

Historic, archived document

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

Ferguson's Seed Current

OCT 2 1920

For Southwestern Farmers, Gardeners and Florists

All Seeds tested for germination and Sold on OUR STRINGLESS GUARANTEE of "Satisfactory Seeds or Money Back" as given in our illustrated catalog. Sent Free on request.

Prices Effective February 10, 1920.

Sherman, Texas and Oklahoma City, Okla.

Volume 1 Number 2

Definition of Pedigreed Terms

In our seed improvement or seed breeding work, we use continuous selection as the basis. Sometimes it is "mass selection" as defined in our catalog. However, our seed corn, cotton seed and seed oats are developed by plant-to-row-tests or pedigreed breeding, which involves selection under practical field conditions, followed by testing for comparative usefulness. This is the proper method if real scientific seed development is to result. The methods applied to corn, cotton, oats and wheat are fully explained in our catalog.

ELITE or **Special Pedigreed** refers to the seeds that are closest to the initial single plant selections that have proven best and, therefore, received special propagation.

Regular Certified Pedigree means the stocks "next best" to the Elite Pedigreed seed.

The **CENTAL SYSTEM** of selling seeds by the 100 pounds or fractions thereof, is approved by the Government, Seedsmen's Association and is the usual practice for most seeds except corn, cotton and small grains. In the western United States these stocks even when sold as grains, are sold on the Cental System.

We will sell both ways, but expect to soon sell all seeds exclusively by the Cental System. The "bushel" is too cumbersome and uncertain. It's not the same in the different States.

SEED OATS

Our Own Certified Pedigreed Strains of Texas Red Rust Proof Oats; Bred-up, Smut Free Seed

THE TEXAS RED OAT is the most widely and most generally planted small grain in the Southwest, being planted both in the fall and winter months. Most of the red oats planted represent just country-run or field-run oats for nearly 40 years back, representing a mongrel red oat with a slight mixture of Northern White Oats and Russian Black Oats. The named varieties are Apple, Red Algerian, Fulgham and others besides **FERGUSON NO. 71 OATS**. The latter is the only variety produced by a series of plant-to-row tests in order to develop a variety that would be more rust resistant, more resistant to cold and winter killing and produce larger heads and grain, etc. **FERGUSON NO. 71 OATS** have been on sale for about eight years and their reputation as a superior improved high-bred red oat is now established. We have been breeding oats for 17 years. It's the best variety yet found or produced. We offer Certified Pedigreed Seed.

Recleaned and Graded Seed.—All **FERGUSON NO. 71 OATS** sold by us are double recleaned and graded and are in fine condition for seeding.

SEED TREATED FOR SMUT.—Besides grading the seed, we grow our stocks from stocks specially treated for smut, and in addition now treat every bushel we send out with formaldehyde according to the latest approved method. Fields sown with untreated seed usually lose from 2 to 10 bushels per acre from the smut disease. This treatment reduces this loss to almost nothing.

Ferguson No. 71 Oat is an improved red oat of proven high yielding quality, recleaned and graded seed, treated with formaldehyde to reduce smut, grown from pedigreed seed. Tests and general experiences have proven that this variety grows and stools vigorously through the winter where ordinary red oats are winter killed.

	Price Per Bushel		
	1-50 bu.	60-100 bu.	500 bu.
Sacked in stout 5-bushel bags.			
Regular Pedigreed FERGUSON No. 71 OATS .	\$1.67	\$1.60	\$1.50
Our own Bred-up Strains.....			
Elite Pedigreed FERGUSON No. 71 OATS Our own Bred-up Strains			None to spare

Seed Corn

Ferguson's Own Certified Pedigreed Freshly Improved or Bred-Up Strains.

The Three Proven Best Yielding Varieties for the Southwest. Get Freshly Improved Seed Direct From The Originator of These Three Famous Varieties.

These prices are for our own bred-up strains of the three varieties which we originated, developed, named and introduced, and in addition have continually improved by ear-to-the-row breeding year after year.

