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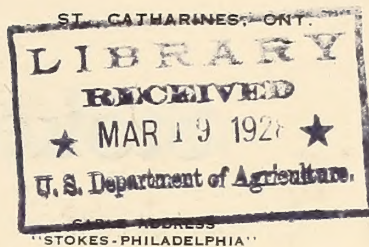
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FRANCIS C. STOKES & CO.

FOUNDED 1881

VEGETABLE SEEDS

PHILADELPHIA

235 EAST WASHINGTON SQUARE
TELEPHONE-LOMBARD 5375
PHILADELPHIA, PA.SEED GROWING OPERATIONS IN
PENNSYLVANIA, NEW JERSEY, MICHIGAN,
SOUTH CAROLINA, FLORIDA, CALIFORNIA,
COLORADO, WASHINGTON, DENMARK,
FRANCE AND HOLLAND.

Midwinter Greetings
To Our Customers:

It is a fact that will bear repeating - specialization as developed by Stokes Seed Services represents the finest development of the craft. Variety simplification has won an astounding victory.

Proofs? They are abundant. First of all there is the specification. Vegetable seeds were never before sold under specifications. A true knowledge of stocks can only come with great concentration and with infinite care of detail. This is impossible when one's interest is divided by 500.

Is the quality higher? Vastly so. Ask any one of our 8,000 customers. Their loyalty is unique. They even go so far as to pass on the good word to their neighbor and that is unique!

Are prices lower? Decidedly lower. Simplification has greatly reduced overhead. 1928 prices on 20 representative items are 23.4% lower than they were 13 years ago. At present Stokes Seeds are by far the best buy on the American market. The very highest grade seeds at prices equal to or lower than those asked for ordinary stocks. What a combination!

Does it really pay to buy by mail? Why not? We make no delivery charge. We guarantee safe delivery. We send all orders on their way the same day received. The very finest stocks are thus available through your nearest mailbox, and at prices that are only possible through our pioneering policy of simplification.

Your patronage of former years is pleasantly remembered. Your patronage in this present season is respectfully invited. Business is excellent with us here on Washington Square, - but it will be even better if we have your order.

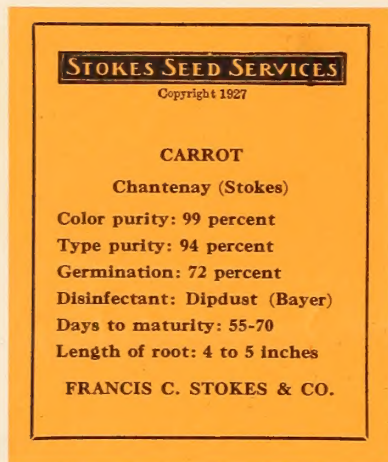
Very truly yours,

FRANCIS C. STOKES & CO.

A handwritten signature in dark ink, appearing to read "Francis C. Stokes". The signature is fluid and cursive, with a large, sweeping "F" and "S".

Stokes Seeds are Sold in Sealed Pa

Here is the Specification



THE average label on a seed bag is not very illuminating. Being of the opinion that it is very much the business of both the seller and the buyer of high-grade vegetable seed to have the facts well before him, we have this year, for the first time, inaugurated the use of the specification. This is in the form of a seal which gives definite facts regarding each individual lot of seed. These facts have to do with the percentage of type purity, the germination, the disinfection, days to maturity, etc. The use of the specification is a further result of variety simplification. We have not felt that it was physically possible until we had simplified our list as we have this year. In buying Stokes Seeds you do so with your eyes wide open. This specification is symbolic of definite progress in the merchandising of vegetable seed. In foregoing the pleasure of

offering a more inclusive list of vegetables, we have definitely raised our type standards. Professor Conklin, noted biologist of Princeton, has said, "All progress involves increased specialization." There is a great deal of truth in this statement.

Why We Believe in Seed Disinfection

Stokes Seeds were the first of the general vegetable seed line in the United States to be regularly disinfected before being sold. It is obvious that this pioneering service would not be continued if we were not thoroughly convinced that such treatment reacts to the benefit of the planter. Europe is ten years ahead of this country in the seed disinfecting field. Knowing this, we made a thorough investigation of the subject in four different European countries in 1926.

