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# **JEFFERSON SEED CORN**

**A Book of Facts for the  
Wholesale Trade**



**Jefferson Seed Houses**  
**Jefferson, Iowa**  
**The World's Largest Seed Corn Growers**

## Iowa Corn Song

1. Let's sing of Grand old I-O-WAY  
Yo-ho, yo-ho, yo-ho,  
Our love is stronger ev'ry day,  
Yo-ho, yo-ho, yo-ho,  
So come along and join the throng,  
Several hundred thousand strong,  
As you come just sing this song,  
Yo-ho, yo-ho, yo-ho.

### CHORUS

We're from I-o-way, I-o-way  
State of all the land,  
Joy on ev'ry hand,  
We're from I-o-way, I-o-way,  
That's where the tall corn grows.

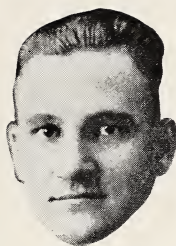
2. Our land is full of ripening corn,  
Yo-ho, yo-ho, yo-ho,  
We've watched it grow both night and morn,  
Yo-ho, yo-ho, yo-ho,  
But now we rest, we've stood the test,  
All that's good we have the best,  
I-o-way has reached the crest,  
Yo-ho, yo-ho, yo-ho.

### CHORUS

We're from I-o-way, I-o-way,  
State of all the land,  
Joy on ev'ry hand,  
We're from I-o-way, I-o-way,  
That's where the tall corn grows.



R. C. HEAD



G. W. MACKEY



M. M. HEAD

## Wholesale Seed Corn Growers

Established in 1884 with the aim and purpose of breeding, growing, and preparing Quality Seed Corn for the Wholesale Trade.

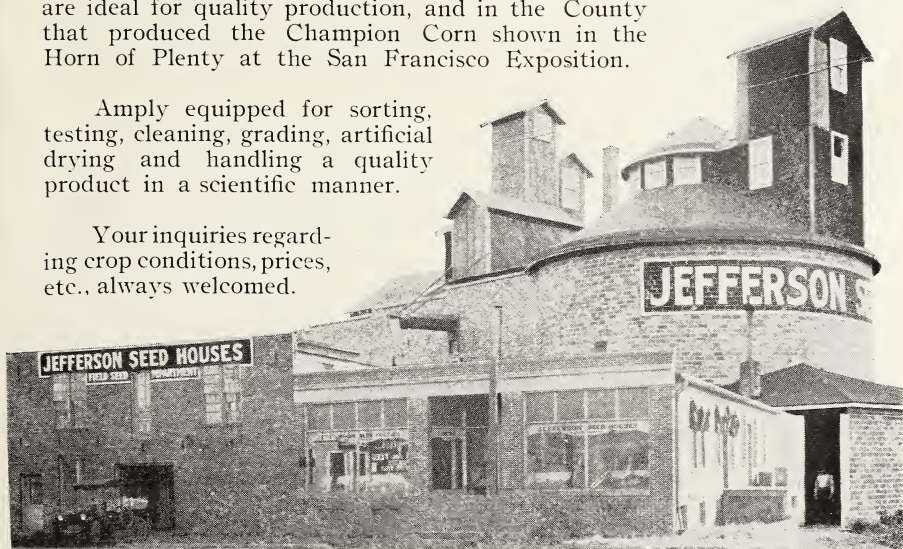
Now recognized as the World's largest growers and dealers in Seed Corn, with shipments to practically every Corn growing state and country.

A yearly acreage of more than 5,000 acres, 2,200 owned and operated by ourselves, balance contracted.

Located in the Heart of the Iowa Corn Belt, where soils and climate are ideal for quality production, and in the County that produced the Champion Corn shown in the Horn of Plenty at the San Francisco Exposition.

Amplly equipped for sorting, testing, cleaning, grading, artificial drying and handling a quality product in a scientific manner.

Your inquiries regarding crop conditions, prices, etc., always welcomed.



