

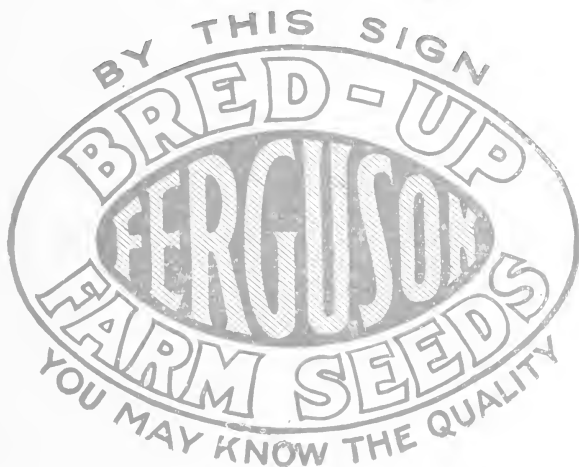
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Do not assume content reflects current scientific knowledge, policies, or practices.

1736

Ferguson's Cotton Seed Gumption No. 211

This is the Trade Symbol of the Oldest and Largest bonafide Scientific Seed-Breeding, Seed-Growing, Seed-Farm, Seed-Business in the South and West.



It's on The Bags and on The Tags
You will find this mark on every Sealed Bag of
Ferguson's Certified Pedigreed Seeds

Ferguson Seed Farms' Inc.

Improved Field Seeds Exclusively
Sherman, Box 624 Texas

Postmaster:- Return Postage guaranteed if delivery cannot be made in 10 days.

<p>1¹/₂ c Paid Sherman, Texas PERMIT NO 8</p>

Mr. _____

Rfd. _____ Box _____

Co. _____ State _____

Ferguson Seed Farms

Sherman Texas

Plan For a Profit on Your Crops

Know the Elements of Chance You Take on Seeds, Soils, Season and Cultivation

It takes a certain amount—say one-third of a bale of Cotton—to pay the fixed cost of making the crop. If you harvest less you lose. If you harvest more it is the measure of your profit.

It costs less to make a bale on two acres than a bale on five or six acres. The cost of Seed, preparing the soil, cultivating, etc., is so much "an acre." You would not expect to make a good crop when you have poor soils, poor plows, or poor teams. To be true, you "might," but the average of experience is against you. So, also, with poor SEEDS.

Your Judgment, Ripened by Your Observations, and Experience, tells you to seek good soils, good tools, and good teams, and the best information you can get on each. So, also, with SEEDS.

Put this Down as Certain: You lose in decreased yields, if you plant low yielding varieties. You gain in increased yields, if you plant high yielding varieties. It is obvious, therefore, that your loss from low yields will cost many times more than the slight extra cost of Better Bred Seeds. In the end, you pay for good seeds, whether you plant them or not.

The Loss in "Value of Crop," from even run-out or run-down Seeds of even a recognized good variety is usually \$3.00 to \$20.00 an acre. Unfortunately, High Bred, Pedigreed Seed "run out" faster than they can be improved and multiplied. Therefore, if you would insure a profit from your crops, above the "cost of making," you should rely on the latest improved Strains of the best varieties.

Your Crops Can Be No Better Than the Seeds You Plant. You should not expect better Seeds than you pay for. You are entitled to information about who improved your Seeds, where they were grown, when and how they were last selected, or their Pedigree, and what the reputation of the man or firm is who sells you the Seed. When you start out to buy Better Bred Seeds why not:

Make Your Seeds Insure Greater Success

by buying Ferguson's Certified, Pedigreed Seeds, in sealed bags. Buy direct (yes, "direct") from the originator of the Strain of variety, who, year after year, improves his strains, supervises their growing, preparation and testing. Remember:

You Pay the Price of Good Seeds in Losses from "decreased yields" whenever you "take a chance" "on poor Seeds." An investment of only 25c to 75c an acre (only 1% to 4% of the cost of the crop) often means \$5.00 to \$40.00 more in the crop, or a profit of 500% to 5,000% on your "investment" in Better Bred Seeds. Others get this profit. Why not you?

If you must "take a chance" on Seeds, bet your money where the odds and the wisdom of all ages are with you.