The "**PROOF**" of **QUANTITY** of our "Regular pedigreed" and "Elite Pedigreed" strains of these varieties have been repeatedly tested by the Seed Corn Investigators of the U. S. Department of Agriculture and the Experiment Stations in Arkansas, Louisiana, Oklahoma and Texas with the results showing both grades of seed regularly yielding 2 to 12 bushels more per acre than seed of the same varieties grown by farmers with only 1 to 3 or more years of ordinary "crib selecting." This is proof sufficient that our seed breeding work is efficient and on a practical scientific basis.

Further, these same tests have shown that these three varieties are among the best, if not the three best yielding varieties for these States. Thousands of farmers, who have been growing these varieties for more than a decade say that their conclusions, based on their experiences and observations, agree with the investigations made by the Experiment Stations.

Surcropper Corn. White grain and cob; the greatest "Sure-crop" corn for the Southwest because it is early or quick maturing and very drought-resisting. Originated and introduced by us and is now the standard "Early Corn" and "Summer Planted Corn" of the Southwest.

	Per	Price Per 100 Lbs.	
	10 lbs.	100 lbs.	1000 lbs.
Sacked in 10, 50 and 100 lb. bags			
Regular Pedigreed SURCROPPER Seed. Our own Bred-up Strains.....	\$1.00	\$8.50	\$8.00
Elite Pedigreed SURCROPPER Seed. Our own Bred-up Strains.....	\$1.25	\$11.00	

Chisholm Corn. Ferguson's original high yielding strain, medium early, with broad, deep oily grains of a bright red cob, a superior white milling corn; ears medium to large. This original strain (introduced and named and continually bred-up by us) is popular general purpose corn and has out-yielded all other strains in Experiment Station tests.

	Per	Price Per 100 Lbs.	
	10 lbs.	100 lbs.	1000 lbs.
Sacked in 10, 50 and 100 lb. bags			
Regular Pedigreed CHISHOLM Seed. Our own Bred-up Strains.....	\$1.00	\$8.00	\$8.00
Elite Pedigreed CHISHOLM Seed, Our own Bred-up Strains.....	1.25	11.00	

Ferguson Yellow Dent. Large to medium ears, with broad, deep, bright golden yellow grains, by all odds the best and most popular of all yellow corn varieties grown in the Southwest and spreading into the Old South. Medium early maturing.

	Per	Price Per 100 Lbs.	
	10 lbs.	100 lbs.	1000 lbs.
Sacked in 10, 50 and 100 lb. bags			
Regular Pedigreed FERGUSON YELLOW DENT . Our own Bred-up Strains.....	\$1.00	\$8.00	\$8.00
Elite Pedigreed FERGUSON YELLOW DENT , Our Own Bred-Up Seed.....	1.25	11.00	

Our Own Certified **Cotton Seed** Pedigreed Strains

These prices are for Certified Pedigreed Cotton Seed of strains or stocks that have been continually bred-up by practical plant breeding methods approved by the most critical seed breeding scientists connected with the Agricultural Experiment Stations.

Years of persistent adherence to a strict method of propagating from selected individual stalks whose superiority has been proven by proper scientific tests, has enabled us to produce strains of cotton seed that have "made good" with our customers and positively demonstrated their better-yielding, better-linting and greater storm proof qualities in numerous Experiment Station tests.

These extensive tests have shown that our own Bred-up Strains are yielding \$10.00 to \$30.00 an acre more than seed of the same varieties coming from other well known sources of good cotton seed. When such notable differences exist in the inherent yielding qualities of the seed, mere differences in "price" of planting seed is not the point. See results of tests by Experiment Stations for confirmation of these statements.

If good seeds are produced some one person must produce them. They do not "just happen." If they stay good, some one must do every needful thing to keep them from "running out." But more important still: If they are made better, or Bred-up, the work must be done by some one who knows how and will continue at the work long enough to secure substantial results. We have been breeding seeds as a business for 17 years. This is why our seeds "make good."

SEED CORN

Customers' Selected Seed

We specialize on Seed Corn of our own Bred-up strains, developed and improved from year to year by our own seed breeding work. In seasons of limited supply we handle seeds grown by former customers of ours, in order to meet the demand from our customers who want us to see that they get reasonably good seed to meet their necessities. Sometimes varieties other than our own are supplied on special requests. Our seed corn business is primarily restricted to our own Bred-up Strains of varieties which are generally recognized to be the best yielders for the Southwest. Send a list of your wants and we may be able to supply.

