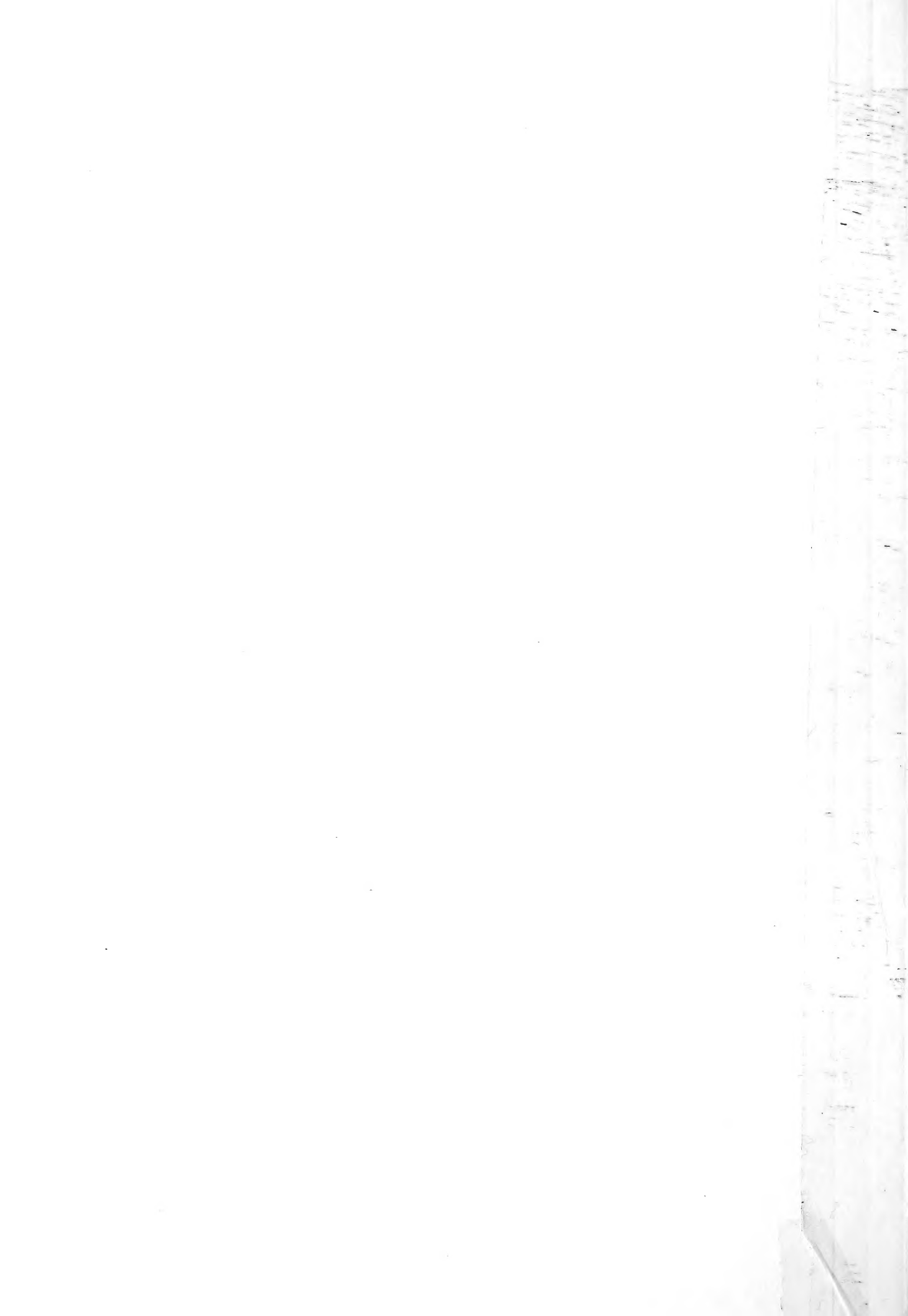


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Do not assume content reflects current scientific knowledge, policies, or practices.



Potatoes Grown Especially for Seed.

The Foundation of our Trade is the Good Will of Satisfied Customers.

Reports from many customers agree, saying our Seed Potatoes come surer, make stronger plants and stand bad weather better, so make heavier crops than seed from any other place planted along side. Try them and see for yourself. Best Seed is Cheapest in the long run.

