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JAN 1 1925

# *The Collins Company*

INCORPORATED



*Winchester, Tennessee.*

BUSINESS ESTABLISHED JANUARY 1, 1897  
NEW BUILDING ERECTED 1920



FIELD OF CRIMSON CLOVER BEING PLOWED UNDER FOR CORN IN FRANKLIN COUNTY

IT IS OUR DESIRE TO BE OF MORE  
SERVICE TO MORE PEOPLE  
EVERY YEAR

WE INVITE YOUR ATTENTION TO THIS  
CIRCULAR AND ASK AN OPPORTUNITY  
TO SERVE YOU



## BE CAREFUL WHAT YOU SOW; SEEDS GROW

*What Is the Best Investment the Farmer Can Make? Good Seed.*

**T** cost money to print this little circular. This money will be lost unless you read it. In reading it you may find something that you need and it will make you money. We specialize in high grade seed. **QUALITY** is our motto. Unless we have your interest in view our mission as Seed Dealers is a failure. The seed business is founded largely upon confidence—more so, perhaps, than any other line of merchandising. Confidence is one of our largest assets. This is the reason we handle seeds of quality.

The influence of the seedsman is felt further than the influence of any other agent. This is due to the fact that the seedsman comes in personal contact with the farmer who uses the seed he has to sell. He is one of the foremost factors in the development of agriculture. It is impossible to develop agriculture to a higher standard than the seed business is developed. Agriculture and the seed business go hand in hand. Wherever you find a poorly developed seed business you will find poor farming.

There are many good, reliable seedsmen, but there are many who do not try to raise the standard of agriculture. The idea that any kind of seed will do to plant is wrong. Only good seed will give best results. We can no longer plant seed just because they will grow, but we must give more attention to the selection of seeds, seeds that are standardized, pure, with strong germination, adapted to climatic conditions and soils, thereby increasing production, thus making as much on one acre as we have formerly made on four.

We handle a complete line of Field and Garden Seed. But we wish to direct your attention to some of the things in which we specialize, viz: Leguminous plants, forage crops and grasses.

**THE COLLINS COMPANY, WINCHESTER, TENNESSEE**







HARVESTING CRIMSON 'C

## CLOWERS.

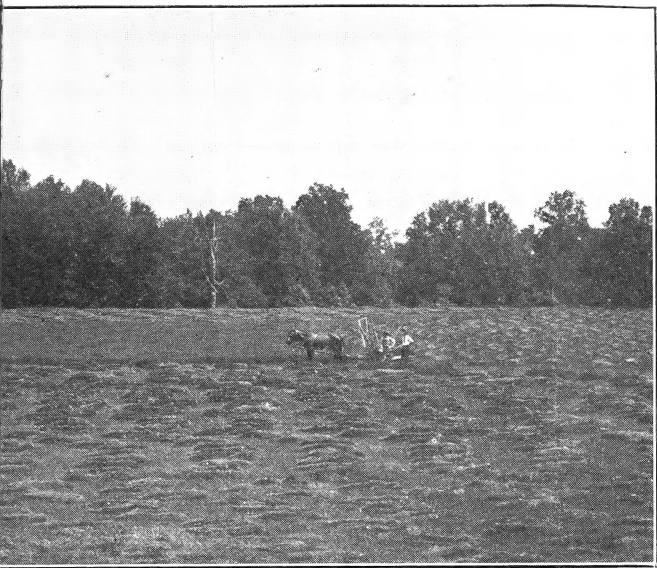
We handle all varieties of clover, Crimson, Red, Sapling, Alsike, White and Lespedeza. These varieties are all hardy and of special importance to farmers and stock men because of their high value as a forage plant. They are all excellent for hay and pasture and are our greatest land builders.

## CRIMSON CLOVER.

Of all the leguminous plants, there is none that surpasses Crimson Clover. It is the farmer's greatest friend. It is a winter cover crop. In this section of Tennessee we commence seeding in August and from then on until the middle of October. In a good seed bed with plenty of moisture there will be no trouble in getting a stand. Crimson does better on a lime soil. Unlike other leguminous plants, Crimson is planted in the fall after other crops have matured. It makes a fine cover on the land to keep it from washing. If sown early it will afford lots of fall and winter pasture. It matures early in the spring and is ready to plow under as a soil crop, or for making hay or seed.

