He envisioned a trip to Fort Dodge as a hazard-ous undertaking, and so it was. Again and again the pioneer salesmen, with their wagon and flour were "stuck in a slough" and had to be pulled out by oxen. Finally, when they arrived at Webster City, they were told that a slough just ahead was called "Little Hell," and one farther on was known as "Big Hell," so they abandoned the trip to Fort Dodge, and sold their flour at Webster City for \$8.75 per hundred. Financially the trip was successful, but the experience proved that taking flour to the pioneers was quite as difficult and hazardous as taking the grain to the mill for grinding.