	Price Per Pound		
	10 lbs.	100 lbs.	1000 lbs.

Texas Gourd Seed, Hand Groomed, machine graded seed, shipped from Sherman \$3.50 per bu.	.75	\$6.25	\$6.15
Iowa Silver Min, Hand Groomed, graded Seed grown from Blue Ribbon Winning Stock at Okla. Fair ship'd from Okla. City	.75	\$6.25	\$6.15

Lone Star Cotton

Has extra quality lint bringing better price in some markets, high gin turnout, large field yields, extra large storm proof bolls. We have been breeding and selling seed of this splendid variety for nearly a decade and have sold more Lone Star seed than any half dozen others.

	Per 10 lbs.	Price Per 100 Lbs.	
		100 lbs.	1000 lbs.
Regular Certified Pedigreed LONE STAR.			
Our own Bred-up Strains.....	\$1.25	\$10.90	\$10.75
Elite Pedigreed LONE STAR COTTON. Our own Bred-up Strains.....	1.50	12.50	12.25

Ferguson Triumph No. 406 Cotton

An exceptionally promising new variety originating out of MEBANE TRIUMPH, but having larger and more storm proof bolls, producing as large or larger yields of seed cotton per acre, giving better gin turnouts and a quality of lint superior to ordinary Triumph in both length, body and drag. Now being offered for the third season. A splendid new variety that more than pleases those who have tried it.

	Per 10 lbs.	Price Per 100 Lbs.	
		100 lbs.	1000 lbs.
Elite Pedigreed FERGUSON TRIUMPH No. 406.			
Our own Bred-up Strains.....	1.60	15.00	14.75

Mebane Triumph Cotton.

Ferguson's own proven high yielding, high linting strains that have made such superior records in Experiment Station tests in Texas, Arkansas and Louisiana, producing larger field yields, larger gin turn-out and superior quality of lint.

	Per 10 lbs.	Price Per 100 Lbs.	
		100 lbs.	1000 lbs.
Regular Certified Pedigreed MEBANE TRIUMPH.			
Our own Bred-up Strains.....	\$1.25	\$10.90	\$10.75

Booking Orders for 1920 Crop

Just as this price list goes to press, we find our surplus stock of Certified Pedigreed Cotton Seed very short but we can fill a few more orders this season or book your order for seed from 1920 crop. See Catalog and above for prices

:: Mebane Triumph Cotton Seed ::

Carefully Selected Commercial Stock of Strong Germination

The 1919 crop, from the largest acreage we have ever grown our own CERTIFIED PEDIGREED BRED-UP Strains of cotton seed, was sold so closely that for a time we refused to book any more orders, until we could get back orders filled and know what our surplus would be, if any. We have been booking orders from former customers since July even tho it has not heretofore been our practice to book orders against unharvested crops. These customers know that Ferguson Seed Farms sell dependable seeds under proven fair, intelligent, frank descriptions. When we say we are selling "Our Own Bred-Up Certified Pedigreed Strains, improved, grown, prepared and shipped under our own supervision" they know from experience that they will get seeds of the same quality that have been making the High Records in the Experiment Station tests. They were anxious to get their orders booked and shipped early, even tho the soundness was not up "to name"

The practical experiences of our customers and the superior results shown by our seeds in the Experiment Station tests afford practical proof to you that we are conducting a Bonafide Seed Breeding farm (and by the way, the only one in Sherman) even though you may never have visited us at Sherman, as many of our customers do and have been convinced by "seeing with your own eyes".

We have not heretofore sold cotton seed not of our own breeding, growing etc. However, with the above frank statement that the stocks of our own pedigreed strains have been sold down so low that it will not last thru the planting season and recognizing that there is need of so much discrimination in selecting cotton seed to meet the present emergency, as to soundness and as to breeding, we decided some time ago, to meet requests of many old time customers, to apply our general information about sources and quality in cotton seed matters and secure for them, seeds that are better than is ordinarily sold and at a reasonably low price.

We undertook to secure a supply of seeds of exceptional quality as to soundness, purity and good yielding quality and as a result have secured a few cars of such seed to offer. We know the communities where good Mebane Triumph seed are to be had.