Its greatest value is as a soil builder. It gathers much nitrogen from the air, thus making a heavy growth, and when plowed under in the spring it soon decays and is ready for plant food. A good growth of Crimson plowed under is equal to twenty loads of stable manure on an acre of land. If we could realize its value in the South for our cotton crop it would be worth thousands of dollars for that alone, but it is equally as good for our corn crops. A good crop of Crimson plowed under will almost double the yield of corn and makes cultivation much easier.

Most of our crops in the South will follow Crimson. It would possibly be a little late maturing for best results on cotton land, but it can be turned under at any stage. For corn or any kind of hay crop outside of oats it is early enough to make a good crop after it matures. It makes a good hay if cut at proper stage.



SEEDING IN FRANKLIN COUNTY

#### SEEDING.

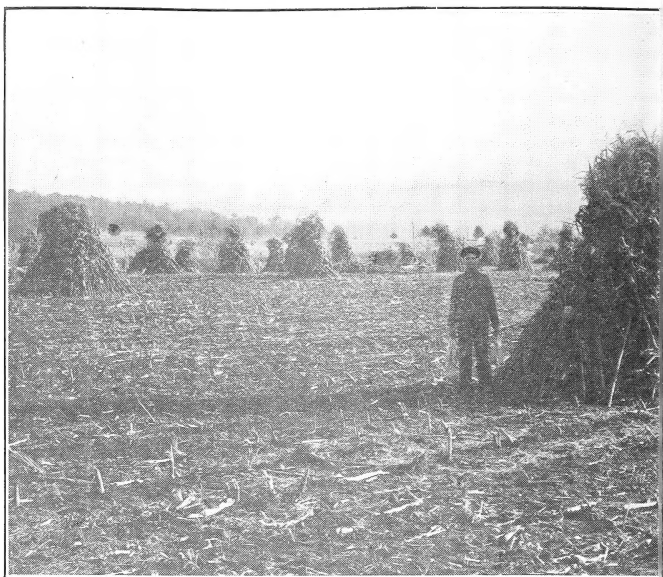
Crimson should have a good seed bed for best results, but it can be sown in corn or cotton at the last cultivation. The better way, however, is to cut the corn and shock it, then prepare the seed bed. But in cotton this cannot be done, though good results can be had sowing in cotton where it is cultivated late and you have plenty of moisture to protect it. However, Crimson planted this way is a chance crop and very uncertain as a rule and we do not recommend this kind of seeding unless the farmer feels that he is able to take the chance. The seed should be sown 12 to 15 pounds per acre and should be covered 1 to 1½ inches deep. Care should be taken to have sufficient moisture to maintain the plant, as the seeds germinate very easily and will soon die if there is not sufficient moisture.

#### GROWTH.

Crimson grows from 12 to 20 inches high—a rich, dark green color. It stools heavily and there are often as many as 12 to 20 stems from one seed. The bloom is from 2½ to 3 inches long of dark crimson red.

#### RED CLOVER.

Of all the varieties of the clover family red is the most universally grown. It is one of our main sources for grazing and hay. It is sown in the Southern states both in the spring and fall. One of the best ways of getting a stand of red clover is to sow in the fall with Crimson Clover. The Crimson comes off early in the spring for hay or seed and then you can harvest a good crop of hay from the red in a few weeks. Sapling clover is like red, except it makes a heavier, coarser growth and in some sections is preferred for this reason. Use from 6 to 8 pounds of high grade seed per acre.