Partial View of Warehouse, Plant and Office Buildings

## A Bit of Introductory History

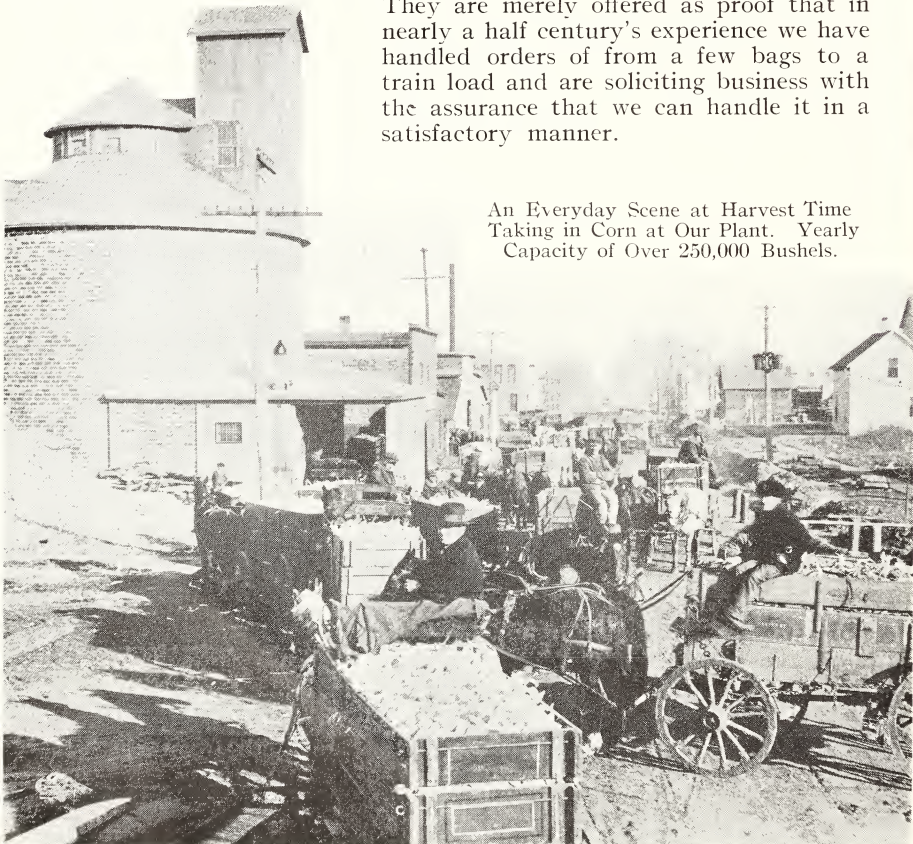
The foundation of our organization was laid in 1884 at Shenandoah, Iowa, with the establishing of the Ratekin Seed House. The organization today embodies the parent company and the whole or parts of three smaller companies, hence the name, Jefferson Seed Houses.

Since the beginning, the aim and purpose of the organization has been to breed, grow and prepare Quality Seed Corn for the Wholesale Trade. Each succeeding year has shown an increase in the extent of our operations but the spring of 1920 perhaps marks the beginning of our largest growth.

It was then that the United States Grain Corporation, in seeking Seed Corn to send to famished Russia, investigated the merits of our product and our ability to handle a large volume. This resulted in an order for 60,500 bushels of Jefferson Seed Corn. Naturally there was considerable publicity attached to an order of this size which gained us many new friends and customers in this and other countries.

The foregoing, as well as succeeding statements concerning ourselves and our operations, are not made in a spirit of braggadocio. They are merely offered as proof that in nearly a half century's experience we have handled orders of from a few bags to a train load and are soliciting business with the assurance that we can handle it in a satisfactory manner.

An Everyday Scene at Harvest Time  
Taking in Corn at Our Plant. Yearly  
Capacity of Over 250,000 Bushels.



# How Seed Corn is Grown and Handled



Mr. G. W. Mackey Inspecting One of Our Fields of Corn

Without entering into an uninteresting technical discussion of corn breeding we want to give interested buyers of Seed Corn an idea of how we grow and prepare our product.

Every man knows that the successful breeding of corn, like that of other plants and animals, requires special knowledge and experience. The personnel of our organization have this training and experience. Mr. Mackey, our manager, has been with the

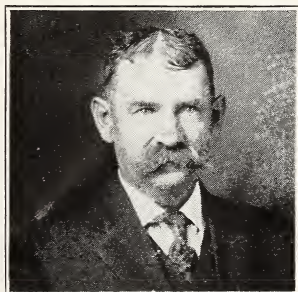
organization since a boy and has made a special study of corn breeding. His associates are all practical farmers, breeders, and seedsmen.

More than 5,000 acres are planted yearly to produce the corn from which Jefferson Seed Corn is selected and prepared. Of this we actually own and operate 2,200 acres. The balance is contracted, and all is planted with our selected and bred up planting stocks.

The entire acreage is under our direct supervision from planting until harvest. The percentage of stand is checked, weak, barren, and diseased stalks must be detasseled or rouged out, and each stage of growth and maturity carefully watched. In normal seasons the corn is allowed to remain in the fields until mature and dry, just as nature intended, but in backward seasons nature must be aided if we are to expect good Seed Corn. In this event it is harvested and brought in for artificial drying before damaged by hard frosts and freezes.

In the process of preparation, extensive germination tests are made, both before and after drying. Every ear is sorted by hand and those selected for seed are tipped and butted before shelling. After shelling, the corn is cleaned and graded by batteries of special built machinery. It is then again tested for germination and moisture content, and, if necessary, goes through another process of artificial drying. This is done with a mammoth, scientific, direct heat drier just recently installed.

The finished product thus prepared has an unequalled polish and uniformity, is practically free from tips, butts, and cracked grains, and contains not more than 15% moisture. It is put up ready for shipping in even weight two bushel burlap bags, plain or printed as desired. To each one of our customers we furnish, on request, sets of samples for their salesmen, and aid them in every other way possible. Next to the quality of our product we value the service we render to our friends and customers.



