corn planted in his territory will be Pioneer.

W. J. (Bill) Marsh, Madelia, Minnesota, had a tough time delivering his corn last spring because of the wet weather, which made planting impossible. Bill's sales are over 1,000 bushels now and he figures on selling several hundred more bushels before the end of the season.

Nels Urban, Raymond Baker and Jim Weatherspoon inspected a large number of Pioneer fields near St. Paul this fall. Pioneer 379 proved to be the best hybrid when compared with all other Pioneer hybrids—and many competitive hybrids. It was fully as early as 355. Not only was it performing well, but it had the field appearance so it looked like it was performing well. We understand the Pioneer 379 is making an outstanding record all over the northern cornbelt.

Pioneer 373 is the first choice among all hybrids with thousands of farmers in southern Minnesota. It is producing high yields of good quality corn—and farmers report there is no better corn for hand picking or the machine picker.



## GEORGE KURTZWEIL

Supervisor in  
Central Iowa

Says . . .

Gale Young of Indianola had a very profitable farm sale. He is selling out and going south for a time. We will miss Gale at the sales meetings, and hope he finds the hunting good in the sunny south.

Ralph Landon, route 3, Marshalltown, Iowa, is recovering slowly from a severe illness. We hope he will be well enough to meet us at the Tallcorn meeting.

Samuel Kelso, Carlisle, Iowa, is building a new "bed-room" for his prize Jerseys. Last year he completed a new silo. Looks like he is fixing to increase the milk supply in Warren County.

Our district has several new representatives this year . . .

D. D. Barker, formerly a helper for Carroll Sears, has taken over a territory in Wayne County, Iowa. His address is Clio.

William S. Curtis, Lucas, has taken over the Lucas County territory which Viri Nine had last year.

Perry Sears, while not a newcomer, is selling Carroll's territory while Carroll is in the Army.

Carl O. Burgus is taking the place of his brother, Cecil. Carl has an implement store in Murray and should be in excellent position to serve Pioneer customers in Clarke County.

Clyde Youmans, Peru, Iowa, has moved to his new place, two miles northwest. He still farms the home place, where he has some Pioneer 304 that is really "tops."

Fred Turner, Redfield, Iowa, had the misfortune some five months ago to break a leg. The break has healed but the torn ligaments are reluctant to function again. Some progress toward recovery makes us hopeful that he will soon be back on the job.

We will all miss Burdette Rolston, one of our good Marshall County men, who recently passed away. He was fatally stricken while on a business trip in Marshalltown.



## H. W. THOMPSON

Supervisor in  
Northwest Iowa and  
Southwest Minnesota

Says . . .

There are some of the finest fields of corn in northwest Iowa and southwestern Minnesota this year that have ever been grown there. One of the most outstanding fields of 330 is on Lora Ball's farm at Webb in Clay County, Iowa. Some of our men have complaints on 330 not filling out this year. It would really do you good to go and see this field of 330.

Another outstanding field of 330 is on the Geo. Hagedorn farm at Royal, also in Clay County, Iowa. Without a doubt one of the best fields of corn in Nobles County, Minnesota, is a field of 353-A at Adrian, Minnesota—about three miles northeast of town.

Some of our men missed a good bet by not taking advantage of the chance to see the popularity plots harvested. They missed a chance to help select the new hybrids Pioneer will be selling in the next few years. They missed a chance to express their opinions on new hybrids and also see what the new hybrids are like.

In Jackson County, Minnesota, Louis Hussong has the best corn crop on his farm he has had in a good many years. He planted mostly 353-A.

In Hubert Davis' territory—at Sanborn, Cottonwood County, Minnesota, some of the 322 was ready to crib on October 15th.

In George Boerhave's territory, Sioux County, Iowa, a field of 340 was making 150 bushels per acre by measure—and that was "Some corn."

Mose salesmen were given a sample of new corn last spring and now is the time to get out and look it over. Then report on what you think of these corns—are they as good or better than the numbers you are now selling—or do you think that you would rather have the old numbers? LET US HEAR FROM YOU.

The supervisors, Nels Urban, Raymond Baker, Jim Weatherspoon and Perry Collins, all had the pleasure of going through the Garst and Thomas Plant at Coon Rapids one day last week. Without question it is the most modern and the largest plant in the business with twenty drying bins, each holding 6,000 bushels of corn.