CHAS. W. FORD & CO.,

Our Freight Office, Express Office and Money Order Post Office is at

FISHERS, ONTARIO COUNTY, N. Y.

Show this to your neighbors and ask them to send with you for the very best seed potatoes. We have a large supply, good true stock. Order now with cash to secure the best, to be shipped whenever you direct, soon as weather favors. Please give explicit orders for shipping. We deliver in good order on cars, when our responsibility ceases; transportation charges in all cases paid by the purchaser, except small packages, by mail. Be sure your order gives name of your County, Station and Railroad.

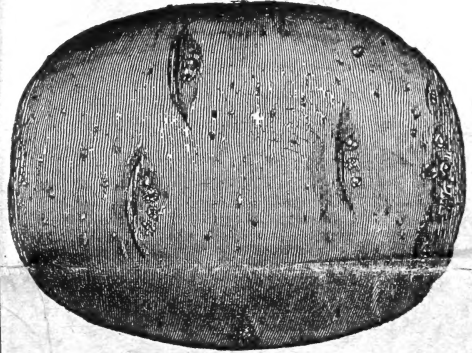
CHANGE OF SEED OFTEN DOUBLES THE YIELD. BUY EARLY AND GET THE BEST. ORDER NOW. BEST KINDS AT FAIR PRICES FOR EARLY SPRING SHIPMENT.



GOOD NEWS. A seed ball from White Star produced this healthy, vigorous seedling, yielding very heavy crops of smooth, bright, handsome potatoes with light pink skin like Early Rose, and pure white flesh, yet a faint trace of pink is very rarely found. The above cut, fairly shows its form and eyes, which are well developed and strong. Although early, it keeps well, then puts out vigorous healthy shoots. Produces heavy crops early and of excellent quality. Try it. Per sack \$4.00.

M. H. Miller, Barbertown, O., says he raised 70 bushels excellent-cookers from one barrel GOOD NEWS.

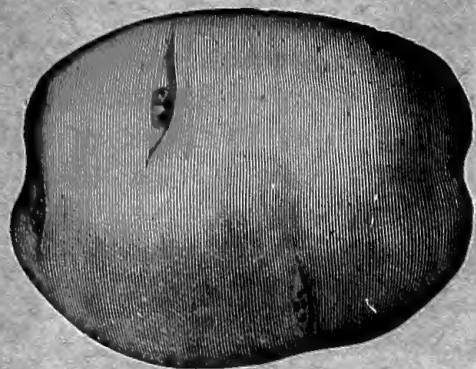
EARLY-HARVEST. This beautiful, early potato is a heavy yielder for an early variety, good size, roundish oblong, white. Good for the market garden. Per sack \$4.25



EARLY OHIO. Is highly prized by market gardeners, because extra early. The supply is never equal to the demand. Orders should come early to secure good, true stock pure and true. Per sack \$4.50.

OHIO JUNIOR. Although a chance seedling, is no doubt related to that good old sort, the Early Ohio, as it is almost identical with that variety in form, color, habit of growth, etc.; probably only instance where the "Ohio" has been reproduced from seed ball. Tubers are oval oblong, round at the seed end, with full eyes. It is an excellent keeper, of fine quality—a valuable extra early sort. It may be called an Early Ohio of new blood. Per bbl. \$4.60.