For Seed Progress, Ferguson Says:

"If Seeds are Good,

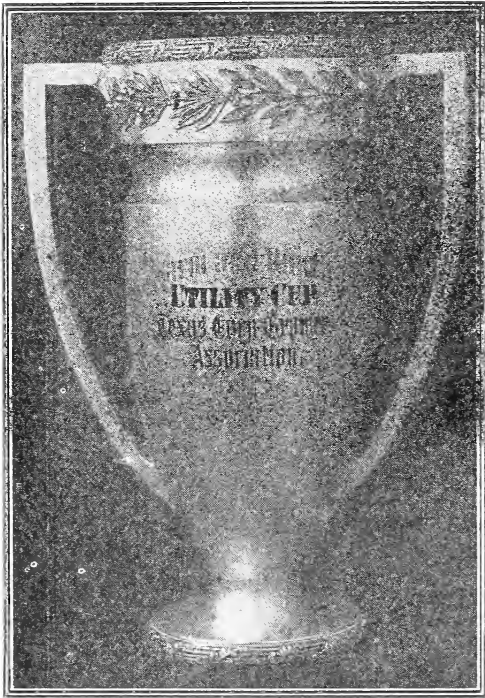
Some one made them so"

"If Seeds Remain Good,

Some one keeps them so"

If Seeds are Made Better,

Some one must be on and "onto" the job."



Farm and Ranch

CORN GROWERS UTILITY TROPHY

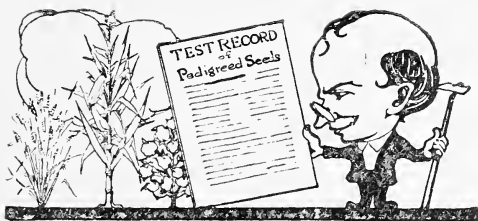
(*"Utility"* means better yielding corn)

**Awarded by Texas Corn Growers Association
to A. M. Ferguson for Producing**

The Highest Yielding Variety of Corn

Award based on Field Yield Tests made in South, Central, East and North Texas, for 3 seasons in succession, by the U. S. Department of Agriculture, and the Texas Experiment Stations.

**Ferguson Seed Farms
Sherman Texas**



Mr. Seed Breedin Man

Says Farmer Jones to Farmer Brown,
"I see ye got some corn this year"

Says Farmer Brown to Farmer Jones,

"Yes, I ain't no wolf to fear,

Ner mortgages an debts and sech.

How much ye s'pose this crop'll fetch?

"Well I dunno", says Farmer Jones,

"But 'pears to me t'will fetch some bones".

"Yes, I got 80 acres nigh,

An prices now is mighty high.

I figure I can do as well

This year as last-when it's time to sell."

"If its a question fair and square,"

Says Farmer Brown to Farmer Jones,

"How much do you git from that there land?"

"Bout sixty bushels—most all sand,

'Cept yonder river bottom land."

"Well I will swan an here I be

A gettin half as much, ye see,

An my land's all as black an' rich

As any land; or I'll beswitched.

Ye reckon 'taint because of weeds?

Or maybe you've got better seeds."

"Now there ye are" says Farmer Brown.

"I guess I had as poor a stand

As well nigh any other man.

And yet, ye see now how she looks—

Jes' like they be in picture books.

Well, I ain't always had sech crops,

And 'taint been long since I 'ud say

My land 'ud never make much pay."

"But this here Pure Seed Breedin Man

Come out one day to see my land.

And says he'd let me have some seeds

That's got long names an' Pedigreed

And, well at first I didn't know

As I could pay that much to sow.

After a bit I says—'All right.

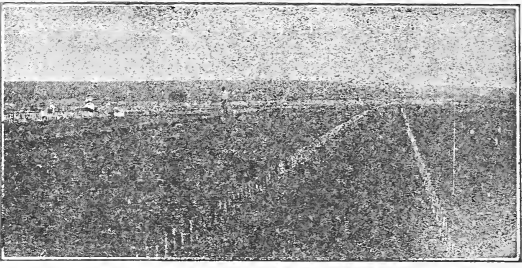
I'll try 'em once and prove by sight.

Well, that's been seven yers I grant

An' I ain't claimin to be smart,

But sir, the only seeds to plant

Is them that's bred-up from the start."



