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Ferguson's Cotton Gumption

No. 242

Free to Cotton Growers

March 1, 1930

PLAYING THE RACES

Would You Bet a Season's Labor on a Horse
That Had Won First and Second Money
Eleven Times in Eleven Races

Your Cotton Field is a Race Track,
Where You are Betting.

Here is INFORMATION on the Seed You
Are Betting On—And on the Winner

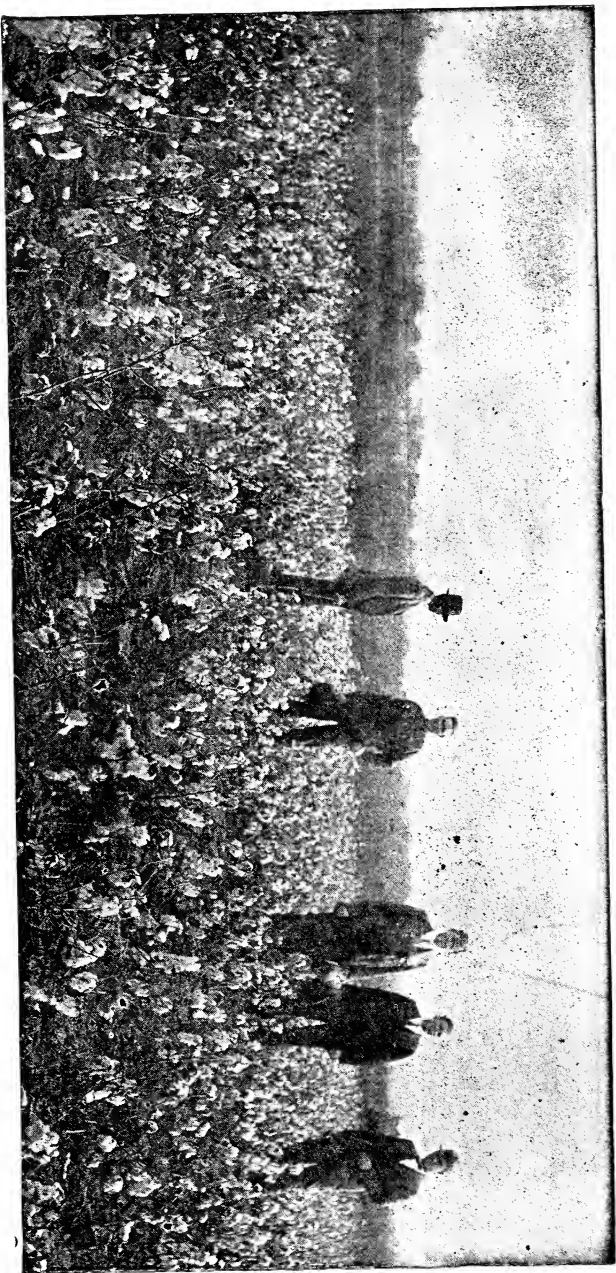
Send For Ferguson's Illustrated
Catalog of Field Seeds; Free

FERGUSON SEED FARMS

Sherman



Texas



February 6th.—None Picked, None on the Ground—Ferguson's New Boykin Cotton Breeding Block.
This Breeding Block was visited by more than 1000 persons in December, January and February. Stalks all exactly two feet apart in drill, in dry season, on thin upland. 99% Storm Proof.



Stalk Selection in the Field

Adds Quality and Size to the Crop

Yes, the ears from each of the stalks illustrated above looked equally good "in the crib."

High ears, erect ears, grinning ears, ears from down stalks, and other defects are avoided in selecting seed for Ferguson's Seed Corn Breeding Blocks.

Even "Everlastingly Keeping At It" will not eliminate all the throw-backs, but repeated selecting, year-after year, so reduces the per cent that an extra value belongs to "FERGUSON'S CERTIFIED BRED-UP SEED CORN."

You can have the advantage of this long continued work for only 15c to 30c an acre over the cost of the commonest mongrel seed corn, in Ferguson's latest Bred-Up strains of Suropper and Ferguson's Yellow Dent

(See Over)

Ferguson's 30 Years of SEED SERVICE

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 30 years ago I started out on this idea of **Test- ing** to find the **Best Varieties**, then **Improving**, or **Breeding-Up** better yielding **Strains** of these “Best Varieties” and then **Growing** them for **Seed**, as well as **Preparing and Selling** field seeds **Direct to You**, all under one manage- ment. This makes us wholly responsible for the charac- ter of the **Seeds**.