RURAL NEW YORKER No 2, very popular, handsome, heavy yielder, sells top of market ..	3 45	3 10
SIR WALTER RALEIGH, new, large, smooth, oblong, white, heavy yielder	3 50	3 20
STAR OF THE EAST, heavy yielder, early, smooth, handsome, fine quality all year round ..	4 25	3 75
STALWART, medium late, large, smooth, white, very productive, late keeper, fine cooker ..	4 75	4 50
STATE OF MAINE, mid-season, large, white, numerous, good for home and market	4 60	4 35
STUMP THE WORLD, new, big, white, immense yielder, good keeper, fine quality always ..	4 75	4 50
STRAY BEAUTY, very early, round handsome red, good for garden, good keepers	4 00	3 75
SWIFTSURE, extra early, roundish, white, smooth, handsome, excellent	4 75	4 50
TAFT, large, white, smooth, handsome, productive, excellent. Try it	4 75	4 50
THOROUGHED, medium early, long, pink, heavy yielder, good quality	4 00	3 75
TWENTIETH CENTURY, round, white, fine quality and very productive, late, blight proof ..	4 50	4 00
UNCLE GIDEON'S QUICK LUNCH, new seedling, very early, roundish, excellent	4 25	4 00
UNCLE SAM, new, smooth, white, oval, productive, handsome, good for late spring use ..	4 50	4 25
VERMONT GOLD COIN, Burpee says, best of all for main crop	4 50	4 25
VICK'S PERFECTION, early, oblong, handsome, very productive, excellent quality	4 00	3 50
WHITE ELEPHANT, heavy yielder like Hebron, always good quality	4 15	3 75
WHITE BLISS, extra early, smooth, round white, handsome	5 00	4 50
WHITE ROSE, new, long, white, heavy yielder, of excellent quality, good late keeper ..	4 50	4 00
WHITON'S WHITE MAMMOTH, new, healthy, round, white, productive, good	4 60	4 00
WORLD WONDER, very productive, large, smooth, white, good	3 60	3 25



PERFECTION. This splendid new variety is medium early, oblong, smooth, handsome. A heavy yielder of finest quality all the year round. Resembles Beauty of Hebron but larger and much heavier cropper. Stands bad weather remarkably well. Made very heavy crops the past two seasons. Highly prized for its excellent qualities. Per sack \$4.00.

PAT'S CHOICE. Mid-season, large, handsome, oblong to long. L. L. Olds says of it, "Skin is beautiful pink, handsome and smooth, tremendously prolific, always dry and mealy whether baked or boiled." Per sack, \$3.75.

MANISTEE IMPROVED. Early, pink, large, oblong, white flesh. Plants large, vigorous, healthy, making heavy crops of finest quality. Per bbl. sack \$4.00.

EARLY MARKET. Especially recommended for early marketing, because it is extra early and of fine quality. Per sack \$4.25.

EARLY NORTHER. Like Early Rose. A good yielder of fine quality. Per sack \$4.20.

MILLION DOLLAR. New, mid-season, round to oblong, smooth and handsome. This healthy, vigorous grower, resembles Carman in color and shape, and sets more to the hill, making very heavy crops of medium to large potatoes, which should command top prices in market because of its fine appearance and quality. Per sack \$3.50.

KING OF THE EARLIES. Very Early light pink, oblong, good yielder, of fine quality, and handsome appearance. Per sack \$4.25.

NEW QUEEN. A friend got a few from us, and sold a good crop at high prices early in July. He spread the little ones in an out house where the eyes were found starting after about two weeks, so he planted them August 1st, and harvested a good second crop in October. It seems very early. Per sack \$4.10.

KING OF THE ROSES. Produces much heavier crops of fine, large, handsome tubers of excellent quality, than any other of the Rose family, ripening with Early Rose. A strong, rapid grower, standing up well during season of growth then the vines cover the ground. Large, oblong, pink like Early Rose. It is one of the best. Per sack \$4.25.

MAGGIE MURPHY. Mid-season, produces nice large potatoes on light soil, too poor for other kinds. Some of this variety grew so large that it took but 30 to fill a 1/2 bushel basket. The tubers are oval, skin light pink, flesh white. Per sack \$3.75.

ENQUIRER. New, light pink. This grand, medium early kind seems like a good cross between Rose and Maggie Murphy. It grows a good, large, upright, bright green vine, and sets enough to make heavy crops of large potatoes, which look somewhat like Choice Rose but larger, thicker through. It is longer and sets more to the hill than either Maggie Murphy or Carman, making heavier crops of bright, handsome tubers, good keepers of excellent quality. Per bbl. sack \$4.25.

AMERICAN WONDER. A medium variety that has yielded heavy crops here. It is long, smooth, flattish; white, slightly russet; quality excellent. Per sack \$4.25.

ROSELING. A valuable new early variety of the Rose type with luxuriant vines well stocked with broad dark green leaves. Its numerous large potatoes of handsome oblong shape with good strong eyes and beautiful light rose color render it very attractive. Roseling is a heavy yielder, almost every one of merchantable size, and just as good as it looks. Housekeepers know the rose class to be excellent cookers. Per sack \$4.60.

