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THIS WITHDRAWS ALL FORMER PRICES

SUFFERN'S

FOR DEALERS
ONLY.

JAN. 1ST,
1897.

SEED

BUY
NO
CHEAP JOHN
SEEDS.

Pay no Excessive Charges
to Messengers
from Other Firms.

AGENT.

Repre-
sented

The Field Seed Specialist.

VOORHIES, ILLINOIS.

Telegraph Office, Bement, Ill.

WRITE FOR "SPECIAL PRICES TO
YOU" ON WHAT YOU MAY NEED,

EXACT SIZE OF SEEDS

WHITE BEAUTY SUNFLOWER.

SEE DESCRIPTION ON PAGE 15

A CONVENIENT SIZE FOR FILING

TO THE TRADE.

The 1897 catalogue season is upon us. And the uppermost question is: "What shall we catalogue, and where shall we procure it?" As you well know, the money making capacity of a catalogue now-a-days, depends largely upon the discretion displayed in the selection of novelties. **Real and practical** novelties, which will put money into your customers' pockets, are huge winners for you. Not only upon their sale alone, but because they are general trade bringers.

I am a breeder of such novelties. Not **many** of them, but **good** ones, what there is of them. Owing to the unusually large early introduction for sorts of my own introduction, I handed you my preliminary trade list earlier than in past Autumns. Trusting that (if you have not hitherto done so,) your careful consideration will result in giving them a representation in the make-up of your coming season's catalogue.

Many and varied are the claims put forth for patronage. My **hobby**, as you perhaps know, is **good seeds** (not low prices.) Good in every sense of the word. Grown from careful rogued stock seed, which has been selected to a high standard. True to name and type. Pure and uniform. Not only good in form and appearance, but possessing inherent and invisible merit, that becomes distinctly visible in the product.

As you doubtless well know, to be permanently successful, it is necessary to sell good seeds. What a world of meaning in these two words. What loads of disappointment implied by two words which express the reverse. What a delight to you after your customers have garnered their crops, to learn that your seeds in their hands have been money makers instead of money losers. A pleased customer brings several more customers. A customer displeased, loses you other customers.

As has been well said, "a competition for cheapness, and not for good quality, or excellence of workmanship, is a frequent cause of the decay of arts and manufactures." To no business will this apply with more force than to the seed business. The years of labor bestowed in the construction of my present reputation is a guarantee of its maintenance. And I will not feel warranted in lowering the quality of my seeds, to meet competition on the basis of low prices. I depend on winning patronage solely on the firm basis of value received.

My trade thus far, has mainly come from careful, conservative houses—the largest and best dealers in the country, who continue with me from year to year. And whose vast and varied experience has taught them the great advantage in buying of specialists. If you are not already such, then I desire to make an annual customer of you also. To attain this end, I aim to please you. And what is more: to indirectly please your customers. This by supplying you with true to name, practical, vigorous, vital uniform seeds. Which have been grown from typical specimens of carefully rogued crops.

It is with much renewed confidence in the superiority of my seeds, and much greater assurance of my ability to render your investments in my seeds as profitable and satisfactory to you and your customers that I again solicit your patronage. And if in your plans for pleasing your customers, you contemplate patronizing specialists, I trust to hear from you often.

Your interests are mine. Please advise any seeds you wish prices on, or samples of. And you will get prompt response.

YOURS FOR GOOD FIELD SEEDS.

Voorhies, Illinois, Jan. 1st, 1897.
Established 1882.

J. C. SUFFERN.

ORIGINATOR OF	}	Champion White Pearl
FIELD CORN		Champion Yellow Dent.
POP CORN	}	Monarch White Rice.
		Red Beauty.
		Dye Cob Pop Corn,

WHITE BEAUTY SUNFLOWER.

SCALE OF PRICES.