C. E. Mackey, Supt.  
The Man Responsible for Your Shipments

## Main Crop Yellow Varieties

The following descriptions are intended as an accurate guide to varieties and are **not** bizarre statements such as are sometimes attributed to Seed Catalogs. We offer the pure strains of each variety listed. Our acreage is sufficiently large to allow segregation of each variety beyond possible chances of cross pollenization.

### Iowa Gold Mine

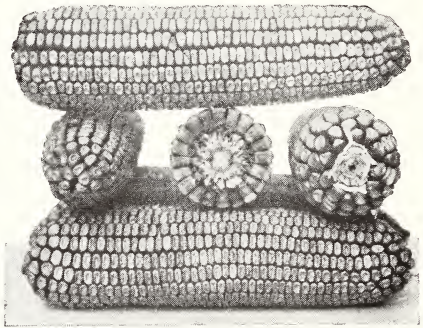
(90-110 Days)

**Yellow as Gold Itself—Best Medium Early Variety**

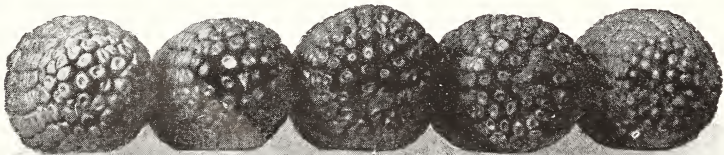
Iowa Gold Mine is known and planted in nearly every state in the Union and is claimed by many to be one of the best medium early sorts. It is a drought resister and a sure cropper, one that has made where other varieties have failed under identical conditions.

**Description:** Ears are medium size, symmetrical in shape, and a pure bright golden yellow color. A rough, deep grained variety, with extra small cob which dries out quickly. Usually gives 60 to 64 pounds of shelled grain to the 70 pounds on the ear. Stalks are medium size but very leafy, making excellent fodder or silage. Root system is unusually strong for size of stalks.

**Adaptability:** Iowa Gold Mine will grow anywhere where corn is grown except in extremely high altitudes and northern territories where extra early varieties are required. Very popular with the Eastern farmer and has been tried throughout the South with nothing but the best results. With the Central States' farmers Iowa Gold Mine is fast replacing Reid's Yellow Dent and other standard varieties due to claimed superior feeding and safer maturing qualities. Does better on thin land than most any yellow variety.



Iowa Gold Mine



Iowa Gold Mine Ears are Well Filled at Ends



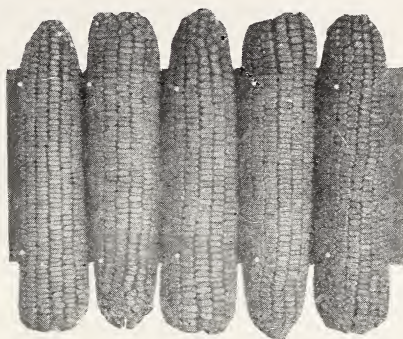
## Main Crop Yellow Varieties (Cont.)

### Iowa Yellow Dent

(90-100 Days)

A high yielding, medium early variety of great merit, one that we have been breeding and selecting for the past 12 years.

**Description:** A medium rough ear of fair size and bright yellow color. Grains are deep and closely set on small cob. Stalks are sturdy and have a distinct two-eared characteristic, making this variety an extra heavy yielder.



Iowa Yellow Dent

**Adaptability:** Fast becoming a favorite in the Central and Western Corn Belts but especially popular in the South, due to its early maturity and drought resisting qualities. Largely planted by the Southern planter during early spring for a quick green feed crop, and in some sections as the main crop for grain.

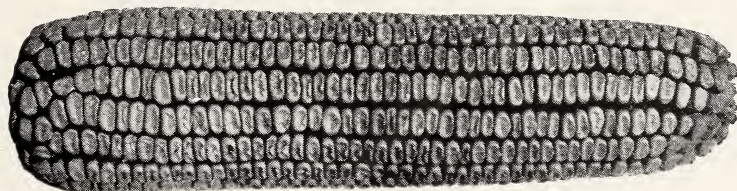
### Improved Early Leaming

(90-100 Days)

A general favorite with stockmen and dairymen. The grain is rich in protein and oil, making it an ideal feeding corn and the large leafy stalks produce an immense tonnage of fodder or silage for the dairyman.

**Description:** Ears, averaging 10 to 12 inches in length, are well filled with broad, thick, deep, wedge-shaped grains. Strong leafy stalks, 10 to 14 feet high, give it unusual value as a fodder or silage variety and is extensively planted for that purpose.

**Adaptability:** Recommended for all parts of the Corn Belt except in the extreme north. Probably the most extensively grown variety in the East, where it is used both as a silage and grain crop. In the South it is the standard Northern Yellow corn for general field purposes, and is recommended as such by many prominent Southern Seedsmen and Dealers.



Improved Early Leaming

## Main Crop Yellow Varieties (Cont.)

### Mammoth Iowa Yellow Dent (100-120 Days)

One of the largest eared early maturing yellow dent corns grown. Very prolific and withstands all sorts of unfavorable weather to a marked degree.