TAFT. A farmer said of Big Bill Taft potatoes. Almost too large but that's such a good fault, it should have a fair chance, for a heavy crop it is well worthy a thorough trial. Enormous yielder, white, smooth, handsome, good late keeper of fine quality, cooking dry, mealy, excellent. Per sack \$4.75.

IONIA SEEDLING. Mid-season, new, from seed-ball of the Carman family but comes up several days sooner, and rapidly makes rugged vines well stocked with bright green leaves like true State of Maine. Ionia Seedling is round to oblong, white skin slightly russet, flesh white and of good quality. It sets a goodly number and they run so large as to fill many baskets and make very profitable crops which keep well, sell well and cook well. Per sack \$4.50.

ENDURANCE. Late, new seed-ball of Green Mountain, so vigorous and healthy it stands both wet and dry weather so remarkably well that farmers that have grown it say it has never blighted yet and claim it to be blight proof. Vines erect, strong and cover the ground well. It sets a good many to the hill, mostly large, bright, smooth white and handsome, with shallow eyes. A good productive late keeper of superior quality. Per sack \$4.60.

STUMP THE WORLD. This new seedling in line with the Rural New Yorker, and Carman, out yields them all. It closely resembles Carman No. 1, but tubers are more rugged (larger). Finding BIG NICE ones make the boys laugh and relieves the toil of picking up bushel after bushel without moving baskets. A good late keeper of excellent quality. Per sack \$4.75.

VERMONT GOLD COIN. Burpee says: "It is the hardest, most productive, best quality of all potatoes. Best for main crop." E. L. Coy says: "Very best potato in existence." Per sack \$4.50.

CARMAN SEEDLING. Farmers who grow it say it yields more than either Green Mountain, Carman or Rural N. Y. Looks like Carman, smooth, handsome, new, healthy, vigorous. Per sack \$4.00.

PROSPERITY. Claimed by introducers to be the most profitable medium potato in existence, very large, roundish, white, smooth, handsome and good keeps plump and sound late. Vines dark colored, rugged and healthy. Per sack \$3.50.

GREEN MOUNTAIN IMPROVED. Stands bad weather better than other kinds. Makes very heavy crops. Vines strong and vigorous; tubers white, smooth and large. A good keeper of excellent quality. Per sack \$4.50.

ENORMOUS. Said to have yielded 604 bushels on a measured acre, 1,599 bushels on 3 acres the next season, vines large, stout, crop remarkable, potatoes very large, white, late. Per sack \$4.60.

BULLY BOY. Is a strong grower, yielding immensely, large, white, round to long tubers, slightly flattened, somewhat like Rural New Yorker but vine is better and more tubers to the hill; nearly all marketable size; quality fine. Per sack \$4.60.

NORCROSS. Medium late, large, flat, short, oblong, like Green Mountain, heavy yielder, fine quality, white. Per sack \$4.60.

Reference from the Monroe County Savings Bank of Rochester reads thus: "Chas. W. Ford & Co. are perfectly reliable; what they say they will do. That seems good enough." Chas. P. Riegel, Montgomery Co., Pa.

IT WILL PAY YOU to get Northern Seed, true to name, direct from grower. Four pounds by mail post paid, \$1.00 or 20 pounds by express or freight, your selection from above list, \$3.00 or \$2.50 if packed in barrels purchased at same time, then shipped as freight.

STALWART. Medium late, white, smooth, slightly netted, large roundish to oblong somewhat flattened closely resembling Green Mountain in form and color but a little earlier. This grand new vigorous hardy variety Stalwart seems well worthy of thorough trial. It soon makes strong, rugged, healthy vines producing heavy crops of large handsome potatoes of excellent quality keeping well until very late. Per sack \$4.75.

PATSEY BURKE. New, medium, late. Is large, healthy, spreading vines fill the rows when fully grown. It sets well and makes heavy crops which keep well for late spring use. Short, oblong, slightly flattened and inclined to be wedge-shaped. Bright, smooth, white, handsome and of finest quality. Per sack \$3.50.

NORKING. Medium; oval-oblong, large, white and handsome, with just about enough eyes which are nearly even with the surface. Its vigorous, healthy, upright vines branch near the ground and soon fill the rows. Yields heavy crops as good as either Burbank, Elephant or White Star ever was; excellent quality boiled, baked or mashed and keeps well late in the spring. Per sack \$4.25.