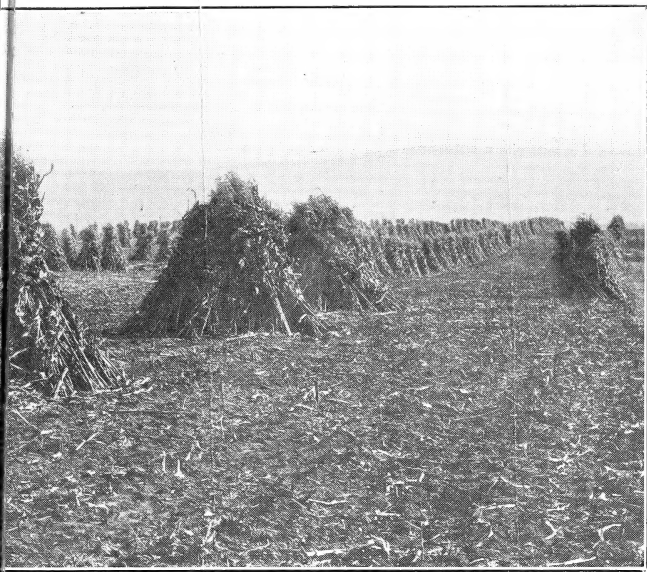
LOONEY CORN. THIS FIELD AVERAGED 1 8

#### LESPEDEZA OR JAPAN CLOVER.

This plant has not been given much attention until the last few years, but it has been found most admirably adapted to our Southern soils. Lespedeza is an annual; but once planted it reseeds itself and has become very popular for grazing and in some sections is used largely for hay. It is a leguminous plant and very profitable as a soil builder. Lespedeza will grow on almost any character of soil. It is unlike many other forage crops in that it seems to thrive best through the hot months and is not affected by the dry weather as are other clovers. It should be sown in the spring—about 12 to 18 pounds per acre. It is excellent to sow with other grasses, for through the hot summer months when other vegetation is not growing this plant is still affording plenty of grazing. It grows very thick on the ground from eight to twelve inches high and affords an excellent yield for hay.

#### ALFALFA.

Alfalfa is becoming more popular every year as one of our greatest hay crops. It was formerly grown exclusively in the West, but has been found adapted to most all sections of the United States. It is particularly suited to our South Central States, where we have limestone soil. This crop should be planted in August and September—about 15 pounds of seed per acre. The soil should be well prepared, and if deficient in lime, crushed limestone rock or hydrated lime can be applied. Use a good application of stable manure or high grade commercial fertilizer. The seed should be inoculated, or use inoculated soil from an old Alfalfa field, about 100 pounds to the acre. Alfalfa can be cut from three to four times a year and will make from two to three and one-half tons of hay per acre during the season. There is no hay superior to Alfalfa in feeding value. Once you have a stand of Alfalfa it will last from three to six years and in the West much longer.



BUSHELS PER ACRE IN FRANKLIN COUNTY

#### GRASSES.

There is no grass that meets the varied conditions of farming as does Orchard grass. It is not confined to lime conditions as is Bluegrass. Orchard grass should be sown from 8 to 14 pounds per acre. It makes an excellent grass for both early spring and late fall grazing. It is very nutritious and makes fine hay.

#### BLUEGRASS.

Bluegrass is especially adapted to limestone land. It makes a very compact sod, comes early in the spring and affords abundant pasture. It is perhaps one of our most universally grown grasses. It should be sown from 7 to 12 pounds per acre. An excellent grass for lawns.

#### RED TOP.

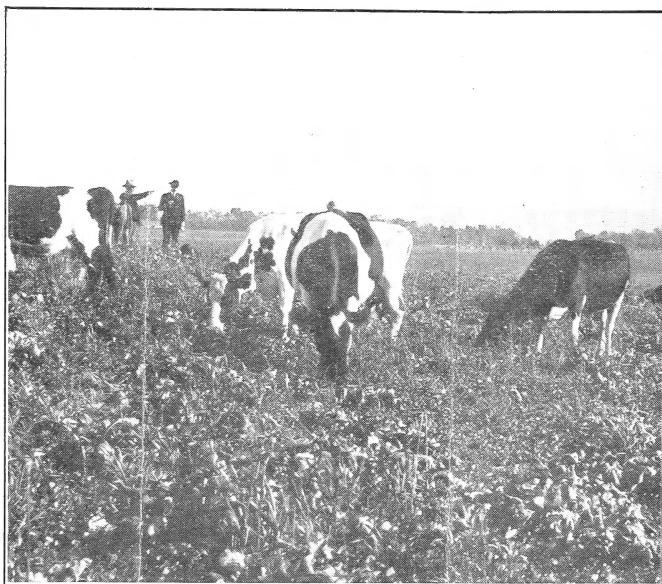
Red Top, or Herds Grass, is perhaps the easiest of all the grasses to get a stand. Will grow on light, thin soil about two feet high. Makes a splendid hay and affords good grazing. It should be sown about 6 pounds per acre—especially adapted to low, wet soils.