**Description:** The large rugged stalks produce large ears, averaging 10 to 12 inches long and often as large as  $8\frac{1}{2}$  inches in circumference. Ears are well filled with solidly set, deep kernels, rich in oil, 18 to 22 rows on the cob.

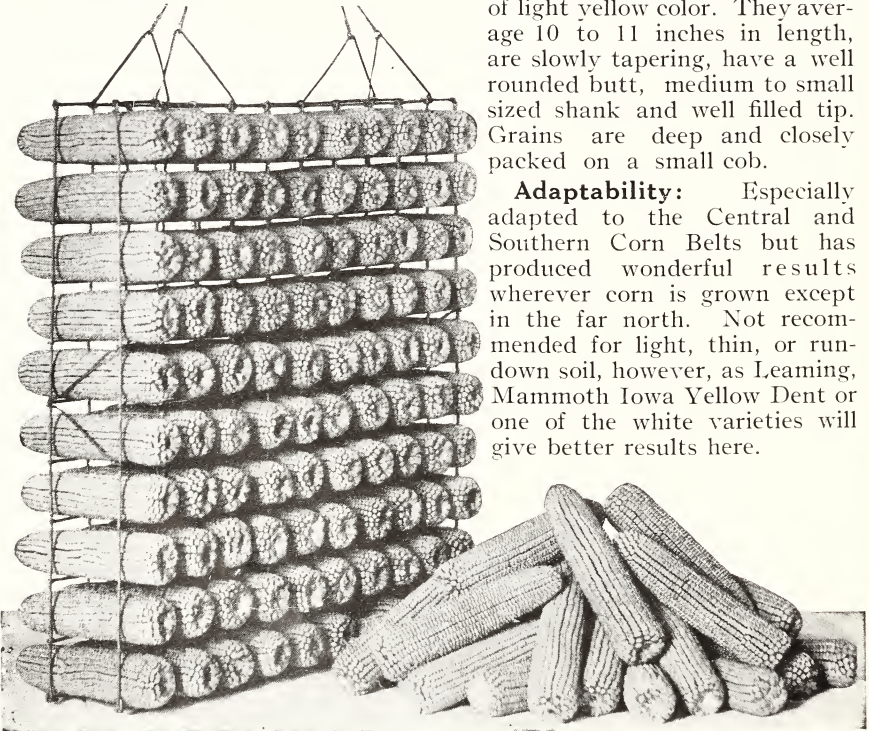
**Adaptability:** Not adapted to high altitudes nor sections north of the Central Iowa line. A splendid cropper south of this line and an extra heavy yielder in the Gulf States. Excellent for fodder and ensilage in the East.

### Reid's Yellow Dent (100-110 Days)

The most popular corn grown in the United States and probably the best all-around purpose corn that can be grown.

**Description:** Our improved strain carries a medium rough ear of light yellow color. They average 10 to 11 inches in length, are slowly tapering, have a well rounded butt, medium to small sized shank and well filled tip. Grains are deep and closely packed on a small cob.

**Adaptability:** Especially adapted to the Central and Southern Corn Belts but has produced wonderful results wherever corn is grown except in the far north. Not recommended for light, thin, or run-down soil, however, as Leaming, Mammoth Iowa Yellow Dent or one of the white varieties will give better results here.

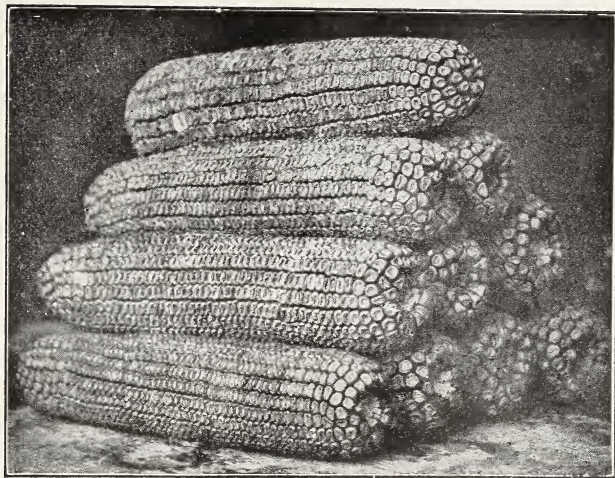


Reid's Yellow Dent

## Main Crop Yellow Varieties (Cont.)

### Pride of Nishna (100-110 Days)

The first corn planted by Mr. J. R. Ratekin, the founder of our parent company, after migrating from Illinois nearly sixty years ago. So careful has been our breeding and selection of this variety that diseased and barren stalks have been practically eliminated, giving it great yielding qualities.



Pride of Nishna

**Description:** Stalks are large and leafy with roots almost the equal of sorghum, always resisting storms and winds and standing up well. Ears are solid and uniform in size, 9 to 11 inches long, 7 to 8 inches in circumference, and containing 18 to 22 rows of broad, deep kernels. Its rich, golden yellow color makes a full crib of this variety a beautiful sight to look at.