NAMES OF VARIETIES	Telegraph Code.	Wt. per Bus,	One Bush.	5 to 10 Bush.	15 to 25 Bush.	30 to 50 Bush.
FIELD CORN, SHELLED						
Champion Yellow Dent.....	Coral....	*56	1.10	.90	\$.85	\$.80
Champion White Pearl.....	Corban..	*56	.95	.75	.70	.65
Hickory King.....	Cosmic..	*56	.95	.75	.70	.65
Blount's White Prolific Ensilage.	Coupe...	†56	.95	.75	.70	.65
St. Charles White Ensilage....	Cosy....	†56	.95	.75	.70	.65
Cuban Giant Ensilage.....	Cory....	†56	.95	.75	.70	.65
Dungan's White Prolific.....	Cord....	†56	.95	.75	.70	.65
Iowa Silver Mine	Copal...‡56		1.00	.80	.75	.70
Snow Flake.....	Coper...‡56		.95	.75	.70	.65
Silver White Flint.....	Courb...‡56		1.00	.80	.75	.70
White Cap Yellow Dent.....	Coss....‡56		.95	.75	.70	.65
Early Mastodon..... sold out	Cost....	56				
Golden Beauty.....	Cott....‡56		.95	.75	.70	.65
Improved Leaming, Ensilage	Costal...‡56		.95	.75	.70	.65
Iowa Gold Mine.....	Costate..‡56		.95	.75	.70	.65
Improved Early Golden Dent	Coat....‡56		.95	.75	.70	.65
Legal Tender Yellow Dent....	Costrel..‡56		.95	.75	.70	.65
Early Butler Dent.....	Cossett ‡56		.95	.75	.70	.65
Extra Early Huron Dent.....	Cornet..‡56		1.00	.80	.75	.70
Illinois Early White Dent....	Cotten...‡56		.95	.75	.70	.65
SEED OATS Crop a Failure						
ARTICHOKE TUBERS						
White Jerusalem.....	Abaum...‡50		.75	.60	.55	.50
Red Jerusalem..... sold out	Abet....	50	.75	.60	.55	.50
Mammoth White French.....	Abatol..‡50		.75	.60	.55	.50
			25 lbs.	100 lbs.	500 lbs.	1000 lbs.
			per lb.	per lb.	per lb.	per lb.
POP CORN, SHELLED						
New Red Beauty.....	Cove....‡60		.05	.4 $\frac{1}{2}$.4 $\frac{1}{4}$.04
New Red Rice.....	Conceit..‡60		.07	.6 $\frac{1}{2}$.6 $\frac{1}{4}$
Monarch White Rice.....	Craunch.*60		.4 $\frac{1}{2}$.04	.3 $\frac{3}{4}$.3 $\frac{1}{2}$
Page's Striped Rice.....	Covert...‡60		.4 $\frac{1}{2}$.04	.3 $\frac{3}{4}$.3 $\frac{1}{2}$
Variigated Rice.....	Crank...‡60		.4 $\frac{1}{2}$.04	.3 $\frac{3}{4}$.3 $\frac{1}{2}$
Ills Snow Ball.....	Curb....‡60		.4 $\frac{1}{2}$.04	.3 $\frac{3}{4}$.3 $\frac{1}{2}$
Mammoth White Rice.....	Curl....‡60		.4 $\frac{1}{2}$.04	.3 $\frac{3}{4}$
Amber Rice.....	Cumber..‡60		.05	.4 $\frac{1}{2}$.3 $\frac{3}{4}$
Tatted Yankee.....	Cumbro..‡60		.05	.4 $\frac{1}{2}$.4 $\frac{1}{4}$
Maple Dale Prolific.....	Cupid...‡60		.4 $\frac{1}{2}$.04	.4 $\frac{1}{4}$.3 $\frac{1}{2}$
Silver Lace.....	Curfew..‡60		.4 $\frac{1}{2}$.04	.3 $\frac{3}{4}$.3 $\frac{1}{2}$
Queen's Golden.....	Curer...‡30		.4 $\frac{1}{2}$.04	.3 $\frac{3}{4}$.3 $\frac{1}{2}$
White Pearl.....	Curry...‡60		.4 $\frac{1}{2}$.04	.3 $\frac{3}{4}$
SORGHUM SEED						
Early Amber.....	Sue....‡50		.1 $\frac{1}{2}$.1 $\frac{1}{4}$.1 $\frac{1}{8}$
Early Orange.....	Suet....‡50		.1 $\frac{1}{2}$.1 $\frac{1}{4}$.1 $\frac{1}{8}$
SUNFLOWER						
White Beauty (new).....	Yacht...‡26		.07	.6 $\frac{3}{4}$.6 $\frac{1}{2}$.6 $\frac{1}{4}$
Black Giant.....	Yarn....‡28		.04	.3 $\frac{1}{2}$.3 $\frac{1}{4}$.3 $\frac{1}{8}$
Mammoth Russian.....	Yam....‡26		.3 $\frac{1}{2}$.03	.2 $\frac{3}{4}$.2 $\frac{1}{2}$
White Kaffir Corn.....	Yale....‡50		.1 $\frac{1}{2}$.1 $\frac{1}{4}$.1 $\frac{1}{8}$

Prices on larger quantities than 50 bus. will be given upon application.

Selected ears of pop corn at same prices as for shelled corn.

* Large surplus. † Fair surplus. ‡ Limited surplus.

BAGS—New seamless jute or burlap bags. Also bbls. charged at cost.

MY TERMS—Are strictly net cash upon receipt of seeds. All accounts remaining unpaid when due, subject to sight draft without further notice. Orders from new customers must be accompanied by

the cash, or satisfactory references, and time to investigate, before shipment.

MY REFERENCES—New customers desiring to become informed as to my responsibility, will please write First National Bank, Bement, Ill., Postmaster and Express Agent, Voorhies, Ills., and Bradstreets.

MY SEED CORN.

I am situated in the heart of the greatest corn belt on earth. On the fertile underdrained lands of Central Illinois, which is one of the wealthiest exclusive agricultural regions of the world. Where the corn plant reaches its highest perfection. Producing seed of the greatest possible vigor, purest type, and highest vitality. In fact nature seems to have marked out this locality for almost exclusive corn production. For we rarely fail to produce a good crop, even in the most unfavorable seasons. In the trade it is becoming to be a generally admitted fact that it is best to procure each kind of seed from a locality in which it reaches its highest perfection. I have an abundant crop of first quality. I use only about half of the product (the best half,) of an acre for seed. Taking great precaution to have it sound, bright, vital, and nicely prepared for shipment. See testimonials below. You are at liberty to use part or all of them in your new catalogue, provided you catalogue some of my specialties, and order your stock of me.

So great is the popularity of my **C. W. Pearl Corn**, that it has a place in almost every catalogue in the trade. For my **Champion Yellow Dent**, which I first introduced in 1894, I predict as great a success eventually, as my C. W. Pearl has attained. My **Monarch White Rice pop corn** which I first introduced in autumn of 1886 is simply incomparable as a pop corn. My trade has more than quadrupled on it during the past three years. My **Red Beauty pop corn**, is a **beauty** indeed. A first class family pop corn. You will do well to catalogue all four of these sorts. And procure your stock of the originator. Because you will get the genuine typical seed. And not a degenerated, changed type which has been propagated out of my control. I will be glad to mail ear or shelled samples of seed corn to intending purchasers.

EARLY CORN FOR DROUTHY SECTIONS.

In many localities in the cotton states, the growth of the large native sorts is too often cut off by the usual August drouth, and their yield greatly lessened or entirely prevented. Hence the necessity for quick-growing early northern varieties, of established reputation. Which do not grow so much to stalk, send out stronger shoots, and mature their ears in July before the usual drouth begins. Making good yields when the native sorts make almost nothing. It also can be planted much thicker than the southern varieties.

A letter now before me, just received from Central Texas, fully demonstrates this. It says: "The yellow and white corn (Champion Yellow Dent, and Champion White Pearl,) you sent me last spring has done well for me.

It made good corn right along side of our native corn that made nothing at all, on account of the severe drouth which began in July."

It is reported that all farmers in Southern Kansas who send North or N. E., for their seed corn every 2 or 3 years grow much better corn than their neighbors who continue to raise the native sorts. From an article in "The Industrial," by Prof. E. M. Shelton, of the Kansas Agl. Experiment Station, I take the following:

"Sorts like Pride of the North, Champion White Pearl, Learning and other varieties that might be mentioned, yield well of good quality, and ripen early. And for these reasons, are valuable for many localities in Kansas. What is true of Kansas, is also true of all the Southern States. I have many large customers in the South to whom I annually ship large quantities of seed corn, for this very reason.