We offer these seeds as 75% to 90% Mebane Triumph. We have carefully tested them as to soundness and purity and they will come to you with a label showing the results of our tests, which so far have been 92% to 97% germination.

PRICE:- We quote, subject to change, at \$2.50 per bushel, sacked in plain bags, in 4 bu. sack lots, F. O. B. Sherman, Texas. In many cases can make car lot price of \$2.50 per bushel, freight allowed to many points in Texas, Oklahoma, Arkansas and Louisiana. These prices subject to advance.

FERGUSON'S SEED CURRENT

SUDAN GRASS

The Greatest Hay and Pasture Grass Known

We specialize in Sudan Grass, buying in large quantities from the most reliable sources, with assurances to us that seeds are free from Johnson Grass and other objectionable weed seeds. This is a crop that is a great money maker. It's the greatest domestic or cultivated grass for grazing or hay crops known to American farmers. All seeds re-cleaned unless otherwise stated.

	Price Per Pound		
	10 lbs.	50 lbs.	100 lbs.
Cotton Seamless Bags Extra at Value, 75c each. Burlap Bags Free and Weighed in.			
Sudan, from certified inspected fields	\$2.00	\$9.50	\$19.00
Sudan, Fancy stock, heavy seed	2.00	9.00	18.50
Sudan, Excellent stock, heavy seed		8.50	17.00
Sudan, Choice stock, good seed		8.00	15.50
Sudan, Prime, stock poor but honest	Sold on sample		
Sudan, Good country run	Sold on sample		

GRASSES

	Price Per Pound		
	10 lbs.	50 lbs.	100 lbs.
Cotton Seamless Bags Extra at Value, 75c each. Burlap Bags Free and Weighed in.			
Bermuda Grass—Strictly fancy seed, per lb. 50c	\$7.50	\$35.00	\$65.00
Johnson Grass—Fancy heavy dark seed	4.00	18.50	35.00

SWEET SORGHUMS

(For Forage and Silage)

	Price Per Pound		
	10 lbs.	50 lbs.	100 lbs.
Cotton Seamless Bags at Value, 75c Each Burlap Bags Free and Weighed in.			
Red Top or Sumac—Re-cleaned and graded	.75	2.00	3.65
Amber—Fancy re-cleaned graded	.75	\$2.25	\$3.90
Amber—Good country run			
Orange—Fancy re-cleaned graded	.75	2.25	3.90
Red Orange, Regular Forage Sorghum	.75	2.25	3.90
Honey or Japanese			4.75
Gooseneck, or Texas Crookneck	.75	2.75	6.00
Sapling, or Texas Straightneck	.90	3.25	6.00
Mixed Sorghum			

SWEET SORGHUMS

(For Syrup)

Fancy seed grown specially for syrup crops, as pure as it has been possible for us to secure from particular growers giving special attention to the improvement of the seed for syrup purposes.

	Price Per Pound		
	10 lbs.	50 lbs.	100 lbs.
Amber—Fancy re-cleaned graded	\$2.50	\$12.00	\$23.00
Orange—Fancy re-cleaned graded	2.50	12.00	23.00
Red Top, or Sumac, re-cleaned graded	2.50	12.00	23.00
Honey, or Japanese, re-cleaned	2.50	12.00	23.00
Gooseneck, or Texas Crookneck	2.50	12.00	23.00
Sapling, or Texas Straightneck	2.50	12.00	23.00

BROOM CORN

Oklahoma Dwarf—Seed from selected stocks	\$1.00	\$4.00	\$7.50
Standard Oklahoma-Texas Fancy seed	1.00	4.00	7.50
Standard Evergreen, Special Bred-Up, Illinois Grown Seed	1.50	6.50	12.50

ALFALFA

	Price Per Pound		
	10 lbs.	50 lbs.	100 lbs.
Cotton Seamless Bags Extra at Value, 75c each. Burlap Bags Free and Weighed in.			
Ferguson's Standard, Extra Fancy, 98% germination; 99% purity	\$4.70	\$22.00	\$45.00
Southwestern Fancy, 90-95% germination; 97% or better purity	4.50	22.50	44.00
Excellent, heavy plump seed, 90-95% germination; 95% purity			ask