**Adaptability:** Very desirable in the East as a fodder and silage variety and especially desirable in the South on account of its vigor and resistance to adverse conditions. An excellent grain variety for the Central States.

## Extra Early Yellow Varieties

### Pride of the North

(80-90 Days)

A good variety of extra early corn originated in northern Iowa more than 30 years ago. Very popular for early feed or for late planting.

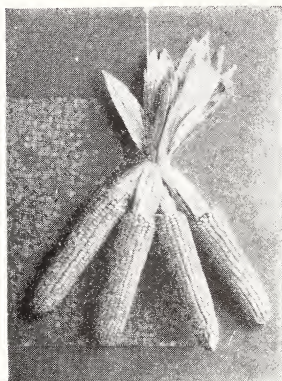
**Description:** Medium to small sized ears with deep kernels set solidly on a small bright red cob. Stalks, though small, often produce 2 good ears and good soil is capable of growing 3 to 4 stalks to the hill. Average yield, 40 bushels per acre.

**Adaptability:** Especially adapted to the Northern planter. Also useful as an early feed or for late planting in any part of the Corn Belt.

## Extra Early Yellow Varieties (Cont.)

### Queen of Nishna

(80-90 Days)



Queen of Nishna

A variety of our own origination, bred and selected with the aim of producing a high yielding type of early corn. Tests over a period of years have shown it to outyield all other varieties of the same class by as much as 20 bushels per acre.

**Description:** Ears are small to medium in size, medium rough, and a bright yellow color. Grains are fair size and exceptionally deep for an early corn. Stalks fairly large and very leafy.

**Adaptability:** Recommended to the Northern planter wherever corn will mature in from 80 to 90 days. Used extensively in the East for early fodder and in the South to replace the well known June Corn.

### King of the Earliest

(80-90 Days)

Possibly a somewhat earlier variety than Pride of the North or Queen of Nishna. Withstands adverse conditions to a marked degree, making it more suitable for early planting than most other varieties.

**Description:** Fair sized ears for an early corn, with deep, golden yellow grains set closely on a small cob. Stalks small but very leafy.

**Adaptability:** Can be safely planted as far North as any dent corn grown. Used in the Central, Eastern and Southern States for early green feed.

### King Corn

Corn, beyond question or comparison is the foundation of the great wealth of this country. Wherever corn is extensively grown, horses, cattle, hogs and other live stock are to be found on every farm, and there prosperity abounds. The value of the corn crop doubles any other agricultural product of this country, Cotton and Wheat coming next in their order.



## Main Crop White Varieties

Most farmers and stockmen, we believe, prefer yellow corn to white but at that the white is almost as much in demand as yellow. Millers, of course, prefer white to yellow and it's an undisputed fact that white varieties do better than yellow on light, thin, or run-down soils. We breed and grow the following varieties listed and unhesitatingly recommend them to the Trade that desires a quality product for their customers.



Iowa Silver Mine Fills Well

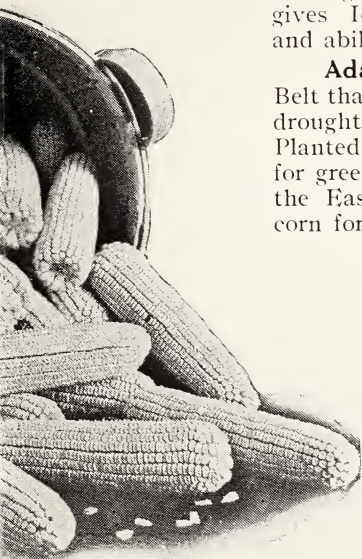
### Iowa Silver Mine

(90-110 Days)

A variety often referred to as "The National Corn" and as well known as Reid's Yellow Dent. It makes enormous yields on rich land and will do better on thin land than most any other variety. Resists drought and disease remarkably well.

**Description:** A rough-topped, pure white variety with deep grains set solidly on a small cob. Ears are from 9 to 12 inches long, well filled at tip and butt. Stalks are medium height, very leafy, often bearing 2 good sound ears. A heavy deep root system gives Iowa Silver Mine its drought resisting qualities and ability to stand up well thru hard winds and storms.

**Adaptability:** Does well in any part of the Corn Belt that will mature corn in 90 to 110 days. A splendid drought resister for Western and Southern States. Planted in the South for early roasting ears as well as for green feed, silage, and a grain crop. A favorite in the East for fodder and silage. The standard white corn for the Central States.



### Better Yields

Jefferson Seed Corn yields better because of careful production, curing and breeding founded on long experience and a long standing policy to distribute only the best. Jefferson Seed Corn is sold in every state and costs very little more than ordinary corn. The small extra cost pays liberal returns and is the best crop insurance obtainable.