For further confirmation of this see Oklahoma Expe. Station report No. 10 for 1893. Stillwater, Okla., where my C. W. Pearl corn yielded more than 3 times what the large southern sorts did.

A seedsman in Louisiana writes me thus: "I got some seed corn of you last fall. It pleased my customers. And they keep calling for more of it. So I again send you my order. Glad to hear these favorable reports coming from your seed corn."

W. L. Bristol, Cairo, Ills. says: "Your early corn—C. W. Pearl—promises about 70 bushels per acre and is very fine while our late corn has plenty of cob, but few kernels. How do you account for that?" Ans—August hot winds killed the pollen in the tassels of the late corn.

Wm. P. Truitt, manager for Alabama Land Co., Buckatunna, Miss., says: "The corn I got from you will yield fully as well as our native corn. And the cobs are so small, it is nearly all corn. While a great deal of our native corn is rotten, this year, yours is sound and well matured."

IS PLANT BREEDING PROGRESSING ?

Wherever we look, in the business and material world, we see **progress**. There is no art that is not **advancing**. There is no line of machinery that is not being continually improved. There is no factory output that is not being changed for the better. And so general do we find progress, in whatever departments we investigate, that we readily come to the conclusion that every other division of business is similarly advancing.

The business of **seed growing** may be regarded from two view-points. From one it may be considered a science with its principles being put in active practice, in the improvement of old, and and the production of new varieties.

From the other it may be regarded as an art in active employment in propagating various sorts, and variously adapted in order to meet the present fierce competition, and the ever-changing requirements of business enterprise.

This is a commercial age; a busy age. The almighty dollar is the chief agent in the ruling of it. Everything is moving at a rapid pace.

All branches of men's callings are measured with the same measure. **Thoroughness** is a weak factor in accomplishing things. As long as superficiality will suffice, depth is not considered.

Among the multitude who are following the business of **seed growing**, there are very many who have no aptness or natural talents for **seed breeding**, and make but little pretension in that direction.

They are in the business merely from a mercenary point of view. They are not likely to further the breeding of seeds or plants, or even maintain the good qualities of them. They sooner or later drop out of the business, in most cases.

It is not intended by these assertions to cast any reflections or to pass by the fact that there are noble exceptions in which they can justly claim to be the "survival of the fittest"—their positions being freely accorded them by all. No matter what may be one's feelings or views, we must face realities as they exist. Great forces are at work. Every year brings its surprises. Old channels of trade dry up, and new ones suddenly open. No capital is large enough to carry a seed or plant business unless it keeps step with changing conditions.

"My wheat has run out," says a farmer. But he knows not why. He knows nothing about the mysteries of organic nature, or the parts they play in the yield of his wheat. He simply knows that his wheat has "run out" because it is annually decreasing in yield.

In the production of new varieties of seeds or plants (and in this the public has the greatest interest), it is not considered how quickly the flower, vegetable or cereal brought by careful systematic breeding to a high state of use fulness may so degenerate that all the characteristics of the perfected form again disappear.

It is an undisputed fact that the laws of heredity are as **potent** in plant as in animal life. And respond **as fully** to the breeders' art. In the development of types, selection is the only method that can be successfully employed. And selection is doubly important in preserving a type after it has been fixed. It has often been demon-

strated that when a type has been developed by selection, it will rapidly "back-slide" to a scrub grade, unless it can still have the accumulative selection which has developed it. Great vigilance must be exerted to counterbalance the ever-present tendency to reversion. To be successful. **The Seed Breeder** must have the faculty that discovers superiority in company with, and perhaps half hidden by inferiority. He must have the skill and patience to eliminate inferiority, and to intensify and perpetuate superiority in each succeeding annual product.

The true seed breeder is never satisfied with what he has. But like an expert inventor of mechanical devices, he is continually striving for something better. To successfully accomplish his work, he must have enthusiasm that has its foundation in other than mercenary motives. In fact, the true seed breeder is **born not made**.

The successful plant breeder must understand and master the Hybridization, polenation, avatism, annual variation, heredity, organic analogy, acclimation, etc., of the plant he would breed.

His occupation presents a boundless extent of detail requiring fundamental conception of the successful methods of the unfolding of the vegetable kingdom.

Though the influences exerted by man in this direction are much the more powerful and effective, yet they are so greatly antagonized by heredity and environment, that they are exceedingly difficult to control. Eternal vigilance in seed breeding is the price of lasting success. The seed or plant dealer can now buy stock at almost any price he wishes to pay. As time rolls on the seed trade continues to grow more discordant. And its competition more active and fierce. In this bitter war of prices, where, **O where, is quality?** The **echoes** (bankrupt stock) answer where.

In the present great effort to meet competition on the basis of low prices, everything tending to increase the cost of production must be dispensed with. It is only too apparent that this kind of competition (and there is no scarcity of it) is the principal, if not the only cause of the over-abundance of "Cheap John seeds which seek a market to-day. Many kinds of seeds now being sold at a less price than it is possible to produce them for, if the proper care is exercised in selecting, growing, roguing, and preparing them for market.

SHIPPING. I am located on the Wabash Ry. 20 miles east of the Ill. Central crossing, and 25 miles south of the Big 4 Railway crossing, Midway between Chicago and St. Louis. The Wabash R'y reaches Toledo, Detroit, Chicago, St. Louis, Kansas City, Keokuk, Des Moines and Omaha. I also ship over the I., D. & W. Ry., which reaches Indianapolis. To many points in the East, North-East and South-East, I ship by through freight lines. Be sure and state by what route you wish seeds sent. When no instructions are given, I shall use my best judgment in the matter. But can assume no responsibility, either delay or otherwise, after the seeds leave my hands. The shipping receipts being my voucher, that the seeds were received in good condition, by R. R. Co. All claims **MUST** be made within 5 DAYS after receipt of seeds. If seeds are wanted by mail 9c per lb. extra will be charged for postage.