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.

The varieties which we have originated, and introduced are now the most widely used in the Southwest. We are still at it. It is our life work.

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** prob- lems of Mr. Southwestern farmer.

It is strangely true, that in nothing that you purchase are you so dependent on the intelligence, ability, reli- ability 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 held 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.

If you want dependable, straight-forward **Seed-Serv- ice**, 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.

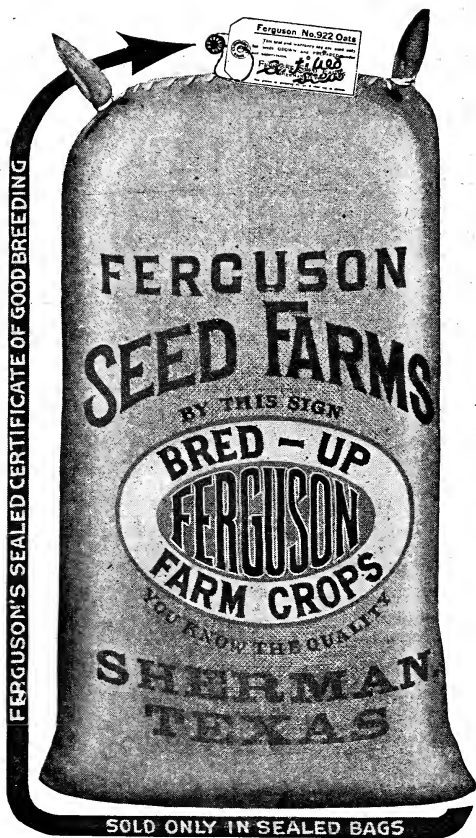
We strive to **DESERVE** it.

Seed Service

Our Business Lives by Selling Seeds and
Rendering a Service that is the Sum of
Many Little Things Well Done.

It Requires 5 to 10 Years to Fill these
Sacks—and SEAL and LABEL as

*Ferguson's
Certified Pedigreed
Seeds*



About Seed Certification

The Value of a "Certificate," as a guide in seed buying, may be gauged by the Reputation and Record of the "Certifying authority" for ability, reliability, or general dependability for producing proven high yielding seeds. A mere certificate as to "a method" or "a set of records" of breeding is good "as far as it goes."

"State" Certification is positively without reference to the goodness or yielding value of the variety. Poor varieties and good varieties get the same certificate. The tests by the State Experiment Stations prove it.

The "Highest Yielding Seeds" (FERGUSON'S) in the "STATE" Experiment Station TESTS reproduced on opposite side of this sheet, were not Certified by the "State" Board of Plant Breeder Examiners. The other Varieties yielding 32 to 204 pounds "less per acre" than "Ferguson's own "Certified Bred-Up Seeds", were officially "State" Certified.

If some over "enthusiastic" booster or salesman for "State" Certified seeds attempts to "alarm" you about FERGUSON'S SEEDS not being "State" Certified refer him to these charts, and the "State" Experiment Station bulletins from which these Records of "Highest Yields" were taken, and ask for an explanation of the difference in value between:

(1). A mere "State" Certificate of examination and inspection as to a method of seed breeding, without reference to the goodness of the variety or value of the breeding; and

(2). A Record of "Superior Yields" of a good strain of a good variety, Proven Up in numerous "State" Experiment Station Tests, in all the Southwestern States such as is here shown for "FERGUSON'S" CERTIFIED BRED-UP SEEDS.

One-Variety Community Standardization

One-Variety Community Standardization is an excellent idea, provided a high yielding variety is selected, and arrangements made for renewed supplies of BRED-UP STRAINS from year to year. Don't agree to "standardize" to lose \$10.00 to \$40.00 an acre on low yields by using an unsuitable variety. Many communities have been influenced to "Standardize" on varieties that have proven to be consistent low yielders in many Experiment Station tests.

Look again at the charts on the opposite side. Note the comparative standing for high yields made by "Ferguson's Seeds." Write us about standardizing YOUR farm, and YOUR community on one-good-variety.

The FERGUSON SEED INSTITUTE may be depended upon as a continuing source of renewed or BRED-UP STRAINS for years to come. See pages 3, 10, 11, and 23 of the catalog for additional information that will be valuable to all cotton-minded folks.