Whenever any of you people get near Algona be sure to stop and see the new improvements installed there. For those of you that have not seen the plant there for several years you would not think that it is the same place that you saw back in 1938.

Now is the time for you salesmen to really find out how Pioneer is yielding. Why not make a few weighed yield tests out in your customers' fields. This is the best way that we know of to sell yourself and also convince the customer that our corn really will put the bushels in the crib.



## JOHN F. SMITH

Supervisor in  
Southeast South Dakota  
and Northwest Iowa

Says . . .

H. A. Christopherson is erecting a large new Brookings College type poultry house on his farm in the north part of Yankton County. Harry is planning quite strongly on filling this new house with Hy-Lines the coming year.

David Duncanson out at Wagner, South Dakota, is really getting a kick out of life these days, selling Pioneer. The latest technique that Dave uses to land a last minute customer is to offer him some Pioneer to plant alongside of some competitive hybrid, with the understanding that unless Pioneer has the best yield in the fall



**JOHN SMITH . . . says . . .**

he need not pay him for the seed. Dave has made a lot of yield tests this fall, and has never been beaten yet.

*If you want some good advertising . . . make some comparison yield tests. Pioneer will see you through in most every test you make.*

The next time you see Ralph Montgomery, Wakonda, South Dakota, ask him how he likes Pioneer 336. Ralph said it was the best hybrid ever made.

Sam Fahlberg is challenging anyone in Lincoln County, South Dakota, to show a better yield of corn than a field planted to Pioneer 340 on Mr. Johnson's farm 1 mile north of Beresford, South Dakota. A careful yield test made shows a yield of 114 bushels per acre.

Since Merlin Waggoner, Hawarden, Iowa, had two crops of Pioneer corn that yielded about 100 bushels to the acre, his wife has hardly been able to keep him home. Watch Merlin's corn sales walk up there in the future.

**H. N. MILLER**

**Supervisor in  
Northeast Iowa and  
Southeast Minnesota**

**Says . . .**

Mr. and Mrs. H. R. Sutherland of Fountain, Minnesota, not having any children of their own, have adopted a boy about 15 and a girl about 9. We know the youngsters are in a fine home. Someday they will be as well respected in the community as their adopted parents today.

E. C. Flatness, Northwood, Iowa, has been ailing for some time, and is considering going through the Mayo Clinic at Rochester for a thorough checkup. We wish him a speedy return to health.

Dean Smith, Burr Oak, Iowa, says that his neighbor has one of the finest fields of corn he ever saw. It's Pioneer 379.

The Tom Bedneys, Hope, Minnesota, have two small sons wearing sweaters with Pioneer emblems across the back. Cute, too. Now the third son will soon be large enough to boost his father's sales by wearing a Pioneer sweater.

Wm. Cron and Kenneth Huntley, customers of C. G. Goplerud, St. Ansgar, Iowa, weighed up 40 pounds of ear corn of Pioneer 353-A and 40 pounds of one of the most popular competitive corns. After shelling the corn they weighed the shelled corn. The 353-A weighed 7 pounds more than the other corn. This is something to suggest to other customers.

John Bunn, New Richland, Minnesota; R. H. Morris, Rochester, Minnesota; R. S. Wright, Alden, Minnesota; and Leo Seefelt, Dexter, Minnesota, are all new salesmen in our district—making their first sales this fall. They are all doing a fine job and are adding materially to our total sales. With this good start, we are expecting a lot from them in the future.

Pearlin Pederson, Leland, Iowa, wanted a chicken for Sunday dinner, so took his rifle to shoot a good Hy-Line cockerel. Richard, his young son, insisted on going along. The rooster ran out in the cornfield.

Pearlin told Richard to stay by the fence while he went out into the corn to spot the rooster. He got a bead on the rooster and fired—the bullet went through the rooster's comb, glanced off a rock, and lodged in the calf of Richard's leg. In his eagerness to help look for the rooster, Richard had moved from his designated spot behind the fence. He is recovering in record time, however.

Pearlin says he is going to pick his chickens off the roost from now on.

**E. H. MOGCK**

**Supervisor in  
Western Minnesota and  
East Central S. Dakota**

**Says . . .**

Leo Hoffman, who is selling Pioneer seed corn in Roberts County, South Dakota, has recently sold his farm near Corona, South Dakota, and moved to Wilmont, South Dakota. Mr. Hoffman is doing a good job selling Pioneer out there. Leo will be able to devote all the time necessary to sell Pioneer from now on. Too bad we do not have more varieties for sale this fall.