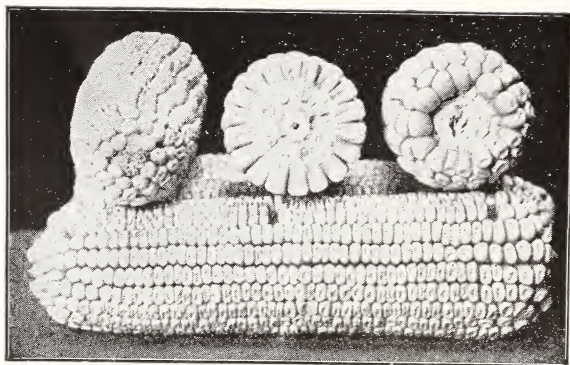
## Main Crop White Varieties (Cont.)

### Iowa White Dent (90-100 Days)

An excellent variety, very similar to Iowa Silver Mine but usually a few days earlier and with slightly smaller ears.

#### Description:

Medium to rough ears, pure white in color, averaging 9 to 11 inches long, with deep grains set closely on a small cob. Stalks, while not more than medium size, are exceptionally leafy, making excellent green feed, fodder or silage.

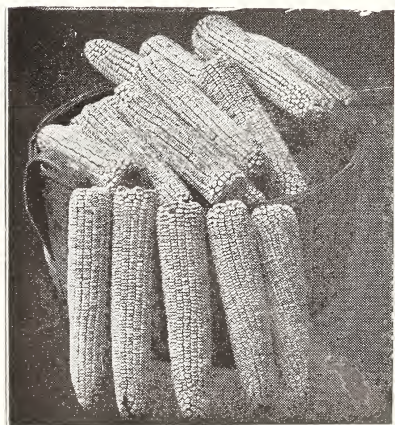


Iowa White Dent

**Adaptability:** Does well in any part of the Corn Belt but is especially adapted to the South. Here, market gardeners plant it for early roasting ears. It makes good roasting ears in from 75 to 80 days. Also extensively planted throughout the South for early green feed.

### Diamond Joe's Big White (100-110 Days)

The largest eared early maturing white corn grown. Originated by us and introduced in 1905, since which time it has been tried and tested in every corn growing state in the Union. Has become universally popular on account of increased yields over other varieties and its adaptability to a wide range of soils and climates.



Diamond Joe's Big White

**Description:** Although not a large jumbo over-grown variety as its name would indicate, it is somewhat larger than Iowa Silver Mine. Ears are from 10 to 13 inches long, with large, deep, medium-rough capped grains. Stalks strong and robust, 10 to 14 feet high, with a remarkable root system that gives it great resistancy to drought and hot weather.

**Adaptability:** Adapted to Southern States particularly but makes excellent silage corn for the East. A good grain variety for the southern half of the Central Corn Belt.

## Main Crop White Varieties (Cont.)

### Champion White Pearl

(90-100 Days)

Similar in size and maturity to Iowa White Dent but with smooth instead of rough ears.

**Description:** Medium sized ears, well filled from butt to tip with rather deep, smooth capped, pure white grains. A good milling variety.

**Adaptability:** Popular in the Western Corn Belt, also in the South where it is used extensively for early roasting ears, early green feed, and as a grain crop. Recommended as especially suitable for light or sandy soils.

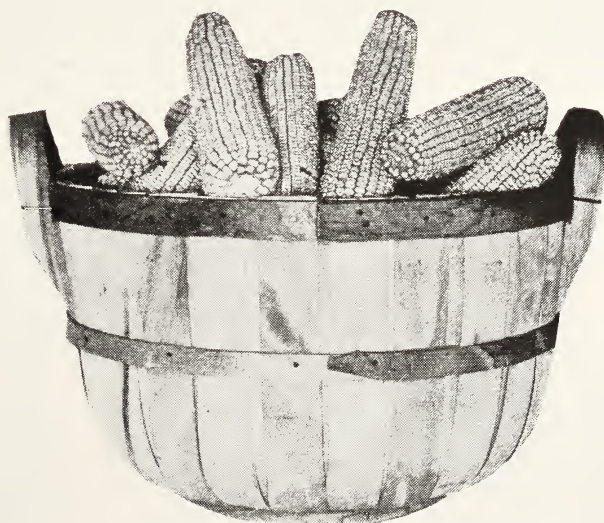
### Boone County White

(100-120 Days)

A very large late maturing corn, excellent as a grain or fodder variety where seasons are not too short for maturity.

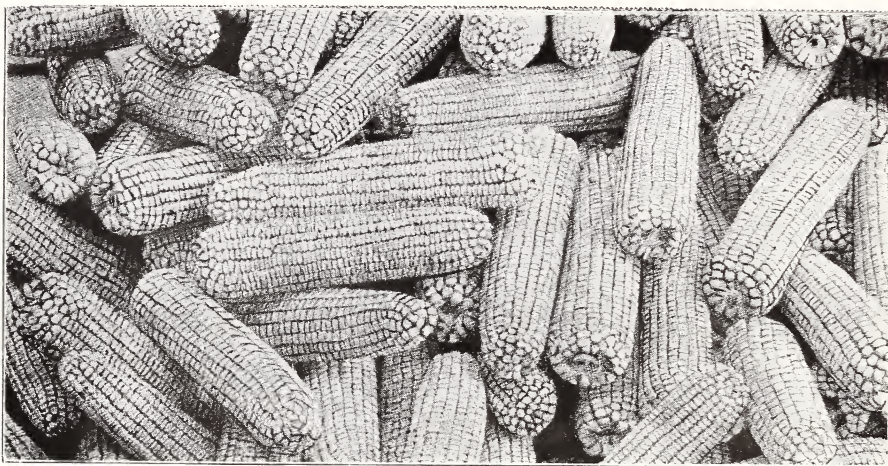
**Description:** Large ears, 10 to 12 inches long, well filled with large, deep, medium rough kernels. Considered a good show corn on account of size, appearance, and general uniformity. Extra large and leafy stalks grow 12 to 14 feet high on average soil.