#### SOUDAN GRASS.

There is no grass that has become so universally used in this country as Soudan for the time it has been introduced. It is an annual, and as substitute for a quick pasture or hay crop it has no equal. It should be sown in the spring after the ground gets warm and comes on very quickly. It makes a good grade of hay and affords three cuttings a year. This grass is of the Johnson grass type, except it is an annual plant, so is not a pest as is Johnson grass. Sow 10 to 15 pounds per acre.

#### TIMOTHY.

The most universally grown grass for hay is Timothy. It is not adapted to our Southern soils and climate as well as it



A HERD OF DAIRY COWS GRAZING ON A FIELD OF CR

is to some of the Northern sections. However, it is grown in a great many sections of the South.

Timothy, like other grasses, grows better on good, strong land. It is especially suited to black, loamy soils. It grows about three and one-half feet tall and should be cut when in bloom for best hay. It will make from one to two tons per acre.

This grass can be sown in the fall or spring here in our Southern section and is a splendid mixture sown with clover for hay. It should be sown about 6 to 10 pounds per acre.

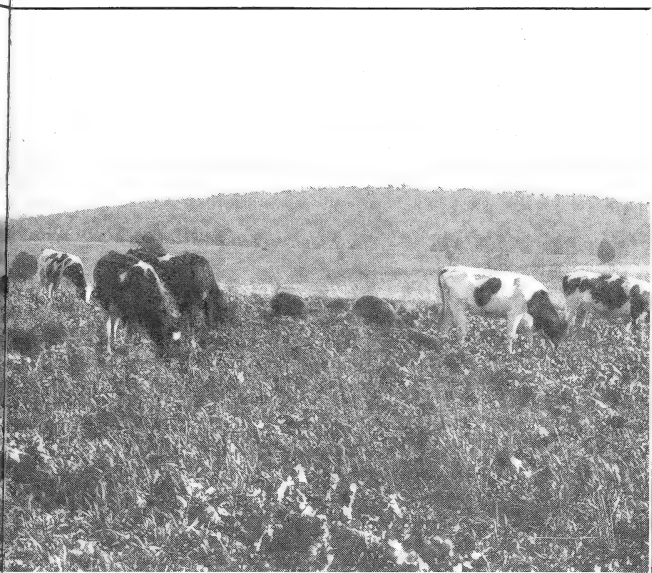
#### SEED CORN.

There is no crop so widely grown as corn. It is the foundation of our American farming. Why are we so careless in the selection of seed for this important crop? We think anything that will grow will do to plant. No crop is grown that is as cheap to plant as corn. Well bred, selected varieties at \$10.00 per bushel would only cost about \$1.00 per acre for seeding. We cultivate our corn land about four or five times after planting. Then why cultivate a poor variety, when for only a few cents difference you can almost double the yield of your crop?

#### LOONEY CORN

(The prize winning Corn of Tennessee.)

This variety of corn is fast becoming the standard corn in many Tennessee and North Alabama counties. It originated in Franklin County, and through many years of painstaking and careful selection this corn has been developed until it has become the most favored variety grown. It is a distinctive white corn with a small white cob. The ears are about ten inches long; the grains are long with large heart, and there are sixteen to eighteen rows to the ear. It grows very compact and fills well over each end of the cob. It is medium in height, the ears growing about three and one-half feet from the ground, with good



ON CLOVER, TURNIPS AND RAPE, IN FRANKLIN COUNTY

long shanks that turn down, which keeps the rain from running down in the shuck and damaging the corn. The stalk is not large, but has heavy blades and produces usually two ears to the stalk. It throws out good heavy spur roots and, not being tall, stands up well where other varieties will blow down in case of heavy wind. It matures early and will do to crib or feed from two to three weeks earlier than other varieties. On account of the small stalk, this corn can be planted much thicker than the usual varieties. It is especially adapted to thin land and will make a good, solid ear where a large variety will only produce the stalk. On good land, well cultivated, this corn will produce from sixty to eighty bushels per acre. One crop in this county averaged 115 bushels to the acre. Six boys of the Boys' Corn Club of Franklin County averaged over 100 bushels to the acre, and at the Tennessee State Fair these boys won first prize with Looney Corn over all other exhibits.