I. U. (Ickie) Eichelberger is holding some of his prize winning ears of Pioneer corn. Ickie sells about 700 bushels of Pioneer seed east of Montevideo, Minnesota, in Chippewa County. Having rented their farm to their son-in-law for the next



year, the Eichelbergers plan to sell out and move to Montevideo some time after January 1st of next year. He will then be able to spend all the time necessary to sell Pioneer. We are sure we can look for sales to go up in Ickie's territory next year.

Louis Kramin, who is selling Pioneer at Willmar, Minnesota—he has been selling Pioneer for a little less than two years—is now the champ in the northern section of our territory. Louis had sold 1,331 bushels on October 18th. Mr. J. E. Askdal is second with 1,286 on October 18th.

**JOHN COREY**

**Supervisor in  
Southeast Iowa**

**Says . . .**

Mr. and Mrs. Malon Amish announced the marriage of their oldest daughter on October 19th. Mr. Amish, as all know, sells near Iowa City. While in that town recently we overheard some folks talking and wondering if Malon could stop selling seed corn long enough to attend the wedding ceremony. Malon has been doing a grand job selling Pioneer. His sales are already nearing the 2,500 bushel mark and he's still going strong . . . but we'll wager he did attend that wedding. Congratulations to the happy couple.

In south central Iowa the new Pioneer hybrid 339 has been making an excellent showing when planted on good ground. It yields well—and is easy to pick by hand or machine. It does not seem to do so well when planted on thin ground.

Mr. George W. Bell's father, whose 100th birthday was on October 12th, passed away October 30th at Wellman, Iowa.

George is the Pioneer salesman at Wellman, and has been doing a grand job selling Pioneer in his territory—even selling Pioneer to some of his competitors.

(Continued next column)

**JOHN COREY . . . says . . .**

Mr. and Mrs. Omer Schultz of Malcom, Iowa, are proudly caring for a little girl which the stork brought them recently. She will answer to the name of Helen Kay.

Mr. and Mrs. William R. Kirchner of Donnellson, Iowa, are happy to announce the arrival of a son, Joseph William, born October 11th.

The new Pioneer 304 is making many friends in southeastern Iowa when planted on good ground. Farmers particularly like its very dark green color, stiff stalks, good roots, large ears.

**MARION LIND**

**Supervisor in  
East Central Iowa**

**Says . . .**

Can women sell Pioneer? I should say so! This was quite clearly demonstrated by Mrs. Lee Finn of Central City, Iowa, who went out and sold 125 bushels in a short day. Congratulations are in order for you, Mrs. Finn.

We are all happy for the J. E. Ahlrich family of Monticello, Iowa. Jack is now home from the hospital and doing nicely after a serious operation. Best wishes to you, Jack, from all of us in Pioneer.

We are all proud of the performance of our new hybrids 341 and 331. In Central Iowa, 331 is yielding beyond expectations. It has large ears similar to 330. The ears are very uniform and true to type. This hybrid looks like it's the answer to the farmer's prayer who wants a hybrid a little later than 330 or 340. 341 looks like the super-hybrid—the short, stout stalks and the uniform ear-height catches everybody's eye.

The large, cylindrical, well filled ears account for the large yields. You will not have to make apologies when you sell a farmer Pioneer 341.

Clarence Boddicker is now home after spending the summer at Duluth, Minnesota, with a group of hay fever sufferers. Clarence is now feeling fine and we hope his stay in Minnesota cured his ailment.

Nelson Urban and Karl Jarvis helped us check "Popularity Test Plots." Karl Jarvis, as most of you know, is with the Pioneer Research Dept., making a study of plant diseases, insects, rootworms, corn borers, etc. According to Karl, parts of eastern Iowa are now as heavily infested with corn borers as any place in the corn-belt this year.

The plot checked at the Jargo Bros. farm in Clinton County, Iowa, had 7 Pioneer numbers and 65 per cent corn borer infestation. In other words, 65 stalks out of 100 had one or more borers. In spite of this heavy infestation every one of the Pioneer hybrids yielded right close to 100 bushels per acre.

Pioneer 330 had the highest number of broken stalks above the ear and from observation alone would probably have been rated the poorest in the plot. However, when the corn was weighed it was the highest in yield.