CLOVERS

	Price Per Pound		
	10 lbs.	50 lbs.	100 lbs.
Cotton Seamless Bags Extra at Value, 75c each. Burlap Bags Free and Weighed in.			
Sweet Clover White Blossom—Fancy hulled	\$4.25	\$20.50	\$40.00

MILLETS

	Price Per Pound		
	10 lbs.	50 lbs.	100 lbs.
Cotton Seamless Bags Extra at Value, 75c each. Burlap Bags Free and Weighed in.			
Golden or Liberty Millet—Fancy, Western Seed, Re-cleaned	\$.75	\$3.25	\$6.00
Choice, Western Seed Re-cleaned		3.00	5.75
Fancy, Eastern Seed, Re-cleaned			9.00
Common or White Millet—Fancy			Ask
Common or White Millet—Choice			Ask
Proso or Hog Millet—Deserves more use	.75	3.25	6.00

Field Peas and Beans

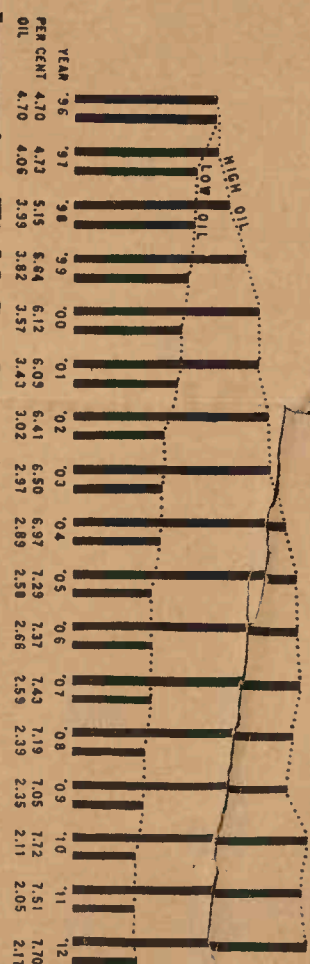
	Price Per Pound		
	10 lbs.	50 lbs.	100 lbs.
Burlap Bags Free and Weighed In			
Velvet Beans, Dwarf Early Spckled	\$1.00	\$4.25	\$8.00
Velvet Beans, Osceola	1.00	4.75	9.00
Soy Bean, Mammoth Yellow			
Pinto Beans, Mexican Speckled	2.50	9.50	18.00
Pinto Beans, good for seed and cooking		6.00	12.00
Tepary Beans, "Dry Land Navy Beans"	2.00	9.00	16.00

Stock Beets

We urge every one to plant some stock beets for poultry, dairy cows and hogs. Plant five pounds per acre.

	Price Per Pound			
	1 lb.	10 lbs.	50 lbs.	100 lbs.
Mammoth Long Red	\$.75	\$7.00	\$37.50	\$69.00
Golden Tankard	.75	7.00	37.50	65.00
White French	.75	7.00	37.50	65.00
Giant Half Sugar	.75	7.00	37.50	65.00

Improving Field Seeds consists in improving the characters in the crop that have most value to man. The big boll and high linting characters in cotton are improvements in the cotton plant secured by long continued selection. The same is true of other characters. The Illinois Experiment Station made two selections of corn in 1906. One was continuously selected for "high per cent of oil" (large germ) and the other continually selected for "low per cent of oil" (small germ). The above table and diagram shows the progress that was made each year in each selection during sixteen years. Not much was accomplished in any one year, but long continued, careful work, made a notable result. Do you get the idea of the necessity of making a business of doing one thing well? Ours is IMPROVING FIELD SEEDS.



Keeping Everlastingly at it Makes Better Seeds

Money Value of Ferguson's Bred-Up Seeds

Compared With

The Best Yielding Crib-Bred Customer's Seed

Here are the figures of many Government tests that tell you how much your profit will be if you plant Ferguson's Certified Bred-Up Seed Corn in place of the best yielding selections of the same varieties from former customers.

The figures for "Customer's Seed" are for the winners of the "FERGUSON GOOD SEED TROPHY." (See Catalog) If the comparisons were made with the seed of those who did not win, it would indicate even larger profits for the use of Pedigreed seed.