It is a known fact that many plant diseases are spread through infected seed and although the organic mercury treatment which we are applying does not cover all organisms, experiments have proven that it does eliminate those on the exterior of the seed coat. A few diseases such as Black Leg on cabbage and Phomopsis on eggplant have their fungii under the seed coat and in such cases other means of control are necessary.

Our activities on this subject have been largely guided by Dr. C. R. Orton, Pathologist and Chemist, who for some time has been making intensive studies of the subject at the Boyce Thompson Plant Research Institute. Largely on his advice, we are this year using the Bayer Company's Dipdust, which has proven itself highly effective. We have found that this treatment greatly

advances and strengthens germination. This is particularly true during cold, wet seasons when the damping-off fungii becomes most active. Our files are literally filled with letters from customers commenting on the strong germination of our seed. We are convinced that a large part of this success is due to the disinfectant to which the seed has been subjected. At the present time we are using a seed treatment apparatus which we have imported from Leipzig, Germany. The 1928 germination average is 91.3%,—a figure which will stand very high on any competitive record.

Plan Carefully for 1928

Our advice to customers at the present time is that you emphasize quality and not quantity. Usually there is a profitable market for a high-grade product, rarely is there a market for a low-grade product. 1928 is the year to lay careful plans for overcoming competition. Think for yourself and avoid mass opinion. Work out a thoroughly foolproof plan. Produce vegetables that will sell themselves through their own outstanding good qualities. Plant early maturing strains, and, as far as possible, disease resistant strains.

The country is not in a period of boom times. Unemployment is more severe than at any time since 1920. The tragic coal strike in the bituminous fields is carrying

Packages Under Definite Specification

its burden of bitterness and loss to untold thousands. Farmers are putting up an uphill fight in selling their products on an open market and buying their supplies on a market that enjoys the highest protective tariff in the world,—Republican newspapers to the contrary. All of these things have a direct effect on weakening the business position, and this invariably means a weakened produce market. Under such conditions the evil results of over-production are easily felt.

Have You Received Our 1928 Catalog?

Every few days we receive a letter from some old customer, asking why we have not sent a copy of our new catalog. All of this is very distressing to us, for we had made every effort to see that everyone of our old customers received a catalog from us as early as December 10th. We appreciate the good will of our customers far too much to slip up purposely on any matter of this kind and we assume that when a catalog is not received it has become lost in the mail. We will appreciate it very much indeed if any other of our former customers will advise us in the event that they have not received their catalog this year.

We Can Still Supply Vanguard Corn

Although we are not regularly cataloging peas, beans or corn this year, we have a limited supply of new crop Vanguard seed corn. Subject to being unsold, this is offered at 25c per pound delivered.

Giant Leaved Nobel Spinach Is Sold Out

We are sorry to report that this excellent variety is no longer available until we receive the new crop, which is about November 1st, 1928. This spinach, although not of the Savoyed type, has gained great popularity because of its heavy yield, its fine flavor and its long-standing ability.

Don't Bother to Say "Please Rush This Order"

We are rushing all orders and even those which come in the 4 P. M. mail go out in the 5 P. M. delivery. New customers often tell us they are astonished to have their deliveries made so promptly.



1ST PRESBYTERIAN
CHURCH

FARM
JOURNAL

SAUNDERS
BLDG.

N. W. AYER
& SON

EDISON
BLDG.

BENJ. FRANKLIN
HOTEL

GIMBEL
BROS.

CURTIS
PUB. CO.

We have recently purchased the property we have been occupying for five years on Washington Square. Being thus centrally located in the heart of old Philadelphia, our customers can readily find us. There is a parking privilege for one hour on Washington Square. The above photograph was taken from one of our upper windows on February 17th, 1928.

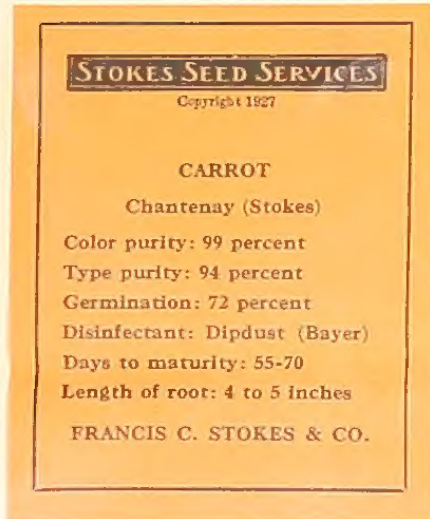
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Ask the man who has planted them

"I bought from you last year, and had excellent luck with all my vegetables. In fact, much better than any other year."—Mr. Adam Bubb, New York—2-20-28.