THE SEEDS I SHIP will be sound, nicely cleaned and vital. When it was possible, the stock seed of each, was received direct from the originator. Below I give short descriptions of most varieties listed. If fuller descriptions are wanted, they will be sent on application. Electros of C. W. Pearl and Champion Yellow Dent will be furnished free to all new customers who request them, provided their first order amounts to not less than 5 bushels of that kind. Electros of Red Beauty pop corn and White Beauty Sunflower also furnished. See their descriptions.

CORRECTION OF MY MAILING LIST—As styles of firm name, locations of business, etc., are continually changing, I desire you to inform me if there has recently been any change in your business. Do I write your firm name, No. of street, etc., correctly now? Kindly inform me fully in regard to this, and mail me copies of your catalogues, as you issue them, and also your business card. And very much oblige
THE FIELD SEED SPECIALIST.

FREIGHT RATES. they may compare cost of seed more intelligently, when considering where to place their orders, I herewith quote you rates on grain in bags, car lots, and less than car lots, from Voorhies, Ill., to the principal and most practical transfer points, which are practically in the cheapest and quickest routes to your city. I have succeeded in obtaining very low rates to almost all points. But shall keep trying to obtain lower rates. If succeed will inform you. The rates below which are preceded by letter **F**, are over **Fast** through freight lines. None of the rates are protected. And are subject to change at any time. Some of those rates are approximate ones. Rates named are through ones.

	C.L.	L.C.L.		C.L.	L.C.L.
Albany, N. Y. F.	26½c	31c	Macon, Ga.	39c	44c
Alleghany, Pa. F.	17c	20c	Marblehead, Mass. F.	32½c	39c
Atchinson, Kan.	22½c	32c	Memphis, Tenn.	20c	25c
Atlanta, Ga.		39c	Milwaukee, Wis.		26c
Augusta, Ga.		41c	Minneapolis, Minn. .	18c	26c
Baltimore, Md.	22½c	30c	Mobile, Ala.	20c	33c
Binghamton, N. Y. F.	22½c	30c	Nashville, Tenn.	18c	28c
Boston, Mass. F.	32½c	36c	New Orleans La.		22c
Bowling Green, Ky. .		32c	New York, N. Y. ... F.	27½c	33c
Buffalo, N. Y. F.	17c	20c	Omaha, Neb.		32c
Cambridge, N. Y. F.	33½c	36c	Philadelphia, Pa. F.	25½c	31c
Carthage, Mo.		46½c	Pittsburg, Pa. F.	17c	20c
Cedar Rapids, Ia.		38c	Quincy, Ill.	11c½	19c
Chicago, Ill.	7c	17c	Ravenna, O.	15c	18c
Cincinnati, O.	13c	15c	Richmond, Va. ... F.	21½c	30c
Columbus, O.	13c	16c	Rochester, N. Y. ... F.	21c	24½c
Council Bluffs, Ia. .		32c	Rockford, Ill.	12c	20c
Dayton, O.	13c	15c	South Bend, Ind.	12c	15c
Des Moines, Ia.		29c	Springfield, O.	13c	15c
E. St. Louis, Ill.	7c	13c	Sioux City, Ia.		28c
Elmira, N. Y. F.	24c	28c	Summerville, Ga.		45c
Evansville, Ind.	10c	15c	St. Paul, Minn.	18c	26c
Faribault, Minn.		42c	Syracuse, N. Y. ... F.	22½c	30c
Harrisburg, Pa. ... F.	22½c	30c	Terre Haute, Ind. ...		10c
Kansas City, Mo.	22½c	32c	Toledo, O.	10c	17c
La Crosse, Wis.	19½c	26c	Topeka, Kan.	29c	17c
Little Silver, N. J. F.	-	38c	Toronto, Canada. F.	17c	20c
Lawrence, Kan.	29c	45c	West Grove, Pa. F.	25½c	31c
London, Canada. F.	17c	20c	Youngstown, O.		20c
Louisville, Ky.	15c	19c	Zanesville, O.		18c

RAPID TRANSIT. Every large shipper is much vexed with unnecessary delays in the transit of goods. And tracing delayed shipments form no inconsiderable part of his labor. With my system of tracing, I have greatly lessened delay in transit of my shipments. It is always very important for you to get your seeds through quickly. You may rest assured that I will use every endeavor to get my seeds to you with the least possible delay in transit. I now put 2 or 3 Foster's Commercial tracers after each shipment. Delays are thereby quickly discovered, and the seeds pushed through with the least possible delay in transit. A well known Georgia Seed Co., recently wrote me thus: "Please ship us the following additional order, tracing in your usual energetic and effective manner."

WARRANTING. While I exercise the greatest care to have all my seeds pure and reliable, it is hereby mutually agreed between myself and the purchaser, that I do not warrant any of my seeds. And am not in any respect, liable or responsible for the seeds sold by me. Or for any failure thereof in any respect. Of course I sell seeds of good vitality. And as pure as the greatest care can keep them.

AVERAGE SAMPLES. To all intending purchasers, I shall be pleased to mail sample ears of corn, and 2 to 8 oz. average samples of other seeds, which will as nearly as possible, represent contemplated shipments. While the samples may not in all cases, fully represent shipments, yet they convey ideas as to the general appearance of my stock.

SHIPPING TO YOUR CUSTOMERS.

All dealers have many calls for seeds which they do not carry in stock. And orders late in the season, for varieties, of which their stock is exhausted. And when time required for transit and re-shipment of them, is very valuable. The past year my trade from dealers to be shipped direct to their customers, was very much increased. Knowing that haste is especially necessary with these shipments, I give special attention to filling them at once, and keeping well traced. Send your addressed tags with instructions, and I will give consignees no identification in any way. You, of course, to guarantee transportation charges. Neither will I appropriate your customer's addresses. To those who catalogue some of my varieties and order their supply of seeds of me, I will ship direct at quoted prices. To others an advance will be charged on small orders. My trade is greatly increasing in this way.

HOW THEY LIKE MY SEEDS.

The following testimonials, taken from the communications of prominent seedsmen, whose reputation stands high, should carry great influence with them. Also commendations from prominent planters.