The "Profits Per Acre" as given below, is figured by valuing the corn at \$1.00 per bushel and deducting the extra cost of the Certified Pedigreed Seed.

The Profits per Bushel of Seed should be approximately 8 times the "Profits per acre," because a bushel plants approximately 8 acres—or \$16.24 for FERGUSON YELLOW DENT, \$26.08 for CHISHOLM and \$24.88 for SURCROPPER.

These Figures Show You How To Make More Corn

Season of Test	Ferguson Yellow Dent		Chisholm		Surcropper	
	Customer's Seed	Ferguson's Seed	Customer's Seed	Ferguson's Seed	Customer's Seed	Ferguson's Seed
1916.....	21.96	26.19	21.48	23.35	20.58	26.68
1917.....	9.32	9.48	8.74	11.13	16.32
1918.....	35.90	38.50	30.90	37.30	39.60	40.82
Gain (in bushels) by Ferguson's Seed.....		2.33		3.56		3.41
Profit per acre.....		\$2.03		\$3.26		\$3.11
Profit per bushel of seed.....		\$16.24		\$26.08		\$24.88
PER CENT PROFIT.....		673 %		1087 %		1039 %

It's Not
What We Say
That Counts
Impartial
Government Tests
Furnish The
Facts
That Prove The
Superior Yielding
Quality of Our
BRED-UP SEEDS



Facts and Theories About

SEED CORN

Everlastingly Keeping at It Brings
Substantial Results

On the theory that constant selecting and breeding will improve the yielding quality of any seed, it is reasonable to expect that our continuously improved Pedigreed seeds would yield some better and show some improvement each and every year. Do scientific tests prove that the amount of the gain is sufficient to justify the use of freshly improved seeds each and every year?

Farmers wanting to plant seeds that will make their labor worth most, may want to know if it is really possible and actually so, that we are making our seeds better for each year our work is carried on. Theory says we should. We offer above a brief record of two sets of extensive scientific tests that prove not only that such a result is possible, but that every variety of our Seed Corn has proven to be substantially better each year than it was the preceding year.

CUT No. 1, page 3 shows diagrammatically how the Illinois Experiment Station was able to improve or increase the oil contents of a strain of Corn for each successive year. In some seasons the record shows no advance, but the general tendency upward is plainly proven. In 16 years continuous selection made a difference of 5.53 per cent in the oil content, or a change of 85 per cent. This was accomplished by each year propagating from ears showing an oil content that was above the average, a method comparable to the year-to-row breeding method which we follow in improving the yielding quality of our three varieties of corn.

TABLE NO. 1. above is a table showing the average results of many scientific tests of our Seed Corn conducted in Texas by the United States Department of Agriculture, the Texas Agricultural Experiment Stations, in co-operation with the Texas Field Crops Association. These twenty odd tests compare the yields of Ferguson's Certified, Pedigreed

Seeds and the best yielding Corn of the same varieties "Crib-Bred" by farmers who had previously bought seed corn from us.

These results represent one moderately good season, one very poor season and one very good season. They show a slight gain for our seeds every year, over the "best yielding" seeds of the former customers of the preceding year. In all these tests our freshly bred-up strains made better yields than any customers seed in the tests, ranging from only one to 8 and 10 bushels more per acre. However, only the closest competitors are shown in the table.

The amount of the gains, while not large for one year, were sufficient to prove that our bred-up Certified, Pedigreed seeds will yield more and pay 600 to nearly 1200 per cent interest on the money invested in freshly bred-up seeds.

If you are planting good crib-bred seeds of SURCROPPER, CHISHOLM or FERGUSON YELLOW DENT Corn, one, two, three or more years removed from our new strains you can see very plainly that it will pay to secure fresh stocks and use the freshly improved strains for the entire Corn Acreage, even though you have a crib full of "good corn" of these varieties.

What's the use hesitating about ordering a full supply of freshly bred-up SEED CORN for your entire Corn Acreage? Why not do it right now and have the seed on hand ready to plant when the season becomes favorable? You gain if you do and lose if you don't.