PAN-AMERICAN. This grand new seedling comes of seed-ball from Carman No. 3 which it resembles in color and manner of growth, but is little thicker, not quite so much flattened, more like Peerless with eyes nearly even with its surface. Made an immense crop, large, white, plump, smooth and handsome. One of the most profitable for the main crop and wholesaler's markets. Its fine appearance will help sell it. Per sack, \$3.50.

CARMAN NO. 3. Neighbors examining first we got said: "Just like Rural New Yorker." What fools to pay \$26 per bbl. for such seed. Of course Rural's and Carman No. 1, made big crops but No. 3, yielding fully 1/2 more just as handsome, made up for the higher priced seed. Per sack \$3.45.

SIR WALTER RALEIGH. A new seedling of Rural New Yorker that is better than its parent, which it closely resembles, but is later and more uniform in shape and size. Almost every one marketable. Per sack \$3.50.

RURAL NEW YORKER. Mid-season; large, smooth, heavy yielder. Their handsome appearance command top prices. Per sack \$3.45.

AMERICAN GIANT. A late sort of great value. Tubers are very large, long, smooth and white. In market it will be classed with White Star. Yields much heavier crops than Star. It has remarkable vigor resisting both blight and drouth. Nearly every tuber is of marketable size, and it keeps well for spring use without sprouting. Per sack \$4.75.

UNCLE SAM. Mid-season; roundish flattened, smooth, white, heavy yielder, good keeper, of excellent quality. Per sack \$4.50.

TWENTIETH CENTURY. New, late, round, white, very productive, smooth and handsome. A good late keeper of fine quality. Originated from seed-ball by Jacob Heech. He and his neighbors who have grown it say it has never been known to blight. Per sack \$4.50.

Charles W. Ford, Fishers, N. Y. "Received those potatoes today and am well pleased with them." H. A. Stower, Springs, Pa.

GOOD CHANCE to try new kinds. About 1 lb (4 good potatoes) each of 60 kinds, your selection from our list, packed and on cars, \$6.00; 15 kinds, 10 lb each, or 12 kinds, 15 lb each, packed and on cars, \$6.00.

Do Recommend Especially Irish Cobbler, Ohio Junior, Early Ohio, Noroton Beauty, Astonisher, Husker, Early Six Weeks, Bovee, and Harvest for extra early. Good News, King of the Roses, Monrose, Phocrographed and Manistee for early. Uncle Sam, Green Mountain, Norcross, Rebel, and Bully Boy for medium. Sir Walter Raleigh, Carman, Stump the World, Longfellow, Endurance and World Wonder, for late.

IRISH COBBLER is reliable for extra early. In our trials it ripens uniformly early, 35 plants one foot apart in row, yielded 42 pounds bright, smooth, cream-white IRISH COBBLER of excellent quality and with exactly the same treatment along side the Early Ohio yielded 26 1/2 pounds a few days later; still later came Early Hebron yielding 27 pounds; King of Roses yielded 42 1/2 pounds, two weeks later than COBBLER. In our trial of 85 varieties IRISH COBBLER yielded much better than any other extra early sort. Keeps well until spring, its sprouts are strong and healthy. Considering earliness, yield, fine quality and handsome appearance, IRISH COBBLER is a very desirable extra early kind, ripening good crops while prices so high city gardeners sell so nearly all, the few Cobblers left command very high prices for seed. Numerous reports prove IRISH COBBLER to be gaining vigor here. One grower reports that he grew 385 bushels per acre. Another says he had an acre which grew 412 1/2 bushels IRISH COBBLERS. This is the kind to plant in order to have a good crop before your neighbors. Per sack \$5.00.

BOVEE. New, early oblong, smooth, pink and white. Good yielder, of fine quality. Per sack \$4.25.

QUICK CROP. An early potato similar to New Queen. It has made heavy crops for such an early variety and we recommend it. Per sack \$4.15.

EARLY FORTUNE. A good one for the garden, early, productive, fine quality, shape and color like Early Rose, except that on some soils white blotches appear between pink. Per sack \$4.25.