Small Grain Nursery where seeds are tested, selected and if proven to be superior, multiplied. This picture shows the planting of over four thousand separate stools of small grains. Seeds to merit recognition and test in Ferguson's Breeding Blocks must stand the most practical tests, which science can make: Measured rows, equally spaced plants, and weighed crops. Strict scientific method makes "Ferguson's Certified Seeds" produce more

Ferguson No. 922 Oats

FERGUSON No. 922 OAT is our latest high-bred, high-yielding, variety of Red Oats. It replaces FERGUSON No. 71 OAT, originated in 1909, and introduced in 1913. The great usefulness and popularity caused it to be widely spread over the Red Oat territory. Now we offer FERGUSON No. 922 OAT. It is better. It is freer stooling. It makes higher yields and a better quality of Grain.

Fortunately, we have never yet offered a new variety of Oats, Corn, Cotton or Wheat that has not reflected favorably on our ability as Seed Breeders, and proven to be generally satisfactory and more profitable. This probably comes from the caution which we exercise before introducing a new strain or a new variety. We spent nine years comparing and testing out many thousand selections of Red Oats before introducing FERGUSON No. 71 OAT. We have spent ten years more, or nineteen years, before bringing out FERGUSON No. 922 OAT. It has these:

Proven Advantages Over Common Texas Red Oat:

1. Larger Field Yields—More crops with same expense.
2. Better Quality of Grain—Long needed in Red Oats.
3. Greater Resistance to Rust—Saves 2 to 10 bushels loss from red and black rust.
4. Greater Drouth Resistance—This is Crop Insurance.
5. More Stiffness of Straw—To Reduce Lodging.
6. Freer Stooling Habits—Due to Greater Vigor, thus affording more grazing and requires less seed to sow.
7. Practical Freedom From Smut Losses—By reducing susceptibility to smut, or Head-Blast, and positively by anti-smut treatment to all stocks.
8. Greater Hardiness Against Cold and Winter Killing—Thus avoiding loss, affording more winter grazing when sown in the fall, and at the same time secure earlier maturity and escape from late spring drouths.

These advantages mean eight ways of increasing the quality, quantity and value of your Oat crop. They are described, discussed and briefly explained in our illustrated Seed Catalog, and special Seed Oat Circular No. 210. Both will be sent free to you and your friends for your names on a postal. If you are an Oat grower, send today. Prices are quoted in Ferguson's Seed Current.

You should not be content to allow a single acre of your land to be planted to Seed less carefully. Bred-Up or less positive proof of high yielding quality

SEED BREEDERS

Ferguson Seed Farms, SHERMAN, TEXAS.

SEED GROWERS

Ferguson Seed Farms is more than a mere business. For 25 years it has been an Institution with an Idea and an Ideal of Seedsmanship for the upbuilding of the Southwest

Positive Proof of Bigger Yields and Greater Profits From

Ferguson's Bred-Up Cotton Seed

During 12 years of

Government Experiment Station Tests

You know that Cotton Seed will "run out." They also can be "run-up." That is the work of the Seed Breeder. You also know that some Seed Breeders increase the yielding qualities of their Seeds faster than others. You also know that if any Seeds are made good, some one made them so; that if they remain good, some one must keep them so. Likewise, that if good strains of Cotton Seed are made better some one must make them better.

Ferguson Seed Farms believe that seed improvement is progressive, that it is certain and positive only when guided by Scientific Methods. Faith in the great usefulness of this work has kept a staff of Seed Breeders at the task for nearly 25 years. Here are some of the cold figures, likewise based on scientific tests, that justify our faith. Read them, Mr. Farmer. The information, and the idea, may add \$500.00 or \$1,000.00 to the value of your crop this year.

First, let us recognize that the Triumph Cotton originated by Prof. Edson, and later progressively improved by A. D. Mebane, A. M. Ferguson, Ed Kasch and others, was the greatest improvement in cotton known to the Southwest. Today it is generally recognized as the best types of Cotton for all sections west of the Mississippi River.

Eleven Government Tests Prove Superiority of Ferguson's Strains of Triumph Over Mebane Triumph

Season and Location of Stations Making the Tests	Comparison of Yield of Seed Cotton			
	Mebane's Seed	Ferguson's Seed	Gains by Mebane's Seed	Gains by Ferguson's Seed
	Cotton Lbs.	Cotton Lbs.	Cotton Lbs.	Cotton Lbs.
1912 San Antonio Exp. S	480.	520	40.	
1914 N. La. Exp. Sta.	971.	1234	263	
1916 Ark. " " Mens	432.2	572.0	137.8	
1916 " " " Scotts	1747.0	2061.6	314.6	
1917 " " " Scotts	738.9	832.9	94.0	
1917 " " " Van Buren	1293.9	1267.5	26.4	
1917 " " " Wynne	403.3	651.6	248.3	
1918 " " " Scotts	1347.9	1496.1	148.2	
1918 " " " Scotts	1319.4	1284.4	35.0	
1921 " " " Scotts	1627.	1721.	97.	
1922 " " " Scotts	991.	1296.	305.	
1924 " " " Scotts	1042.	1278.	236.	