A prominent G'a Seed Co. in giving me their annual order, writes: "We want only your best seed. Have had offers of much lower prices, but we want yours in preference. Being willing to let well enough alone."

F. D. Gardner, Ass't Agriculturist of Ill. Agric. Expe. Station Urbana, Ills. says: "While it is yet too early to give yield of **Champion Yel. Dent Corn**, yet the ears are of good form and size, and promise well."

Joseph Paul, Millikin, Ills. says: "The 3 lbs. **Champion Yel. Dent Corn** I got from you, yielded 33 bus. of good sound corn for me. I am well pleased with it."

A prominent Iowa seed firm, in giving me their order, says: "We have had offers for seed at much less price than yours. But we have handled your seeds continuously for several years, and they have given good satisfaction."

Another Iowa seedsman, writes: "While passing through Illinois, last summer, it seemed to me that corn would not make good fodder. But somehow, you always have good seed."

E. M. Cole, seedsman, Pella, Ia., says: "The party near here who planted a small quantity of your **Champion Yellow Dent Corn** is more than satisfied. The corn is early, of good color, with thick deep grains, well filled over at the ends of ears, showing that it is well bred. We think it will suit farmers to perfection."

Milton T. Ashley, Hopeville, Iowa, says: "I planted your **Champion Yellow Dent Corn** May 18th. It is now ripening. I consider it a big yielder. And think you are an honorable dealer."

J. W. Potter, North Buena Vista, Iowa, (80 miles further north than Des Moines.) writes: "I am well pleased with your **Champion Y. Dent Corn**. It will make about 75 bus. per acre, of good sound corn, for me this year."

A. Elder, Princeton, Kan., says: "Your **Champion Yellow Dent Corn** is two weeks earlier than, and will make 10 bus. per acre more than our native corn alongside. I will plant all of this kind next spring."

Wm. Roc. Vinland, Kan., says: "The 3 lbs. of your **Champion Yellow Dent Corn** matured its large, even, deep-grained, small cobbled ears, in 95 days from planting, and promises a large yield. Myself and neighbors are well pleased with it."

Wm. Lockhart, Sr., Henderson, K'y, says: "I like your **Champion Yellow Dent Corn** very much. Fine large ears, which will make all of 80 bus. per acre, on ordinary land."

A well known L'a seedsman, writes: "I ordered corn not from you, but from another section, this season. But am sorry I done so. It is not like what I have had from you. But no use to grumble when the milk is soured. I now send you my late order."

This means that the cheap seeds, at 20c per bus, below my prices, neither pleased him or his customers.

Knowlton Bros., Camden, Maine, say: "Your **Red Beauty** is certainly a most remarkable pop corn. We never saw the like before. Very prolific and no barren stalks."

A. A. Crozier, of Mich. Agri. Expe. Station, Lansing, Mich., says: "Your **Champion Yel. Dent Corn** is a large, well eared variety. A little late for this locality (considerable further north than I recommended it—J. C. S.), but otherwise a most excellent sort. It is now about ready to harvest."

Charles Farey, Oval City, Ohio, says: "Your **Champion Yel. Dent Corn** came up nice, but worms ruined all but 14 hills. They are nice. And early."

CHOICE FIELD CORN. CHAMPION YELLOW DENT. INTRODUCED IN 1894.

A grand new thorough-bred corn. Tested and proved. All and more than claimed for it.

It is with much increased confidence that I again offer **Champion Yellow Dent Corn** to the trade. Knowing that I am not offering an untested novelty. But a tested variety, which having went through the crucible of wide-spread and thorough tests in all parts of the corn belt and in the cotton states, the past summer, has proven to be **all and more** than I claimed for it. And will ere long be catalogued as the leading standard sort of high-bred Yellow Dent Corn. I am much gratified with the enthusiastic reports coming in from all localities for which I recommended it. Assuring me of the splendid success which it is bound to make. The myriads of so-called corn novelties which each year brings forth, soon "peg out." But **Champion Yellow Dent** is destined to be a money maker, both for the seedsman and his customers. And I am free to say that it will pay you well to catalogue it, not only for the money which you will realize on its sale alone, but it will be a general trade bringer. This corn is a very high average yielder.

And high average yields for a series of years are what fatten the farmers' "pocket books." Then it rarely fails to produce paying crops even in the most unfavorable seasons. Very diligent selection has produced a profuse growth of pollen in the tassels, and an abundance of silk on the ear. And the simultaneous appearance of these on the same stalk, and on all the individual stocks, combine to produce a very perfect fertilization. To this alone do I attribute its high average yields and uniformly superior quality of grain.

As the originator of this corn, I desire that it make its way into general public favor solely by a reasonable extolling of its merits. And not meteoric like to be sold under inflated extravagant claims. I prefer that the trade adopt my condensed description below. Cutting out any part you wish, in order to make it go into smaller space. This will enable you to quickly put it into the make-up of your new catalogue. I have not hastily introduced it. But only after its habits are thoroughly fixed. **AN ELECTRO** (illustration of which, not in the least exaggerated) will be found on a following page, but devoid of inscription on cob, will be furnished free to all who catalogue this corn, upon receipt of their order for at least 5 bushels of it. **MY PRICES** to the trade who will agree, in their orders, to adopt my retail prices, will be found on Page 3. (Each bag sealed with a leaden seal bearing my name, will denote genuineness.)

RETAIL PRICES.

One Bushel	\$1.75
½ "	1.00
¼ "60

A sample ear will be put in each bushel of shelled corn.

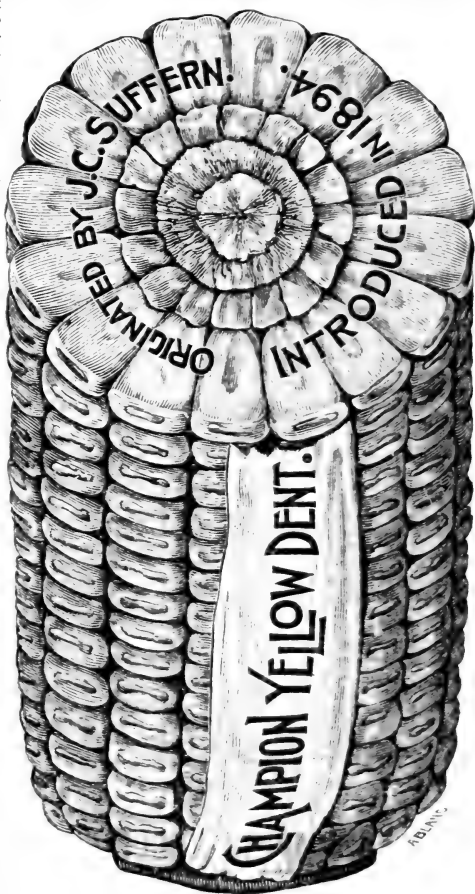
Make your own prices on quantities over one bushel.