"Your Viking cabbage lived up to your reputation. Penn State Earliana made us some real money."—Mr. Harry Boyden, Illinois—1-17-28.

"Last season the Super-Standard Bonny Best seed produced beautiful tomatoes."—Mr. W. V. Covey, Washington—1-13-28.

"I am glad to say your strains of seeds have proven the finest we have ever grown."—Mr. J. Irvin Lehman, Pennsylvania—2-6-28.

"We are pleased to say that we buy nearly all our vegetable seeds from you and follow each catalog with much interest."—Mr. W. D. J. Murray, Ontario—1-3-27.

"I have known of you but a few years, and I am greatly pleased with the small experience I've had with your seeds."—Mr. Paul Babelay, Tennessee—2-1-28.

"Last year your Windermoor Wonder cucumber gave us the best crop of cucumbers we have ever had from our greenhouses."—Traynor Brothers Company, Mass.—1-20-28.

"I have bought this seed of you for the last 4 years and tested it along with other stocks of Bonny Best and found yours decidedly superior to any."—W. W. Tracy, Jr., Colorado—2-15-28.

"I am addressing you today concerning the cauliflower seed I got from you this spring. The Snowfall variety produced excellent heads. Some of them weighed $5\frac{1}{2}$ pounds and were the best on the San Antonio market."—Mr. William M. Garrett, Texas—12-14-27.

"Your Marglobe is the best early tomato on the market."—Mr. G. C. McDermid, S. Carolina—12-7-27.

"We had a wonderful crop of Viking Copenhagen cabbage last season. Beckers of Ft. Dodge saw it just before it had been cut and were much taken with the variety. They are planting it this year. The size is just right, regular Copenhagen is too large for our trade."—Blackman Brothers, Iowa—2-20-28.

"We have been buying Bonny Best tomato seed from you for twenty years with good results."—Gray Floral Company, Oklahoma—1-23-28.

"Results from your seeds have been uniformly good, under rather poor conditions, and your system of cataloging is a great help in buying and planning."—H. McFarland & Son, Illinois—1-23-28.

"I don't know how we could garden without Stokes seed. Your treated seed gives us a perfect stand where seed from other sources had to be planted over. We surely appreciate the service you render in furnishing quality seed."—Mr. Albert C. Joy, Oregon.

"Your Penn State Earliana did remarkably well with us last year."—Mr. Wm. Hobart Clark, Massachusetts—2-9-28.

"I hope the day will come when more of the seedsmen will be as conscientious as you are about what stocks of seed they deliver to the growers."—Mr. C. L. E. Keller, Colorado—1-23-28.

1928 Prices for the Stokes Strains of Vegetable Seed

We pay all delivery charges and guarantee the safe arrival of your order to any Post Office in the United States or Canada. These prices are as of February 1, 1928, and are subject to change. No packets are available on items which carry an ounce price of 15c. or less.

FRANCIS C. STOKES & CO.