There are many standard varieties of good corn. Try to get some variety suitable to your land and crop conditions. We handle Neal's Paymaster, Tennessee Red Cob, Looney, Hickory King, Reed's Yellow Dent and standard varieties of silage corn.

#### ROSEN RYE.

This variety was introduced into this country a few years ago by a Russian student at the Michigan Agricultural College with only a few seed that had been brought from Russia. It has become very popular in the South for grazing. It has a good stiff straw, makes a heavy growth and seldom winter-kills. Crimson clover sown with rye makes an ideal pasture for fall and spring grazing. Then there is nothing equal to it for turning under in the spring as a fertilizer. Keep your land covered with some growing crop through the winter months. It prevents land from washing and puts humus in the soil, and when it is plowed under it gives abundant plant food for the crop that follows.



A FIELD OF JUNE BUDDED PEAS.

#### SOY BEANS.

This is one of our best leguminous crops, outside of the clovers, and is becoming one of our great sources for hay. Soy beans can be planted from May to July with a reasonable assurance of a good yield of hay. They should be sown about  $1\frac{1}{2}$  bushels to the acre, or planted in rows about thirty inches wide and cultivated. Beans will yield from one to two and one-half tons of hay per acre. It is very rich in feed values and stock eat it in preference to most any other hay when cured in good condition. It is easier to handle than peas, cures quicker, and will yield almost twice as much as peas.

#### COW PEAS.

One of our greatest land builders—a crop easy to grow—and makes excellent hay. Peas can be planted in corn and will afford a great deal of feed for hogs when you want to hog off your corn crop. Cow peas have been grown in the South for many years. There are many varieties of this plant, some vine and some bunch. They grow on most any character of soil; a great depositor of nitrogen.

#### BEARDLESS BARLEY.

This variety is becoming very popular in that it has all the good qualities of winter barley and is beardless, which makes it much nicer to handle. Beardless barley will make fine grazing for fall and winter. It should be sown in September and will yield from 30 to 50 bushels per acre.

#### WINTER TURF OATS.

There are two or three varieties of oats for fall planting, but the Virginia Turf is the most popular for seeding north of the Georgia and Alabama lines. This variety is as hardy as wheat and usually makes a good yield. The Bancroft and Fulgrum are usually sown in Georgia and Alabama. Virginia Turf will make sixty bushels under favorable conditions. This variety makes excellent grazing when sown early in the fall.





TREES IN FRANKLIN COUNTY

### WHEAT.

We handle many of the standard varieties of winter wheat and can offer high grade seed in any of the varieties.

Franklin County is located in the Southern tier of Middle Tennessee counties. The Cumberland Mountains lie to the east and south and Elk River to the north and west. The soil is especially well adapted to the growing of that high grade of seed of which we have been testing you. The farmers of this county are among the best in the state. They take great pride in their stock and crops and have won a well deserved place in the agricultural world. Not what a thing costs, but *Quality* is the standard by which they judge. This county has taken more fancy premiums at our State and Tri-State fairs than any other county in the State. Remember the old maxim, "Quality is remembered long after price is forgotten."

This circular on seeds and their value to the farmer is not the thought of a day nor an idle dream, but an experience of more than twenty years in the seed business. Through these twenty years of service to Franklin County farmers in selling and buying their products, our seed business has grown from a few bags, at its beginning, to carload lots. We have seen and studied developments in the seed business until we feel that this little circular is worthy of your attention. We have always held the ideal before our customers, "Buy the best; it is none too good for the man who tills the soil. You can't be too careful of what you sow, for seeds grow."

Located as we are, in the greatest nursery section of the South, we are in position to offer to our trade anything needed in fruit trees. We have several large nurseries and will be glad to mail circulars of nursery stock and quote prices on any variety of trees. We guarantee good service in packing and shipping and careful selection of stock.