Plant Bred-Up Pedigreed Seed
Direct from the Originator

Ferguson's Surcropper Corn

(Pronounced Sur' Cropper, a Contraction of
Sure-Cropper)

An All-Season Corn

Plant Surcropper in early Spring for early main crop.

Plant in Summer on stubble land for late "catch crop."

Recognized Standard Variety for early Spring planting.

Proven best variety for late Spring and Summer planting.

Quick maturing like Northern corn.

Resists drouth and hot winds better than June corn.

Ferguson's Original Pedigreed Surcropper is the best corn for late Spring planting, and a better variety than June corn for Summer planting, because:

—Matures 20 to 30 days quicker, and can therefore be planted later, within 90 to 110 days before a killing frost and still mature a crop.

—Does not grow excessively tall like June corn. It makes more corn and less "stalk."

—Has a better type and quality of ear and grain than June corn.

—Most drouth-resisting of any corn known, yet makes largest yield under irrigation. General experience, reputation and Experiment Station tests prove it.

—It's the recognized Standard Early Spring Sure-crop, quick-maturing corn for four Southwestern States, as well as the "best Summer crop" corn.

—It is fast becoming the standard ensilage crop corn for many Central and Western States, Missouri, Kansas, Arizona and California.

Ferguson's Surcropper has "found a place" and wide usefulness in South America, Turkey, Russia, Mexico, Egypt and other parts of Africa.

It was originated or developed, and has merited this wide usefulness because of 25 years of Pedigreed Breeding by A. M. Ferguson, Pioneer Seed Breder of the Southwest.

All Government tests show that Ferguson's freshly Bred-Up Pedigreed Seed yield 3 to 9 bushels per acre more than country-run "crib-bred" seed.