Will you act today? tomorrow, or next year? or right now? Feed corn will be high priced next fall. Why not plant the best strain of the best varieties of Seed Corn for the Southwest.

Buy seeds direct from bonafide seed breeders who can and do offer you credible evidence that they have actually improved their seeds by making them better each and every year. The above tests of the Government Experiment Stations prove that Ferguson Seed Farms are improving their seeds.

If you order now you can have the corn on hand to plant when the season becomes favorable.

A. M. FERGUSON, Pres.
In Charge of Seed Breeding

CHAS. E. WHEAT, Vice-Pres.
Branch Mgr., Howe, Texas

J. H. HICKEY, Sec'y
In Charge of Sales and Stocks

J. H. PLANGMAN, Treas
Supervisor Seed Growing

FERGUSON SEED FARMS



FOR FIELDS, GARDENS
AND LAWNS

SHERMAN, TEXAS

Special Information Concerning our Bred-Up Strains of Certified Pedigreed Cotton Seed.

Lone Star, Mebane Triumph, New Boykin and Ferguson Triumph No. 406.

TO OUR CUSTOMERS:

Our stock of own special strains of cotton seed have been carefully cared for and are as sound as any seed grown in North Texas, but in soundness they are not up to normal standards. Tests show that the germination ranges from 60% to 80% with the average around 65% to 70%. To secure a stand with such seed it will be advisable to plant 20% to 40% more seed than usual.

Because of this condition we have been submitting samples of the seed to our customers, as their orders come in, and asking them to make careful examination and advise if the seed would be satisfactory, or at least acceptable before shipment is made. Most of our old customers seem to fully understand the situation and have ordered the seed shipped out after examining the sample. A number, however, have come back asking us to advise them in a plain business way, and a few wanted to know what we, ourselves, were going to do.

In short these customers have stated their problems about as follows:

"We have our own seed showing about the same per cent sound seed as your seed. We can secure seed of unknown breeding having from 80% to 90% soundness. Should we plant your Certified Pedigreed seed or our own seed and make good the damage by planting an additional quantity, or use only seed of undoubted soundness, but whose good producing qualities are otherwise unknown?"

PRICE, QUALITY and VALUE in Cotton Seed

It has not been our policy to advise any one, but we can relate what we are going to use ourselves for our own seed and tell why. As you see it, we farmers must learn to use another set of figures in determining the value of producing quality in bred-up strains of cotton seed and seed corn. The present high prices of cotton, cotton and labor suggest a new set of figures for valuing seed, labor and rents.

In buying seed it will be well to remember three things:

- 1 **Yielding Quality**, in pounds and dollars, is what you want.
- 2 **Price** is what you pay for seeds and labor.
- 3 **Value** in seeds is to be measured by the extra yields due to the improved quality of the seeds.

When you plant cotton seed to grow 30-cent to 40-cent cotton, or seed corn to grow \$1.00 to \$2.00 a bushel corn, any increase in the crop due to good seed runs to good money very fast. Conversely low yielding seed rob you of the fruits of hard labor in same ratio. It is obvious, therefore, that we should inquire carefully to secure full and reliable information about the yielding qualities of any seeds we expect to plant. Let us give a practical example and make a comparison of costs for seed, labor, and note the chances to lose or gain by planting "low yielding" and "High Yielding" strains of seed.

COST "PER ACRE" FOR SEED. A half bushel of really sound cotton seed will seed an acre, and a bushel of 50% seed will do the same. The seed cost per acre, will, therefore, be about \$1.25 to \$1.50 for the "just sound seed" and \$3.00 to \$4.50 per acre if Certified Pedigreed seed are used. The total seed cost will be covered by approximately the equivalent of an increased yield of 4 to 9 pounds of 40 cent cotton on an entire acre. The extra cost for the better bred seed will be only \$1.50 to \$2.00 an acre, which would be recovered by a gain in yield of only 4 to 5 pounds of cotton per acre.

How The Money Comes Back

1 An increased yield of only 12 to 36 pounds of seed cotton on an entire acre will pay the entire seed cost of any seed and leave a profit. Any increase above this is extra profit. Abundant evidence is at hand that our Certified Pedigreed Seeds yield 100 to 400 pounds more per acre above even supposed "best" seed from growers who do not breed-up their seed by pedigree selecting.