Not long ago, a competitor who wanted to argue, approached Wm. Gregory of Masonville in a group and said, "Bill, I'll bet \$10 I sell two bushels of seed corn to your one of Pioneer!" Bill didn't lose any time telling him, "By Gosh, you would have to. Your corn only germinates 50 per cent."

Georgie Lind, son of Marion Lind, broke his collar bone while playing football. He is recovering satisfactorily.

A MILK bottle was picked up in the Atlantic Ocean. Upon examination it was found to contain a piece of waterproofed paper. But the writing was too faint to be deciphered. It was clearly a case for the F.B.I. so various tests were made and several acids were applied. At last, six words stood out in startling clearness: "2 quarts of milk, no butter."







# 47 PIONEER SALESMEN

## IN 1,000 BUSHEL CLUB

Sales Concentration in Territory	Salesman's Name	Address	Bushels Sold Thru Oct. 25
*60.8%	Levi M. Gowdy	Melbourne, Iowa	1,565 Bu.
56.5%	Loyd Plaehn	Reinbeck, Iowa	1,822 Bu.
55.3%	D. W. Woodin	Belmond, Iowa	2,344 Bu.
54.2%	C. G. Goplerud	St. Ansgar, Iowa	1,220 Bu.
53.3%	F. A. Speas	Union, Iowa	1,671 Bu.
49.4%	James Humphrey	Winfield, Iowa	1,311 Bu.
44.1%	Edward Lund	Waterloo, Iowa	1,282 Bu.
42.6%	Otto Pruess	Mechanicsville, Iowa	2,165 Bu.
42.4%	August Sorensen	Ringsted, Iowa	1,555 Bu.
38.8%	H. L. Hadley	Rowan, Iowa	1,358 Bu.
38.4%	C. B. Schager	Dows, Iowa	1,489 Bu.
37.6%	George A. Mark	Iowa Falls, Iowa	1,492 Bu.
37.5%	Carl Sparboe, Jr.	Jewell, Iowa	2,296 Bu.
37.2%	H. G. Fredericks	Hampton, Iowa	1,404 Bu.
37.1%	Irvin C. Johnson	Willmar, Minn.	1,331 Bu.
36.7%	John Patterson	Washington, Iowa	3,274 Bu.
36.4%	G. E. Becker	Waverly, Iowa	1,408 Bp.
35.7%	Ed. Schnell	Dysart, Iowa	2,329 Bu.
35.1%	N. A. Bjork	West Liberty, Iowa	1,330 Bu.
34.9%	George Mullen	Perry, Iowa	4,717 Bu.
34.7%	C. J. Allinson	Hampton, Iowa	1,393 Bu.
34.6%	Ray Baird	Webster City, Iowa	1,379 Bu.
34.2%	C. G. Seiberling	Mitchellville, Iowa	1,061 Bu.
33.8%	John Lefebure	Fairfax, Iowa	1,320 Bu.
33.7%	R. E. James	Thornton, Iowa	1,253 Bu.
33.0%	Jacob Broisma	Sherburn, Minn.	1,943 Bu.
32.2%	Frank Anderson	Goldfield, Iowa	1,696 Bu.
32.1%	E. C. Flatness	Northwood, Iowa	1,232 Bu.
31.7%	Elmer Frink	Emmetsburg, Iowa	2,007 Bu.
30.5%	Nick Peschon	Hatfield, Minn.	1,503 Bu.
30.2%	Benjamin Anderson	Story City, Iowa	1,076 Bu.
30.1%	Leonard B. Kallestad	Belmond, Iowa	1,168 Bp.
30.0%	Malon Amish	Riverside, Iowa	2,496 Bu.
29.9%	Louie F. Levasseur	Alburnett, Iowa	1,767 Bu.
27.4%	Lyman F. Marvin	Spragueville, Iowa	1,343 Bu.
27.3%	J. E. Askdal	Minneota, Minn.	1,286 Bu.
26.9%	Fred E. Wier	Letts, Iowa	1,672 Bu.
26.0%	H. G. Helmers	Sibley, Iowa	1,544 Bu.
24.8%	W. J. Lammers	Dyersville, Iowa	1,184 Bu.
24.8%	Ralph Rider	Garwin, Iowa	1,790 Bu.
22.6%	Art Timmsen	Durant, Iowa	2,292 Bu.
22.5%	H. C. Grothaus	Delft, Minn.	1,025 Bu.
22.0%	C. H. Gesink	Sioux Center, Iowa	1,480 Bu.
21.3%	John Hedlund	Boone, Iowa	1,287 Bu.
20.8%	W. J. Marsh	Madelia, Minn.	1,113 Bu.
20.7%	George Plagmann	Ames, Iowa	1,024 Bu.
19.6%	E. E. Edwards	Bigelow, Minn.	1,091 Bu.