CHAMPION YELLOW DENT.

A GRAND NEW THOROUGH-BRED CORN.

We now first introduce this superior early dent corn. (The illustration herewith, exactly representing part of an ear, husked Sept.

20th, 1894.) It was originated by an expert seed grower, in the famous corn region of Ills. The originator says: Much encouraged by the great success of the famous (Champion White Pearl Corn (of which I am the originator) has achieved throughout the land, I have, during the past 10 years, been breeding up towards a high ideal, a main crop superior yellow dent corn, suitable for general and extensive culture in the corn states. First by a combination of crosses by several leading standard sorts. Subsequently by continuous systematic selection, grasping and perpetuating the superior merits of its parents, and permanently fixing its type and characteristics. I have never seen a variety that combines so many desirable qualities. In fact it is what they call an "all-rounder." Good in every point. It stands alone in my estimation, as the best general crop yellow dent corn for all localities south of the latitude of the northern boundary of Ills. It does extremely well throughout the cotton states. Where it fully forms its ears in July, before the August drouth begins. Making good yields, when the native corn makes almost nothing. It is not a wonderful magical yielder, but a uniformly large yielder, 80 to 100 bus. per acre over large fields, being common occurrences. It can be depended upon, when planted by June 15th. to make a good corn crop by Sep. 15. When planted early, matures in 100 days. The grain, owing to an unusually large solid oily germ, has peculiarly high



ENGRAVED FROM PHOTOGRAPH.

germinating powers, seldom germinating less than 100 per cent. Truly a most valuable feature.

It makes a rapid, strong, healthy spring growth. A short, thick, strong jointed stalk, with a profuse growth of air roots which hold it firm against storms. It has very long tap roots, which reach deep down after moisture during dry weather. A very profuse growth of pollen and silk, producing very long, heavy, well-filled ears, which grow low upon the stalk, and contain 16 very straight compact rows of rich golden colored, starchy, oily grain of a uniformly high grade, and which makes No. 1 feeding and milling corn. It has a very small, red cob. Get a stock of it now. It will make extra dollars for you in future years.

CHAMPION WHITE PEARL.



In the introduction and dissemination of this corn, my former claims (12 yrs ago,) have been abundantly borne out. Instead of sinking into oblivion in 2 or 3 yrs, as do many high blown sorts, it has solely on its own merits, grown into such general public favor, that to-day it is recognized and catalogued as the leading standard variety of thorough bred pure white medium-sized early white dent corn. It did not sprout up in a year or two, but I have brought it to its

present high standard by 21 years continuous systematic selection. Each year placing it on a still higher plane of purity, vigor and perfection. So that to-day it is far ahead of 12 years ago. It scored the highest average yield at the Ill. Agr'c Expe. Station, Champaign, Ill., during an extensive variety test, covering a period of 8 years. 1888, to 1895 inclusive. See bulletin 42. March, 1896. In 1893 it was far ahead of a number of varieties, at the Oklahoma Expe. Station, Stillwater, Okla. See bulletin 10, for 1893. In 1890, and again in 1892, it took first premium at the Iowa state fair, and went to Columbian Exposition as the best corn from Iowa. It has won first premium at Nebraska state fair for the past 6 years. Indeed, its superiority is so well known, and so widespread, that nothing further need be said in its favor here. Buy your seeds of the originator. At bottom of preceding page I have prepared a 100 word condensed description, which can be cut out and quickly inserted into the make-up of your new catalogue. Then ask me for another copy of this price list.

An electro, same as above, but devoid of inscription on cob, will be furnished free, upon receipt of your order for at least 5 bushels of it.

CONDENSED 100 WORD DESCRIPTION OF CHAMPION WHITE PEARL.

True merit alone, has won bright laurels for this corn. "It being now recognized as the leading standard sort of pure white, very long

grained very starchy floury best milling early general corn crop of the highest possible quality. Very small white cob. Short, thick, robust, deeply rooting stalk, with its ear very low upon it. Thus standing severe storms and drouths well. Very uniform in fertilization and maturity. Maturing in 100 days. An immensely high average yielder all over the corn belt, and in the cotton states. A **beauty**, and in every respect a first-class white sure cropping crop.

Golden Beauty Corn.—The originator claims this to be the handsomest of all yellow corn. With ears of perfect shape, well filled out, 10 to 12 inches in length, and containing 10 to 14 rows of very long, medium-hard bright golden yellow grains. Cobs so small that 2 grains will span them. Good, strong stalk, growing 8 ft. high, and maturing its ear in 100 to 115 days. I obtained my original seed direct from the originator. I recommend this corn highly.

Hickory King Corn.—This new white field corn is distinct from all other varieties. It has a very long and wide white grain and produces 2 to 3 ears per stalk. Cob very small. It is a good yielder, and matures in 120 days.

Early Butler Corn.—A new extra early yellow dent corn especially suited to Northern States. It has become quite popular. I have nice pure seed, grown from originally headquarters stock.

Dungan's White Prolific Dent.—This new white dent corn originated in Indiana. It is a very large, good yielding corn, and is becoming noted. My seed was grown from originally headquarters stock. And is genuine.

Iowa Gold Mine.—A popular yellow dent corn originated in Iowa. It has very long grain, and very small red cob. Matures in about 95 days, and has given fine satisfaction throughout the corn belt. My seed was grown from direct headquarters stock.

Legal Tender Yellow Dent.—This new corn resulted from many years selection by a western Iowa specialist. It is a medium-sized, long earned yellow dent corn, with very long grains and very small red cobs. And matures in about 100 days. My seed was grown from headquarters stock.