ASTONISHER. This new early is the heaviest yielder of all the long white extra earlies. It is fine quality, a vigorous grower, making large vines. Sets numerous potatoes which grow to be large with good cultivation. A good one but not quite so early as Cobbler, Six Weeks and Hustler. Per sack \$4.25.

WHITE ROSE. Introducers claim it to be the best early variety. Good cropper of fine quality, smooth, white and handsome. Per sack \$4.50.

CROWN JEWEL. A productive early sort of superior quality, resembling Beauty of Hebron. Order early as stock is limited. Per sack \$4.00.

EARLY RUSSET. Comes with very high recommendations. Creamy-buff, slightly netted, grow close together in the hill. It is a good yielder of excellent quality. The more we see of it the better we like it. Per sack \$5.50.

STAR OF THE EAST. This new, early potato of the Hebron class comes highly recommended by farmers who have grown it. It has made very heavy crops of finest quality. Per sack \$4.25.

HARMONY. Medium early, good keeper, good quality, dark pink, round to long, flattened, strong, rapid grower, free of blight, yields heavy crops close together in the hill. Lynn Kipp reports 142 barrels nice HARMONY off two acres. Per sack \$3.75.

For convenience of customers we can pack their potatoes in sacks or barrels of any reasonable size. Seedsmen generally bargain for full 165 pounds weighed into each barrel or sack. Same quantity in sack costs 25 cents less than in barrel. Seems a good time to buy the very best Seed Potatoes. Ask for special cash-with-order prices on three or more sacks or barrels stating quantities and kinds wanted. Prices subject to change without notice.

Prices now about as follows for shipment soon. They may be higher for spring shipment

WHOLESALE PRICES.