**Adaptability:** Standard white variety in all sections on a line and south of southern Iowa. Peculiarly suited to the South as it ripens earlier than native corn and owing to its slow growing tendencies will not be forced ahead too rapidly.



Boone County White

## Main Crop White Varieties (Cont.)



Imperial St. Charles Red Cob

### Imperial St. Charles Red Cob

(100-110 Days)

A large clear pure white grained variety having exceptional milling qualities. An excellent grain crop and unexcelled for silage purposes.

**Description:** The cob is red and the grain white. Much clearer in color than the white cob varieties. Grain is deep, slightly rounded and medium rough. Ears 9 to 12 inches long; stalks 10 to 14 feet high with many broad succulent leaves, producing an immense tonnage of excellent quality silage.

**Adaptability:** One of the finest larger eared varieties that can be planted for a main crop in the Central and Southern Corn Belts. Used extensively in the East both for grain and silage.

### White Snowflake

(90-100 Days)

Similar in size and appearance to Diamond Joe's Big White but with a smooth capped grain. Planted both for milling and feeding purposes.

**Description:** Large, moderately smooth ears, 10 to 12 inches long, with medium depth pure white grains. Heavy stalks with broad leaves giving a large tonnage of fodder or silage per acre.

**Adaptability:** Suited to any section where Iowa Silver Mine is grown. Well known and quite popular in the southern half of the Central and the entire Southern Corn Belts.



## Extra Early White Varieties

### Wisconsin White Dent

(80-90 Days)

An extra early sort that can be grown as far north as any dent corn. Our northern Iowa grown stocks have been very successful in every territory where an early maturing corn is required.

**Description:** Ears semi-rough, well filled with fair sized grain. Stalks small but very strong and sturdy even when grown under adverse conditions.

**Adaptability:** Extensively planted on the dry plains as well as serving for main crop in the Northern Corn Belt. Will make a crop in the South even if planted late.



Wisconsin White Dent

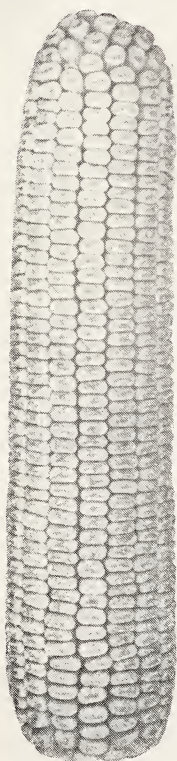
### Silver King or Wisconsin No. 7

(80-90 Days)

Originating in Northern Iowa this is now the leading variety in the Northern Corn Belt, both for grain and silage.

**Description:** In appearance this corn is a beauty. Ears 8 to 9 inches long, always well filled to the tips and very uniform in size and shape. Pure white in color. Produces a heavy growth of fodder.

**Adaptability:** Popular with the northern farmer as a grain crop, also for filling silos on account of its leafiness and heavy growth of fodder. Extensively planted in drought frequented sections and used in the Central and Southern states for late planting.



Silver King

### Price or Quality?

Reputation for superior merit encourages substitution. It is so in the case of Jefferson Seed Corn. Every year thousands of bushels are bought by dealers and farmers who accept the statement that it is "just as good." It is sold at a lower price than Jefferson because the intelligently directed work that makes Jefferson quality has not been put into it. The acceptance of such seed at any price means a loss at harvest time.

# Extra Early Dent and Flint Varieties

## White Cap Bloody Butcher

(90-100 Days)

A very heavy yielding variety of 90 day corn for late plantings, replantings, and early feeding.

**Description:** A distinct variety easily distinguished from all others. Grains are bright red in color with a white cap and smooth dent set on a snowy white cob; depth of kernel only medium, almost as broad as it is long. Ears long and slim.

**Adaptability:** Most in demand for late plantings, replantings or for early feed. Planted as a husking crop as far north as St. Paul, Minnesota.

## Flint Corn

**LONGFELLOW YELLOW FLINT** (75 days)—An eight rowed flint variety, with ears 10 to 15 inches long, 2 to 2½ inches in diameter, well filled to the extreme end of the cob. Particularly adapted to the north.

**SANFORD'S WHITE FLINT** (75 days)—Considered the best flint variety grown, with ears 12 to 15 inches long, handsome shape and fine flinty white color. Well adapted to the far North for early feeding and late planting.