Extra E'y Huron Dent.—This new yellow dent corn was originated in Northern Ohio. It is much the earliest of any dent corn I have ever grown. Maturing here in about 80 days. Can be planted as late as July 1st, on wheat stubble, and make good crop. I have the genuine seed.

White Cap Yellow Dent.—This quite distinct new corn also originated in Northern Ohio. The outer ends of the grains are white, and inside ends are yellow. It is claimed to be the best sort in cultivation for poor, thin soils. It matures in about 90 days. I have nice pure seed.

Silver White Flint.—This popular and thoroughbred white flint corn, originated on the celebrated Houghton experimental farm. In the State of N. Y. It is very long eared, and is a very fine hominy corn.

Imp. Early Golden Dent—Buist's.—This early, good yielding yellow dent corn, was introduced from Philadelphia, Pa., several years ago. It is claimed to be especially adapted to the cotton states. I have nice pure seed.

Southern White Snowflake.—This is a medium, early, large yielding, pure white corn, also introduced from Philadelphia, Pa., and also claimed to be especially adapted to the Cotton States. I have the pure seed.

Iowa Silver Mine.—A new early white dent corn introduced from Iowa last spring. It is a 95 day good yielding, pure white corn. From records in various parts of the corn belt, it has given good satisfaction. My stock seed was purchased from the introducers.

CORN FOR ENSILAGE.

The large demand that has sprung up the last few years for ensilage seed corn, has brought out several so-called new ensilage varieties. After many experiments in all parts of the country, the varieties which I here list, have been found among the most desirable.

Varieties of ensilage corn, which are in most demand, the past three years, are those which produce a large amount of foliage, and a goodly quantity of fair quality of grain, with the least possible amount of stalk. My seed of these varieties unlike that usually offered for seed, will be prepared in same manner as all my seed corn—not full of cobs, dirt and decayed kernels.

Improved Leaming Corn.—This popular corn is too well known to enter into a description of its merits here. Suffice it to say: That it is a very uniform, medium-sized, very early (maturing in 90 to 115 days), very heavy, long eared corn. With stalk growing medium-tall, and very thick and strong, with a large amount of foliage. During the past two years this corn has come to the front in the dairy regions of the Northern U. S., and in the Dominion, as a hard to beat ensilage corn. During the past winter and spring, I had a very large trade on this variety, for ensilage corn. I have nice pure seed of it.

Blount's White Prolific, or Mammoth Ensilage.—This well-known, much advertised, popular three eared variety of half dent ensilage corn, produces a very large amount of foliage, and a fine yield of grain. I have very nice pure seed of it.

St. Charles White.—A large growing red cobbled white dent corn, with a profuse growth of foliage. Originated and much esteemed in the vicinity of St. Louis, Mo., as a general crop sort. And quite popular in the north as an ensilage corn. I have nice pure seed.

Cuban Giant, or White Cob Ensilage.—This is much similar to the well known Red Cob Ensilage Corn. But has a white cob, longer ear, and matures about 15 days earlier. It is a large fodder yielder, and a very heavy grain yielder. In fact, an all-around good white dent corn.

MY POP CORN SEED.

The growing of pop corn, the last few years has become quite an industry. And the country has been greatly in need of pure uniform varieties. As you will note above, I offer seed of 13 popular varieties. I take extra care to grow very pure seed, and to prepare it nicely, shelled and re-cleaned. I can also furnish selected ears at same prices as the shelled corn. The past year my trade on pop corn seed, more than quadrupled over the previous year.

Monarch White Rice.—After 10 years very careful systematic selection, I have succeeded in breeding up a variety of pop corn which combines the most desirable qualities, viz.: great productiveness, early maturity, tenderness, sweetness, crispness, beautiful snow white color, greatest bulk after being parched, uniformity of type, and the fact that its thorn at outer end of grain, turns in toward the cob, forming a hook, which does not prick the hands while husking. Thus avoiding the common objection to growing rice pop corn. This variety parches well by December 1st, of the year in which it is grown. And in time for the holiday trade. Whereas, most varieties must be carried over into the next summer, before they are suitable for the parching trade. To which the **Monarch White Rice** sells for a higher price than any other sort. It bears from 3 to 6 ears per stalk, weighs 36 lbs. per bushel of ears, when dry, and produces 1500 to 2400 lbs. per acre. Like C. W. P. Corn, this practical early pop corn is steadily growing into general favor. Many more seedsmen having catalogued it this year than last. It has "coms to stay." If you miss cataloguing it, you will miss a good thing.

RED BEAUTY. Introduced in 1894. This new pop corn has abundantly borne out my claims for it. Giving universal satisfaction. See illustration on following page.

100 Word Description.—This valuable new rice pop corn was originated by an expert pop corn grower of Illinois, who while roguing a field of Snow Ball pop corn, in the summer of 1888, discovered a sport of a remarkably peculiar style. Since, by isolation and careful accumulative selection he has secured a variety, which for rare beauty, extreme earliness, great productiveness, crispness, sweetness, tenderness, great depth of grain, and smallness of cob, cannot be equaled, 50 bushels per acre being a common yield. It pops

splendidly 4 months from time it is planted. In every respect a first-class family pop corn.

An Electro same as illustration on this page, will be supplied gratis to all who catalogue it and order 1 bushel or more of it.

QUEEN'S GOLDEN.—This is a new, exceedingly handsome, good popping, large yielding, yellow, smooth variety, of which I have the genuine pure seed.

Silver Lace.—Or Pearl.—This is an exceedingly handsome variety of smooth white pop corn. It is a fine popper, and produces very heavily. I have the genuine, pure seed.

MAPLEDALE PROLIFIC.—This remarkable new variety has produced 10 stalks containing 121 ears. I have the genuine seed, originally from the originator.



TWO-THIRDS NATURAL SIZE, ENGRAVED FROM LIFE.

Ill. Snow Ball.—This fine large eared variety is a cross between White Rice and Pearl pop corns. And is a very meritorious variety. I obtained my stock from introducer.