	Per Sack	2nd Size Per Sack
ADIRONDACK OR WORLD'S FAIR, mid-season, white, a very popular variety	4 60	4 25
AMERICAN GIANT, long, white, smooth, handsome, a great yielder, good for late market	4 75	4 25
AMERICAN WONDER, long, white, very fine quality, heavy yielder	4 25	4 00
BEAUTY OF HEBRON, one of the best for the garden, good all year round	4 15	3 60
BOVEE, Henderson's very early, smooth, excellent quality, good yielder	4 25	3 75
BLISS' TRIUMPH, red, extra early, round, bright red, good for garden	4 00	3 00
BRYAN, new, very heavy cropper, large, smooth, white, good late keeper, fine cooker	4 75	4 50
BULLY BOY, large, white, round to long, slightly flattened, good quality, heavy yielder	4 60	4 25
BURPEE'S EXTRA EARLY, early, a choice variety for the garden	4 25	3 75
CARMAN No. 1, mid-season, large, oblong, white, heavy yielder, of excellent quality	4 60	4 25
CARMAN No. 3, late, white, heavy yielder, resembling Rural New Yorker, good	3 45	3 20
CARMAN SEEDLING, new, roundish, white, mid-season, good quality, heavy yielder	4 00	3 40
COUNTRY GENTLEMAN, heavy yielder, resembling Late Hebron, but earlier	4 00	3 75
CROWN JEWEL, early, long, smooth, resembling Beauty of Hebron, very fine quality	4 15	3 50
CLARK'S No. 1, good for either garden or field culture, like Early Rose	4 20	3 50
DAKOTA RED, mid-season, heavy yielder of splendid quality called blight proof	4 00	3 75
DELAWARE, medium early, large, slightly flattened, heavy yielder, good quality	4 50	4 25
EARLY ASTONISHER, new, early, productive, creamy white, valuable, fine quality	4 25	4 00
EARLY MICHIGAN, early, long, excellent, for garden or field	4 00	3 40
EARLY FORTUNE, light pink, long smooth, productive, excellent	4 25	3 60
EARLY HARVEST, roundish, long, white, fair yielder, of excellent quality	4 25	4 00
EARLY MARKET, especially recommended for early marketing, extra early	4 25	3 75
EARLY SIX WEEKS, extra early, light pink, resembling Early Ohio, fine quality	4 60	3 60
EARLY NORTHER, of Rose class, early and a good table sort	4 20	3 75
EARLY ROSE, old, yet always reliable, stock limited and hard to get, always good	4 15	3 60
EARLY RUSSET, oval, roundish to long, handsome, creamy buff	5 50	5 00
EARLY PURITAN, Henderson's early, white, good yielder, of excellent quality	4 25	4 00
EARLY WHITE VIKTOR very early, roundish, smooth, white, good. Try it	5 00	4 50
EMPIRE STATE, a seedling from White Elephant, yield and quality good	4 15	4 00
ENDURANCE, late, new seedling, smooth, white, productive, very hardy, excellent	4 60	4 25
ENORMOUS, new, very productive, large, white, late	4 60	4 25
ENQUIRER, new, mid-season, pink, handsome, heavy yielder, good. Try it	4 25	3 75
EUREKA, extra early, round, white, good and keeps well	5 00	4 50
GOOD NEWS, new, early, light pink, handsome very productive, fine quality	4 25	3 60
GREEN MOUNTAIN IMPROVED, a free yielder, good quality and appearance	4 50	4 25
GREAT DIVIDE, long, white, heavy yielder, good for late spring use	4 50	4 25
HARMONY, mid-season, large, oblong, pink, productive, good	3 75	3 50
HONEOYE, mid-season, large, smooth, handsome, fine quality, big crop on light land	3 75	3 50
HUSTLER, extra early, large, white, productive, keeps well, finest quality	5 25	5 00
IONIA SEEDLING, new, mid-season, short, round, white, heavy yielder good	4 50	4 25
IRISH COBBLER, extra early, large, productive, good yielder, fine quality, try it	5 00	4 50
ISLE OF JERSEY, new, mid-season, smooth, white, very productive, excellent	3 50	3 25
JUMBO, an immense yielder, of fine appearance, smooth, white, large, round	4 50	4 25
KING OF THE EARLIES, extra early, large, long, light pink, fine quality, good keeper	4 25	3 75
KING OF THE ROSES, early, very productive, handsome, quality good	4 25	3 60
LONGFELLOW, the heaviest cropper, long, smooth, glossy, white, handsome	5 00	4 50
MAGGIE MURPHY, mid-season, large, pink, good for light soil	3 75	3 50
MAMMOTH PEARL, a very heavy yielder of the Peerless class, good quality, long keeper	4 60	4 25
MANISTEE IMPROVED, new seedling, early, pink skin, white flesh, very productive	4 00	3 50
MILLION DOLLAR, mid-season, resembles Carman, sets heavier, yields more	3 50	3 25
MILLS PRIZE, very large, white and productive, good for main crop	4 60	4 35
MOUNTROSE, new, early, vigorous, productive, excellent quality	4 00	3 50
NEW QUEEN, early, very handsome and yields well, fine quality, like Hebron	4 10	3 50
NEW SCOTCH ROSE, mid season, large, bright pink, good	3 75	3 50
NORCROSS, new, mid-season, large, white, heavy yielder like Green Mountain, good	4 60	4 25
NORKING, long, white, smooth, handsome productive, good	4 25	4 00
NOROTON BEAUTY, new seedling, extra early, very productive, fine quality, keeps well late	4 25	4 00
OHIO JUNIOR, extra early, a new seedling, one of the best for early market	4 60	3 50
OHIO, extra early, good for the market garden, excellent quality	4 50	3 40
O. K. MAMMOTH PROLIFIC, an enormous yielder, resembles Peerless	4 60	4 25
PAN-AMERICAN medium late, large white, plump, handsome, heavy cropper, good	3 50	3 25
PAT MURPHY'S CHOICE, large, long white, heavy yielder, good keeper	4 50	4 25
PEERLESS JUNIOR, noted as a heavy cropper, good keeper, good quality	3 50	3 25
POPULARITY, mid-season, heavy yielder of finest quality, good keeper	4 50	4 00
POTENTATE, very early, handsome, smooth, round white	5 00	4 50
PROSPERITY, mid-season, very large, white, smooth, handsome	3 50	3 25
QUICK CROP, new, early, vigorous, rapid grower, excellent quality, like Hebron	4 15	3 60
RELIANCE, new seedling, large, white, vigorous, healthy, productive, good	4 75	4 60
ROSE OF ERIN, new, oblong, red, smooth and very productive	3 75	3 50

The outside column is for small potatoes, about the size of hen's eggs saved rotting on our sides. Especially adapted to plant where fertilizer is used.

The supply of Early Potatoes is not equal to the demand and orders should come at once to secure good stock. Prices are likely to be higher at planting time.