## Pop Corn

**WHITE RICE**—The most productive variety of pop corn. Large ears with long and pointed grains.

**BABY OR HULLESS**—A dwarf-growing, heavy yielding variety considered the choicest kind of pop corn grown. Ears peculiar in form, being nearly as thick as long. Its crowning merit lies in its popping qualities, fine flavor and absence of hull or shell.

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## Your Inquiries Welcomed

Regardless of whether you are an immediate buyer we are always glad to give you information regarding quantity and quality of the corn crop. The growing of corn for seed is our profession and we make it our business not only to know the condition of our own crops but also how they compare with the crops of other sections.

If a buyer, you are interested in samples and prices. We are glad to give you these, too. In short, we are on the job to serve you at any and all times and in any possible manner. And this applies both before and after your order is received and shipped.



A Field of Giant Yellow Fodder Corn Showing Remarkable Stalk Growth

## Fodder or Ensilage Corn

Each year shows an increased demand for fodder or ensilage corn. We have, therefore, chosen five varieties which we believe to be the best of their respective classes and recommend them to the Trade as especially adapted for fodder and silage purposes. Our seed stocks are carefully milled and graded.

**GIANT YELLOW FODDER CORN**—The largest yellow variety of fodder corn grown. Produces 35 to 40 tons per acre of excellent quality fodder or silage.

**RED COB FODDER**—A standard Southern variety. Tall stalks and broad succulent leaves gives to it its value as a fodder and silage sort.

**EUREKA ENSILAGE**—Grows the tallest stalk and produces the most leaves of any variety grown. Universally known and planted. We offer the genuine Eureka Corn.

**IMPROVED LEAMING**—One of the best varieties of yellow silage corn. Well known and very popular in the Eastern states, and is equally suitable for Central and Southern states.

**FLINT VARIETIES FOR FODDER**—Either white or yellow. There is no waste to flint varieties as stalks are as readily eaten by stock as the leaves.

## Iowa Grown Sweet Corn



Stowell's Evergreen

Iowa soils and climate are ideal for the growing of Quality Sweet Corn and our organization and equipment has been built especially for the growing and handling of corn for seed.

Specializing on six varieties, our aim is to produce Sweet Corn that excels in earliness, tenderness and delicacy. Our large acreage covering a wide area, enables us to segregate each variety, reducing possibilities of hybridization.

**EARLY ADAMS**—Not a sugar corn but largely grown for early use, particularly in the South; hardy, standing early planting and the thick, hard husks preventing entrance of the corn worm. Ears 7 to 8 inches long, 12-rowed.

**GOLDEN BANTAM**—Early, golden yellow in color and of the highest quality. Ears 6 to 7 inches long, 8-rowed. Our seed stocks are carefully cured and dried, milled and graded and hand picked.

**MAMMOTH WHITE CORY**—One of the very earliest and best of the early varieties. Ears 10 to 12 rowed, 7 to 8 inches long, fairly sweet and tender.

**EARLY MINNESOTA**—Very popular, standard second early sort. Ears about 8 inches long, 8 rowed; kernels very broad, sweet and tender.

**COUNTRY GENTLEMAN:** An especially fine quality corn. Ears 7 to 8 inches long; small white cob densely covered with long, slender white grains, without row formation.

**STOWELL'S EVERGREEN:** The standard and best known sweet corn. Ears 8 to 9 inches long, 16 to 18 rowed, with a very deep sweet grain.

### About Prices

Our prices on Seed Corn are always as low as possible consistent with quality. You can buy crib run, country shelled corn that has been milled and graded for a small premium over market price. Our corn that has been bred and grown for seed, selected and sorted by hand, tipped and butted, then milled, graded and dried costs more and is worth it. Any dealer who has bought both will testify to this.

## Iowa Seed Corn in the South

The planting of Iowa Seed Corn in the South is no experiment. We have been sending our product to the South for over twenty-five years and have seen this business increased from about fifty bags a season to nearly as many cars.

One large Southern Dealer who handles several cars of Jefferson Seed Corn each season, says that a great many of his customers prefer Northern-grown to native seed as it matures very early and is good for late plantings. He recommends it for early green feed and silage and says nothing can excel it for early planting.

It is true that all varieties of Northern corn are not adapted to the South but experience and study have shown us the ones that are adapted and those that are not. Our offerings and recommendations to Southern friends and customers are based on this knowledge.

Southern business is solicited, therefore, both on the merits of our product and its adaptability to the South. We welcome correspondence and are glad to send samples of our product to any who are interested.

“Mother Earth may offer Her choicest Fields, the Sun may lavish His brightest rays, the gentle Showers may float down on the balmiest winds of Spring to nourish the Infant Plant—yet, if this Child of God has been touched by the blighting Breath of Decay, or is the Offspring of Perverted Parentage, all the kindly Care of loving Nature, aided by the Hand of Man, but emphasizes the more strongly that “Whatsoever a Man Soweth, That Shall He Also Reap.”