Average Yield and Gain in 11 Government tests in 3 States in 12 Years

Mebane's Seed	1032.8	Ferguson's Seed	1184.6	Gain Per Acre Ferguson's Seeds	147.4
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Average Yields and Gains for Ferguson's Seeds Since 1918.

Mebane's Seed	1274.6	Ferguson's Seed	1417.1	Gain Per Acre Ferguson's Seeds	206.9
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Measure the Gain in Dollars Per Acre. The average gain for Ferguson's Seed is 151 pounds per acre—worth \$12.00 to \$15.00 on every acre of your Cotton Crop. Taking the results since 1918, showing an average gain of 206 pounds of Seed Cotton, the extra cash value will be around \$16.00 to \$20.00 an acre. On ten acres this is \$160.00. On 100 acres it is \$1,600.00. In a community with only 10,000 acres, standardized and planted to Ferguson's latest strains of such proven high yielding Seed, the gross extra profit would be not less than \$150,000.00, or \$750.00 to every 50-acre cotton farmer.

No Matter Where You Live, FERGUSON'S SEED SERVICE is as Close to You as Your Mail Box. Not every community has a reliable Seed Store, specializing in Bred-Up Seeds. Every Seed Store does not have a Seed-Breeding, Seed-Growing, Seed-Farm, with its own Gins (we have four gins) and Seed-Cleaning, Seed-Grading, Seed-Plants (we have three), nor Seed-Testing Laboratories. Trial Grounds or a staff of practical and scientifically trained Seed Specialists to add to and protect the efficiency of its Seed-Service. All these are yours when you order Seeds from Ferguson Seed Farms.

Certified Pedigreed Seeds

Buy Certified Bred-Up Seeds Direct

from recognized Breeders. Ferguson's own Strains, improved from year-to-year, Multiplied, Grown, Ginned, Cleaned, Sacked and shipped from our own Gins, Seed-Cleaning Plants and Warehouses.



Ferguson's Latest Varieties

Most Profitable in 1923-24

In Tests at Temple Experiment Station

In a recent report on the tests of Cotton varieties for 1923 and 1924, at the Temple Experiment Station, the Director, noting the progress in Cotton improvement, says: "A study of results in the variety tests for the past two years show new varieties out-yielding the old standard varieties."

For an example of how the new varieties are out-yielding the older varieties, the Director recites that: "NEW BOYKIN Cotton yielded 699.66 pounds of lint cotton in 1923, and 399.3 pounds in 1924, leading all varieties in both years."

Ferguson's New Boykin Made More
By \$22.75 to \$51.00 Per Acre

Below is the tabulation of the average result for the seven best varieties in these tests for the two seasons, in pounds of lint cotton per acre (in third column); the amount of extra yield made by NEW BOYKIN over each of the other six varieties (in the fourth column), and the Value or Profit in dollars, of the Gain for NEW BOYKIN, figured at 25c per pound (in last column):

Rank or Standing	Seven Best Varieties in the Tests	Yield Lbs. Lint	Gains by New Boykin	
			In Pounds	In Dollars
1st	New Boykin	546		
2nd	Fruett Triumph	455	91	\$22.75
3rd	Lone Star	453	123	30.75
4th	Mebane Triumph	415	131	32.75
5th	Belton	412	134	33.50
6th	Acala	352	184	46.00
7th	Rowden	342	204	51.00

Average Gain by Ferguson's New Boykin over six Leading Varieties

In Pounds	144 lbs.	In Dollars	\$39.12
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A Typical Stalk Ferguson's Bred-Up Cotton

From Farm of W. J. Neal, Waco, Texas.