2 Increased storm proof quality that will prevent a loss of 12 to 36 pounds of seed cotton by storms and wind will likewise pay the entire seed cost and a profit. If more is saved, it will be profit to be credited to the use of better bred seed. Our strains are certainly more storm proof than strains that have not been specially selected for storm proof qualities.

3 A gain of one cent per pound, due to the better "grades" made by large balled, extra storm proof cotton, will likewise pay for the extra cost of the better bred seed and leave a profit. With increasing differences in the value of the "grades" storm proof quality becomes more important than ever.

4 An increased lint turnout of 1% will yield 15 pounds of lint cotton extra per bale, or enough to pay the entire seed cost and leave a large profit. Cotton that makes 38% to 42% is usually 3% to 6% better than just cotton. Our customers report this much advantage for our Certified Pedigreed Seed.

5 The greater ease and speed of picking a big balled cotton [40 to 55 bolls per pound] over a small balled cotton (70 to 90 per pound) will be worth several times the extra cost (allowing only 15 cents to 25 cents a hundred for picking) of the most expensive seed on the market. Any farmer who has hired cotton picking this year knows how painfully true this is.

6 Without stopping to figure on the extra values for longer staple, it is perfectly obvious why FERGUSON SEED FARMS is going to plant their own bred-up, proven high yielding, high linting, extra storm proof strains of cotton. Experiment Station tests and the practical experiences of hundreds of farmers prove that our seeds do have these better characters. We will plant several thousand bushels of seed for which we have refused to consider an offer of even six dollars a bushel, made after the party had exact knowledge of their reduced germination.

When FERGUSON'S CERTIFIED PEDIGREED STRAINS show superior yielding quality from 180 to 314 pounds per acre, (see tabulation of 9 Government Experiment Station Tests on page 16 of our catalog) and similar advantages in lint turn out, and storm proof quality, over seed of the same varieties from well known sources, it is easy to understand why many intelligent farmers with even reasonably good cotton seed, reasoning from their own experiences and the results of many Experiment Station tests prefer "FERGUSON'S CERTIFIED SEEDS" at an extra cost of even one to two dollars an acre for seed.

What of The Future Supply of Well Bred Seed.

The supply of well bred seed is never abundant, because there are only a few persons who are actually making a permanent business of breeding up seeds. Of course there are a great

many persons with "good seed" to sell. Do not forget that back of every lot of really "well bred seed" there must be years of work of some capable man who makes a business of just this seed improving work.

If the supply of well bred seed is limited under normal conditions, and quite inadequate this season, what will be the condition next season. It would be foolish to discard the valuable results of long years of work, when slightly thicker seeding will solve this difficulty now and for the future.

Providing For The Future. The man who grows a supply of well bred seed this year will find a ready market for his surplus seed. So much sound country run seed, that are sound but not well bred, will be planted this year, that the demand for well bred seed will be larger than usual next year. Every farmer should look ahead for his own supply.

The foregoing suggestions are made for the consideration of many customers who have written to us about their cotton seed problems for this season. We can answer in this way more completely than by letter. Particular inquiries will be answered by personal letters

The "Good Seed Problem" is as old as agriculture itself. Indifference and lack of reliable information causes three-fourths of our farmers to plant inferior seeds that reduce their annual revenues \$500.00 to \$5,000.00 every year. It costs no more to cultivate high yielding bred-up seeds than the common selected seeds.

Orders are now being booked against the 1920 cotton crop. We have a good supply of Certified Pedigreed SEED CORN ready for immediate shipment.

And by the way, just as this circular goes to press we have received the results of the 1919 test of many popular varieties of cotton made by the North Louisiana Experiment Station. In this test we again won FIRST and SECOND place for High Yields. Our cotton seed also secured FIRST and SECOND Place in the 1918 tests at this Experiment Station. These results will be published in full at an early date.

These honors are in line with similar superior yields reported in tests conducted by the Arkansas Experiment Station for several years back.

Yours For Better Seeds and Bigger Crops,

A. M. Ferguson

In Charge of Seed Breeding.



a test of yields of grains from the Butts, the Middle and the Tips. Can you tell which made the most...