\*Sales concentration in territory is determined by comparing Pioneer sales with estimated bushels of all seed corn to be planted in the territory. For example, on October 25, Levi M. Gowdy had sold over 60% of all the seed corn which will be planted in his territory next year.



### FOR SALE

FOR SALE—Reg. Holstein Cows and Heifers. Henry Maschmeyer, Fredericksburg, Ia.

FOR SALE—Two heavy springing Guernsey Heifers. Farm 8 miles S. W. of Thompson. Fred McGrath, Forest City, Ia.

FOR SALE—Reg. Spotted Poland China Boars. Sired by War Bond, Spotted Diamond Way Heavy and others of the right type for all needs, wt. 250. Immune. C. H. Miller & Sons, Clarion, Iowa.

If one of you have a good farm to rent—pass the word along to Vernon Behrens at Lakefield, Minnesota.

Pioneer News will print one "For Sale" item for each salesman—FREE—in the December issue. Send your item now.

### PIONEER CHUCKLES

AN American soldier in England was giving some illustrations of the size of his country. "You can board a train in the state of Texas at dawn," he said impressively, "and twenty-four hours later you'll still be in Texas." "Yes," said one of his English listeners, with feeling, "we've got trains like that here, too."

"WHAT the dickens are you doing down there in the cellar?" demanded the rooster. "If it's any of your business," replied the hen frigidly, "I'm laying in a supply of coal."

A COUPLE of colored boys were crouched in a shell hole while a barrage whanged away above their heads. "Look here, Rastus," said one, "ain't you skeert?" "Not me," boasted the other. "Ain't no shell gonna come along got my name on it." "Me neither," said the first fellow. "I ain't worried about my name on no shell. What I am worried about is, maybe there's one marked 'To whom it may concern.'"

### PIONEER OFFICE MEN IN THE SERVICE



DON ORTLUND

Don Ortlund—who was one of our right hand men here in the office—and was always "tops" in serving Pioneer salesmen with information and the supplies they needed to sell more corn—has been in the U. S. Navy for several months. Everyone will welcome the day when he returns. We all miss his everlasting smile—his ability to serve everyone well—and his presence at our Pioneer sales meetings.

First Lt. James L. Bradley, whom most of you know, is in the hospital somewhere in the South Pacific, recovering from minor injuries received during scouting engagements on Peleliu Island. Jim has been on U. S. Marine duty in the South Pacific for many months—and was with those troops who were in the Cape Gloucester campaign.

Don Tschirgi—whom many of you know from the correspondence you received from him during those years he served in the Des Moines office—is in the U. S. Navy. He is attending a specialized yeoman training school at Bainbridge, Maryland, where he will graduate early in November.

AN American sailor was chatting with a Nazi prisoner and the talk turned to the years after the war is over. "What will you do?" asked the American. "I," said the Nazi, "am going to make a bicycle tour of Germany." "Yes," said the American, "and what will you do in the afternoon?"

### EARN A TURKEY for CHRISTMAS

Every Pioneer salesman has an opportunity to receive a fine quality, hard frozen, oven dressed, 10-12 pound turkey for Christmas. Each salesman who qualifies as follows will receive a turkey:

- a. If, by November 30, sales concentration FOR THE SEASON, as shown by the confirmed orders then received, amounts to 35 per cent or better. For instance, if it is estimated that 1,000 bushels of all kinds of seed corn will be planted in the local territory and if Pioneer sales amount to 350 bushels—sales concentration would be 35 per cent.
- b. If sales concentration is less than 35 per cent and if by November 30 sales in the local territory amount to at least 10 per cent MORE corn than was sold last year in the same territory, and if sales this year amount to at least 100 bushels.
- c. If salesman does not qualify for a turkey under (a) and (b) above, he may qualify by putting in at least ten FULL days selling Pioneer during November.

If hard frozen turkeys are not available for Christmas shipment, fruit or some other gift of about equal value will be sent.

Next PIONEER NEWS will be in DECEMBER

More issues may be published —if you think it worth while