Page's Striped Rice.—This variety being a distinct cross between the Red and White Rice, makes it quite a novelty. I obtained my original seed direct from originator.

Mammoth White Rice—This resulted from a careful selection made by a Northern Ill. pop corn grower. It has extra large ears. Many being over 7 inches long. I have the genuine pure seed.

TATTOOED YAN-KEE.—This distinct new pop corn is of the rice variety. The colors—Golden Yellow and Dark Blue—being blotched and marked throughout the ear. It is extra early, a good yielder and fine popper. My seed was grown from original headquarters stock.

VARIEGATED RICE—A beautiful sort, of about the Ill. Snow Ball type, but longer ears, containing many colored grains.

NEW RED RICE.—A distinct new extra early sort of Red Rice pop corn introduced from Phila., Pa. I obtained my stock seed last spring from the originator.

AMBER RICE.

A very distinct amber colored rice pop corn. It is extra early, cooks well, and yields well. I have nice pure seed.

SEED OATS—Crop a failure.

It no doubt has often occurred to you that modern business methods are all tending toward specialism—toward piece working. A piece worker, you know, is a specialist. He makes you money by doing **better** what he does do, than the all-around man. In all business, to adhere to a specialty, surrounding it with responsibility, system and energy, is to much better understand and master all its avenues to marked success, than to touch everything and master nothing. The human mind much resembles a burning glass. Whose rays become intense only when they are concentrated. It makes me glad to know that I am a specialist. Almost a score of years ago, I singled out my specialty. And into that I have poured the whole stream of my activity. Many in the trade who grow and deal in almost everything, no doubt have good enough intentions, but it is impossible for them to devote the attention to each particular class of seeds. that it receives in the hands of the specialist. Better divide your orders and get each particular class of seeds from the several specialists. What if it does cost a little more time and freight charges. Better get seeds that will please your customers and increase your trade.

WHITE BEAUTY SUNFLOWER.

For eight years I have been breeding toward a **pure white Mammoth Sunflower**. A very difficult, patient undertaking it has been. But now I can exclaim:

EUREKA! I have it at last. A Sunflower with Snow White Seeds. It's a novelty indeed. A novelty in a 1,000. And is sure to meet with a large and enduring sale.

After years of careful selection I am rewarded with a purely bred Mammoth Single-head Sunflower with pure snow white seeds, which, on account of the deficiency of strong coloring matter in the outer covering of their kernels, are much superior to the darker sorts for stock and poultry feed. It also produces a much milder, better flavored oil.

This strikingly distinct new sort, is not only the most beautiful, the most vigorous, the most valuable for stock and poultry feeding, and for oil production, but owing to the fact that all its powers are expended in producing one mammoth head, it is simply a marvel for productiveness. Out-yielding the old sorts almost two to one. 3 000 lbs. per acre being no unusual yield. I feel much gratified in being able to offer it to the trade. Being confident that it will take the lead in Sunflower production.

Trade Price—See P. 4.

Retail Price—Packet, 10c.; $\frac{1}{2}$ lb., 30c.; lb., 50c. (Post-paid.)

Electro—Illustration of which is shown on first cover page, free with all orders of 50 lbs. or over.

Black Giant Sunflower.—This fine new variety is a great improvement over the common black sunflower. From the fact that it mostly produces one mammoth head, and that the seeds are much smaller. Therefore being much better for feeding poultry. It has the smallest seed of any variety I have ever seen. I obtained seed from originator, so my crop is genuine.

Mammoth Russian Sunflower.—This standard well-known gray seeded variety is the sort used most extensively in the production of oil, and also for stock feeding. It yields from 40 to 70 bus. of seed per acre. I have the genuine seed.

SORGHUM SEED.

Early Amber Cane.

Early Orange Cane.

I will gladly mail the above electro of C. Y. Dent Corn free to all reliable Seedsmen who issue retail catalogues.



ARTICHOKE SPECIAL.

Hitherto, in the United States, the growing of the domesticated sorts of this tuberous-rooted perennial has been almost wholly neglected and greatly misunderstood. As many well-informed men know, there are **Artichokes** and **Artichokes**. In many localities in North America the wild Artichoke is a native. It is merely a bad weed, which produces very few and inferior tubers—a pest, difficult of extermination. Many farmers who have seen it growing, fully understand that. But many of the same farmers do not understand that there is a difference, a vast difference, in the wild and domesticated (tame) sorts. While, as a fact, they are as different as is wild and "tame" rye. The great value of the domesticated sorts as a cheap and healthy stock food, has been so thoroughly aired in the press, during the past two years, that an immense demand has sprung up for them. In fact, the demand in many instances has far exceeded

the supply: anticipating the great coming demand in the season of 1897, I last spring, largely increased my acreage of Artichokes. I am now enabled to offer them in large quantities, and to large buyers I can quote attractive prices shipped in bags, boxes or bbls. I will mail fair samples to prospective buyers, on application.

The trade is not universally informed as to proper time to place orders for shipment of the tubers, or how best to store them to await orders. The tubers are not injured by freezing and thawing while in the soil. But if frozen and allowed to thaw when out of the soil, they soon become worthless. I advise that orders be placed for shipment Nov. 1st to 15th. Before they can be injured by freezing and thawing during transit. We ship double-sacked or in lined barrels up to that date with perfect safety. Sub-

sequently, they should be stored same as potatoes; earth being mixed with them in proportion of one part earth to ten of the tubers. This prevents their shrinking and becoming soft during winter and early spring. We can make spring shipments after March 1st. Artichokes take same rate as grain to many points.



from France. Where it is largely used for human food, as well as for stock feed. It grows larger and nearer the surface and is better for pickling than other sorts.

WHITE JERUSALEM.—The peculiarity of this sort is its predominance of pinkish eyes. It also grows more in clusters than other sorts. It makes enormous yields and is far ahead of other food for hogs.

RED JERUSALEM.—This is a sport from the White Jerusalem, very similar except in color, which is bright red. But it is more dwarf, and its tubers grow larger. Hogs root it out and devour it greedily.

MAMMOTH WHITE FRENCH.

—This fine variety was recently brought

Address: **J. C. SUFFERN**, VOORHIES, ILLINOIS.