Samples of seed and prices will be mailed upon request.

**THE COLLINS COMPANY**  
WINCHESTER, TENN.



## LESPEDEZA AS A FORAGE CROP

Lespedeza is commonly known as Japanese Clover. It originally came to this country from Asia. It was found in the South soon after the close of the Civil War, supposed to have been brought here by stock and scattered over the Southland, as the armies moved from place to place. It is now found from central New Jersey to western Kansas.

Lespedeza is one of the most valuable forage crops we have and it is particularly adapted to this section, in that it is very easy to get a stand and that it will grow on most any of our soils in the South. It fills the place that red clover does in the North.

It is another one of our legumenous plants and being so easy to get a stand and so adapted to our various soils, makes it a very valuable plant to the South. Where we are so deficient in nitrogen in the soil, and so many worn out and depleted farms to reclaim, we cannot put too high a value on this plant.

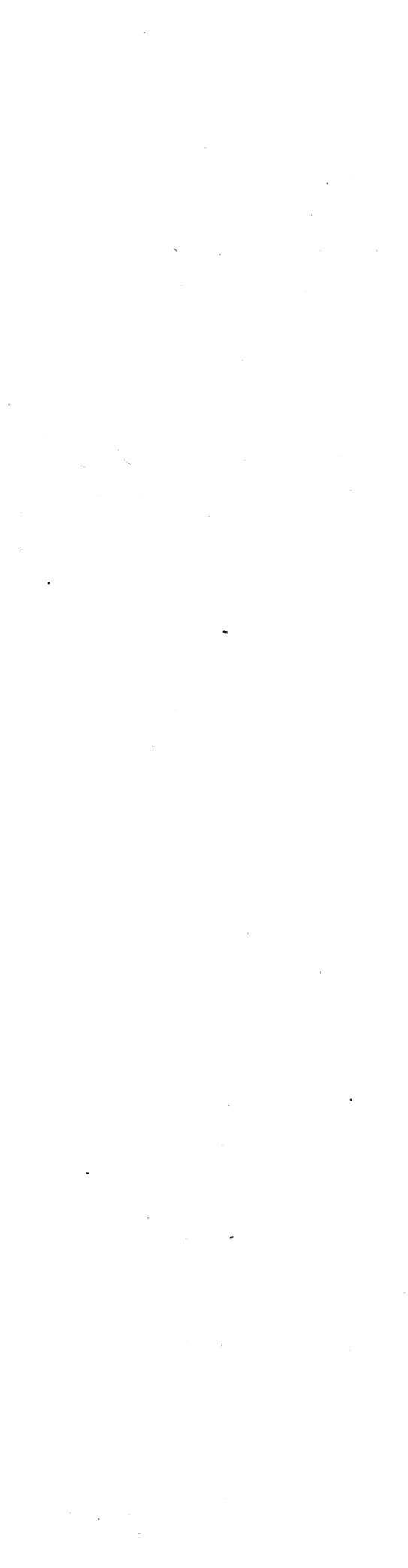
Lespedeza fills a place in our farming program that no other plant fills. It makes its growth at a season after other clovers and grasses have done their work, that is during the hot summer months and early fall. It is sown in the spring as soon as the danger of freezing is over, but does not make much growth until hot weather. One of the best ways to sow Lespedeza is with spring oats. It comes up and the oats keep the weeds down till they are ready to make hay, by this time the Lespedeza has gotten a good start and as soon as the oats are cut off it is ready to do its best. Another good crop to sow it with is Crimson Clover as it comes off early and is out of the way of your Lespedeza.

It makes a splendid mixture to sow with grass and clover in the spring and will add materially to your pasture for grazing in the fall. You will now see the place this crop fills in our pasture rotation, the grasses and clover make their growth in the spring and by July have done their best, then the Lespedeza comes in and does its work during the hot summer and fall months, it is at its best during the season when no other grasses are growing. Lespedeza makes fine hay, equal to alfalfa when properly handled. It will make two tons of hay per acre on good land.