Variety	Pkt.	Oz.	$\frac{1}{4}$ lb.	lb.	10 lbs. Per lb.
Asparagus Seed, Mary Washington.....	\$0.15	\$0.45	\$1.50	\$1.40
Asparagus Roots, Mary Washington.....					
(Delivery April 1st)	100 roots,	\$2.50;	500 roots,	\$7.50;	
	1,000 roots,	\$12.00;	5,000 roots,	\$10.50	
	\$11.00 per M;		10,000 roots,	\$10.50	
	per M;		50,000 roots,	\$10.00 per M.	
Beet, Crosby's Egyptian.....10	.25	.65	.60
" Detroit Dark Red.....10	.25	.75	.70
Cabbage, Viking Copenhagen.....	.25	.70	2.30	8.00	7.75
" Copenhagen Market.....	.10	.25	.85	3.00	2.85
" Early Jersey Wakefield.....	.10	.20	.75	2.50	2.40
" Charleston Wakefield.....	.10	.20	.75	2.50	2.40
" All Head Early.....	.10	.20	.75	2.50	2.40
" Glory of Enkhuizen.....	.10	.20	.75	2.50	2.40
" Drumhead Savoy.....	.10	.25	.85	3.00	2.85
" Penn State Ballhead.....	.25	.70	2.30	8.00	7.75
Cauliflower, Early Snowball ($\frac{1}{2}$ oz., 80c)	.50	1.50	6.00	24.00	23.50
Carrot, Chantenay.....10	.25	.90	.80
" Danvers Half-Long.....10	.25	.90	.80
Celery, Golden Plume.....	.50	1.50	5.50	20.00	19.50
" Golden Self-Blanching.....	.25	.75	2.50	9.00	8.50
Eggplant, Black Beauty.....	.10	.35	1.25	4.50	4.25
" Florida High Bush.....	.10	.40	1.40	5.00	4.75
Endive or Escarole B'd Leaved Batavian.15	.40	1.25	1.20
Parsley, Champion Moss Curled.....10	.25	.75	.70
Broccoli, Christmas Calabrese.....	.50	1.50	6.00	24.00
Cucumber, Windermoor Wonder.....	.10	.35	1.00	3.50	3.40
" Early Fortune.....10	.35	1.00	.90
" Green Pack.....10	.35	1.00	.90
" Pickler's Special.....10	.35	1.00	.90
Lettuce, Green-Leaved Big Boston.....	.10	.20	.60	2.00	1.85
" Big Boston.....15	.50	1.50	1.40
Lettuce, New York.....	.10	.20	.60	2.00	1.85
" Roman or Cos.....15	.50	1.50	1.40

Variety	Pkt.	Oz.	$\frac{1}{4}$ lb.	lb.	10 lbs. Per lb.
Muskmelon, The Bender.....	\$0.10	\$0.20	\$0.60	\$2.00	\$1.85
" Hale's Best.....15	.40	1.25	1.20
" Hearts of Gold.....15	.40	1.25	1.20
" Edward's Perfecto.....15	.40	1.25	1.20
" Abbott's Peerless Pearl.....	.10	.25	.85	3.00	2.75
Watermelon, Tom Watson.....10	.25	.75	.70
" Kleckley Sweet.....10	.25	.75	.70
" Thurmond Gray.....10	.25	.75	.70
" White-Seeded Excel.....10	.25	.75	.70
Onion, Mountain Danvers.....	.10	.25	.85	3.00	2.75
" Southport Yellow Globe.....	.10	.20	.75	2.50	2.35
" White Portugal.....	.10	.25	.85	3.00	2.75
" Riverside Sweet Spanish.....	.25	.50	1.75	6.00	5.75
" Yellow Bermuda.....	.10	.40	1.25	4.00	3.75
Pepper, Panama.....	.50	1.50	5.00
" World Beater.....	.10	.40	1.25	4.50	4.25
" Ruby King.....	.10	.40	1.25	4.50	4.25
" Harris' Early Giant.....	.25	.75	2.75	10.00
Radish, Early Scarlet Globe.....10	.25	.75	.70
" Forcing Scarlet Globe.....15	.35	1.00	.90
" Crimson Giant.....10	.25	.75	.70
" Sparkler White-Tip.....10	.25	.75	.70
Spinach, Long-Standing Bloomsdale.....10	.15	.40	.35
" Bloomsdale Savoy.....10	.15	.35	.30
" Virginia Savoy.....10	.15	.40	.35
" Giant-Leaved Nobel.....				(Sold out)
Tomato, Super-Standard Bonny Best					
($\frac{1}{2}$ oz., \$3.00)	1.00	5.00	18.50
" Penn State Earliana.....	.50	1.50	5.00	20.00
" Marglobe.....	.25	.50	1.75	6.00	5.50
Turnip, Purple-Top White Globe.....10	.15	.50	.45
" Yellow Globe Rutabaga.....10	.20	.75	.70

Order direct from this page or send post card for Stokes 1928 catalog which gives full descriptions, specifications and illustrations of the above varieties.

FRANCIS C. STOKES & CO.

EAST WASHINGTON SQUARE

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PHILADELPHIA, PENNSYLVANIA