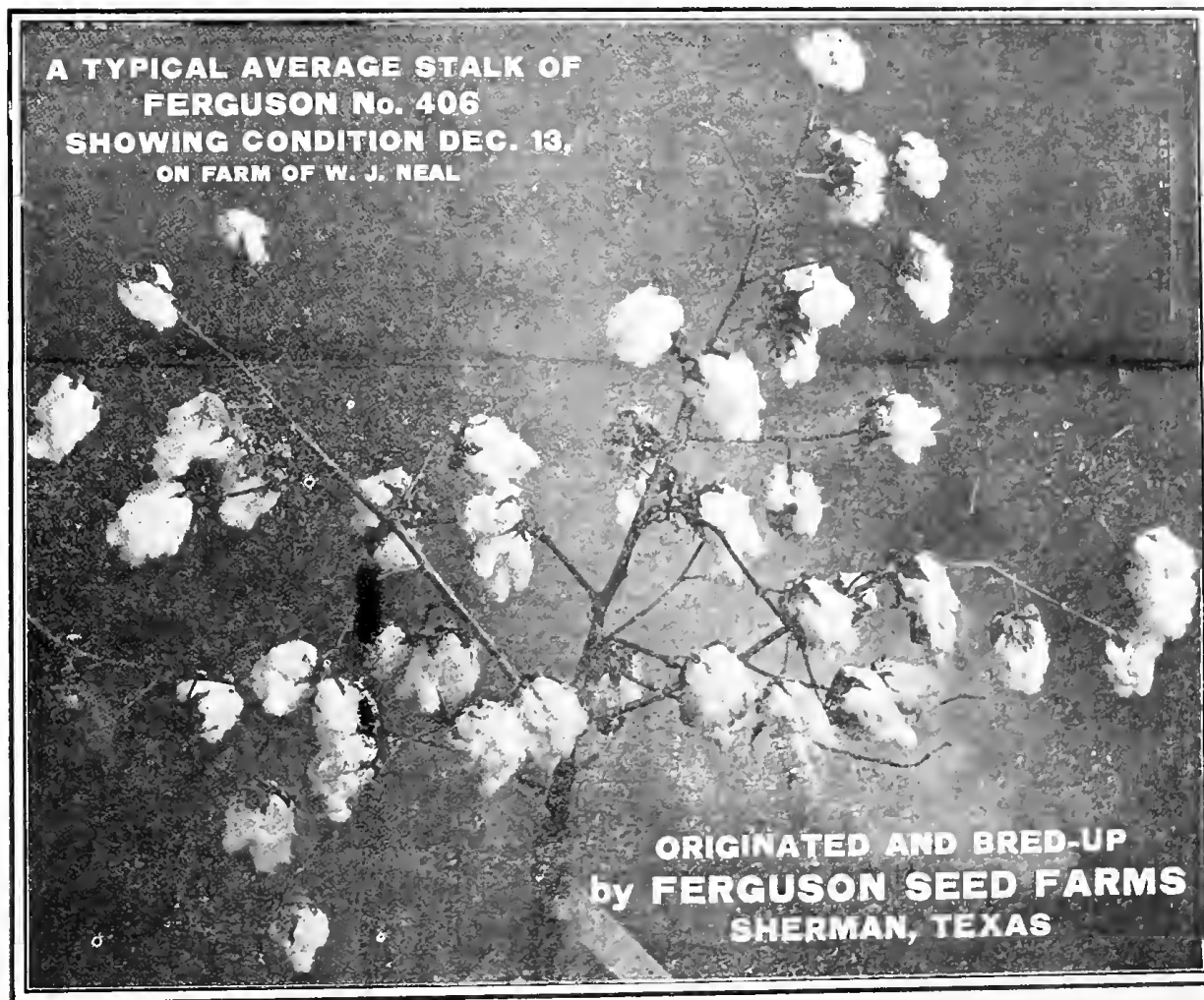
Pulled and Photographed, December 13

Made its Crop Early, within one foot of the ground.

Large Yield, High Percent Lint, Big Bolls, Storm Proof, Easy Picking.

Why Plant "Brindle Cow Seed", When 1,000 Bolls more per acre pays the difference in the Cost of Seed?

Act Today! and Harvest More at Cotton Picking Time.



A TYPICAL AVERAGE STALK OF FERGUSON No. 406 SHOWING CONDITION DEC. 13, ON FARM OF W. J. NEAL

These Farmers Harvested The Profits From Ferguson's Seeds

Ferguson No. 106 Better Than Half-and-Half and Kasch. "I find Ferguson No. 106 to be a good yielder. It proved to be better than Half-and-Half and Kasch. I want to learn more about your New Boykin." - N. A. Drey, Goldthwaite, Texas.