Some of our experiment stations have learned that with the application of raw phosphate they can double the yield of hay from this plant. Through observation and experiments, we have learned that it is very beneficial to other grasses when growing with them. Our attention has been called to two very convincing evidences as to its value to other crops. One where a farmer sowed a light stand on a part of a field of orchard grass. In the fall when the grass begun to grow you could tell exactly where the Lespedeza was sown, the grass was a darker green and heavier growth. Where it was not sown the grass was yellow and showed the need of nitrogen it had restored to the soil. Another was a crimson clover field, after it had been cut and the rag weeds begun to grow, there was from eight to twelve inches difference in the height of the weeds where the Lespedeza was sown, and the foliage was a dark green; so marked was the difference that you could stand off from the field and always tell just where the Lespedeza was sown.

These evidences are so convincing that we know this is one of our greatest crops to rebuild our land and pay a dividend to the farmer while it is working for him. We recommend that every farmer get this crop on his farm for it pays two dividends, one in restoring fertility to the soil, and the other in affording good grazing.

THE COLLINS CO., Winchester, Tenn.



## LOONEY CORN

### The Prize Winning Corn of Tennessee

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The purpose for which we want to use a thing has all to do with our selection. If we want dairy products, we select some good milking strain of cattle. If we want beef, we select some good strain of beef cattle, so this same principle applies to corn. Again our soil and climatic conditions have much to do with our selection.

If we want silage we select some variety with large stalk and heavy forage, if we want grain we select another type that tends more to making grain.

We have learned through many years experience in selling seed that we do not give enough attention to the selection of our variety of corn to plant. Of all the different strains of corn that we have sold, we have never found anything that suits so many different soils and seasons of planting as the Looney type. This variety of corn is fast becoming the standard corn in Tennessee, North Alabama, and other of our Southern States where it has been tried. It originated in Franklin County, and through many years of painstaking and careful selection this corn has been developed until it has become the most favored variety grown. It is a distinctive white corn with a small white cob. The ears are about ten inches long; the grains are long with large heart, and there are sixteen to eighteen rows to the ear. It grows very compact and fills well over each end of the cob. It is medium in height, the ears growing about three and one-half feet from the ground, with good long shanks that turn down, which keeps the rain from running down in the shuck and damaging the corn. The stalk is not large, but has heavy blades and produces usually two ears to the stalk. It throws out good heavy spur roots and, not being tall, stands up well where other varieties will blow down in case of heavy wind. It matures early and will do to crib or feed from two to three weeks earlier than other varieties. On account of the small stalk, this corn can be planted much thicker than the usual varieties. It is especially adapted to thin land and will make a good, solid ear where a large variety will only produce the stalk. On good land, well cultivated, this corn will produce from sixty to eighty bushels per acre. One crop in this county averaged 115 bushels to the acre. Six boys of the Boys' Corn Club of Franklin County averaged over 100 bushels to the acre, and at the Tennessee State Fair these boys won first prize with Looney Corn over all other exhibits.

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## TENNESSEE RED COB

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This corn does not need an introduction to many of our Southern Farmers, as it has long been used as one of the leading varieties and is known to much of our trade.

Tennessee Red Cob is a white corn with red cob, and originated in some section of this state. It is especially adapted to our river bottom and rich loamy soils. It grows a large tall stalk and very heavy ear with deep kernels. The ear grows up well on the stalk, has heavy shank, stands out well on the shank, and does not turn down like the Looney type. It makes ears from ten to twelve inches long, large broad deep grain with heavy shuck. It will not bear planting so thick on medium land as some other varieties as it usually makes a heavy stalk, with heavy blades, and is particularly suited to rich land. This corn makes heavy spur roots and is not easily blown down. It is much later in maturing than a smaller variety. If you want something that makes a large stalk and a large ear you cannot make a better selection provided you have rich soil on which to grow it. This corn makes fine meal but not so white as the Looney, on account of it having a red cob.

We handle other varieties of corn, namely, Hickory King, another very popular variety, Neal's Paymaster, Reed's Yellow Dent. For silage we recommend Huffman's and Albemarle Prolific or some strain of prolific type.

THE COLLINS CO.,  
Winchester, Tenn.





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