Ferguson No. 106 Made Twice as Much as Mebane. "Your Ferguson No. 106 Cotton made twice as much as first year Mebane from both being planted at the same time and worked alike. I am well pleased." - Chas. H. Hall, Hollis, Okla.

Made 25% Better Than Mebane in North Oklahoma. "I bought second year New Boykin from D. M. Chase and planted right by the side of Mebane and the New Boykin beat the Mebane 25%." - C. C. Harbin, Vidalia, Okla.

NOTE: His test agrees with U. S. Government tests reported on opposite page.

Hundreds of Dollars More Had He Planted all His Crop to Ferguson No. 106 Cotton. "You Ferguson No. 106 Cotton was the earliest and best picking, and at a best timing, and I lost hundreds of dollars by not having all my 7 acres planted in Ferguson No. 106 Cotton. 1320 lbs. made 511 lb. bale." - H. B. Sullivan, Honey Grove.

Made One-Third Bale More Than Rowden in Dry Season. "I have just finished picking cotton. Season was very dry. Had 40 acres in Rowden on my best soil and made 613 bales, or about one to 7 acres. Lint turn-out was low. Had 10 acres Ferguson No. 106 and am pleased with it. Made slightly better than bale to 3 acres. First harvest 558 lbs. from 1440 lbs. seed cotton (38.7%), and second bale 578 lbs. from 1,470 lbs. or 39.3%. Your bolls are no larger than Rowden, but easier to pick, but Ferguson No. 106 made about twice as much more per acre." - Fred H. Cox, Commerce, Tex. NOTE:

His results agree substantially with Temple Experiment Station, reported above. Experiment Station Tests and Farmer's Experiences usually agree.



The Ferguson Kids see Ashland Daddy, Who Has the Best Stalk.

Ferguson Seed Farms Sherman Texas

Ferguson's 25 Years of Seed Service

Who Serves You, and How Are You Served?

Mr. Southwestern Farmer:

I want you to get MY IDEA about Seeds and Seed-Service.—“Bred-Up Seeds in sealed bags, direct from Breeder to Planter.”

Nearly 25 years ago I started out on this idea of **Testing** to find the *best varieties*, **Improving**, or **Breeding-Up** better yielding *strains*, and then **Growing** them for Seed, as well as **Preparing** and **Selling** field seeds **Direct to You**, all under one management. This makes us wholly responsible for the character of the Seeds.

We have originated and introduced a few varieties of Corn, Cotton, Oats and Wheat. We ask to be judged by the character of our work. We have improved a few of the varieties which we found most worthy of general planting by Southwestern farmers. We are still at it. It is our life work.

Every year, we **test out** a great many varieties and strains of these varieties—often having under test one to five thousand varieties, strains and selections. We expect to continue our work on this great problem of yours—the Seed problems of Mr. Southwestern farmer.

It is strangely true, that in nothing that you purchase are you so dependent on the intelligence, ability, reliability and straightforward every-day honesty of the seller, as when you buy Seeds. Pardon us if we appear vain. We only intend to be frank, and urge caution: Not one farmer in a thousand is an intelligent, discriminating Seed Buyer.

Too often you figure **Price** against **Quality**, seemingly forgetting that **PRICE** is merely what you **pay**, when **QUALITY** is what you really want. **VALUE** for the price you **Pay** is found only in the **unseen QUALITIES** that are **Inherited** in the **CROPS**, and cannot be seen, weighed or measured, in the mere maturity of the Seeds you see and hold in your hands.

Here is where Ferguson Seed Farms have rendered a useful service to all the Southwest. We test out these *unseen qualities* that put **value** in the Seeds. Nothing has so stimulated the intelligence, imagination and hope of our farmers to secure Better Bred Seeds than the work of intelligent, reliable Seed Breeders. And again, nothing has so aroused your ire, distrust and disgust as the horde of bootleg Seed-Breeders that now abound.

Your Rule for Safety: Ferguson Seed Farms was the pioneer Seed-Breeding, Seed-Growing, Seed-Farm, Seed-Business in the Southwest. Judge us by our Seeds. The best assurance of the future is the reputation of our work and our Seeds in the past.

If you want dependable, straight-forward **Seed-Service**, our facilities are at your command. When we offer you “**Ferguson's Certified, Pedigreed Seeds**,” you know that Ferguson's reputation is back of them. We ask for your confidence. We strive to **deserve it**.