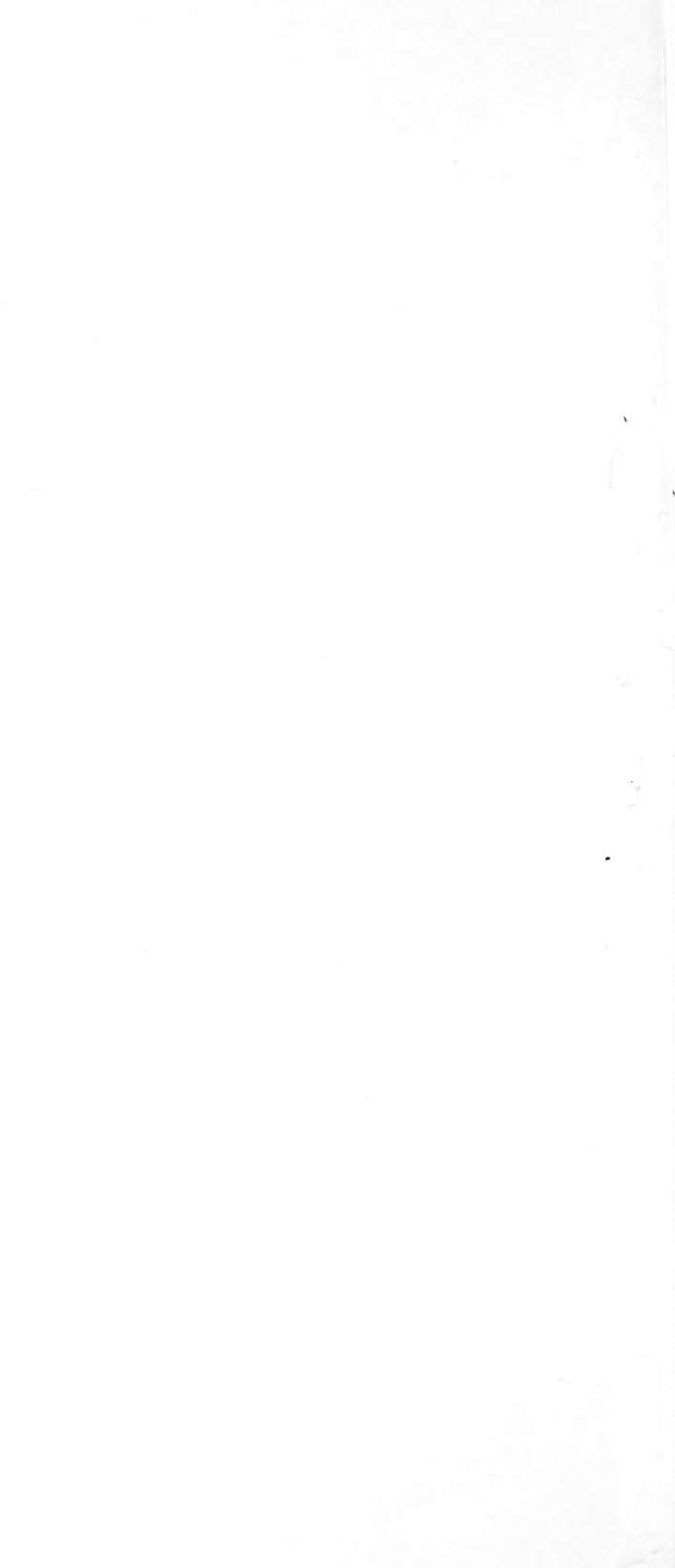
FERGUSON SEED FARMS



Sherman

Texas

Originator's Pedigreed Seed, are Sold only in Branded Sealed Bags. Look for the Seals with Certificates on the Bags.



Read These Figures Before You Plant Your Cotton Crop

FERGUSON'S BRED-UP COTTON

Again Made Largest Average Yields In Government Tests

You can use this definite information NOW.

It will be sure money AT HARVEST TIME next fall.

Will YOU use it NOW and WIN, or "pass it up" and LOSE?

Bulletin No. 369, just published by the Texas Agricultural Experiment Station, should be read by every cotton farmer in the Southwest before he finally selects the variety of seed to plant his crop.

The tabulated record and diagrams reproduced below, summarize the RESULTS of the TESTS of 227 varieties and strains during the last 15 years. Your government is spending thousands of dollars to secure this definite, reliable information for YOUR benefit.

In these Extensive tests Ferguson's Certified Bred-Up Seeds made the HIGHEST AVERAGE YIELDS.

They were also the MOST CONSISTENT and MOST PERSISTENT "High Yielders" in both dry and wet seasons.

See the diagram and tables for the actual RESULTS OF TESTS made by YOUR Agricultural Experiment Station, to secure reliable INFORMATION for YOUR benefit and guidance.

Ferguson's Certificate of Master Seedsmanship

Ferguson's Bred-Up Cotton Made Highest Average Yields in A. & M. College Tests

VARIETY and STRAIN	LINT			Chart of Average Yields of Lint Per Acre					Yields Lint Per Acre
	Per-Cent	Length In 32s.	Fineness Percent	50 lbs	100 lbs	150 lbs	200 lbs	250 lbs	
Ferguson's NEW BOYKIN	38.0	28-34	64.5						248
Truitt	38.6	30-31	57.1						216
Lone Star (Saunders)	36.2	32-34	71.1						216
Rowden	33.4	32-33	53.2						210
Kasch	39.8	29-32	67.5						208
Lankart	37.9	32-33	52.5						206
Belton	35.4	32-36	48.5						204
Sunshine	32.7	32-33	41.3						203
Acala (Rogers)	33.7	31-36	54.3						202
Cliett	39.0	28-32	62.5						200
Mebane (A. D. Mebane)	38.7	29-33	53.3						193
Acala (Watson)	33.8	30-32	47.2						190
Snowflake	28.0	36-46	74.3						150

Comparing Average Yields of Lint, in Tests of Varieties of Cotton, by A. & M. College, for 3 years, 1924-26. Adapted from data in Bulletin No. 369, Texas Agricultural Experiment Station. 15 Years Testing, 227 Varieties

Ferguson's Bred-Up Seeds Win The Money

If you were "Playing the Races" would you feel safe in betting on the horse that had won FIRST or SECOND money for SEVEN TIMES in EIGHT SWEETSTAKE RACES against the Field? Certainly.

Now how about "Playing" such a winner in "Cotton Patch Races" being run on your own farm?

In these Government conducted "Cotton Patch Races" Ferguson's Bred-Up Pedigreed Cotton Seeds WON "FIRST" money THREE times and "SECOND" money FIVE times for High Yields in Eight years in which they were entered in these tests, or "Cotton Patch Races."

This is the "tip off" information which this Government Bulletin gives to you on "Ferguson's Certified Bred-

Most Consistent High Yields Secured From Ferguson's Bred-Up Seed

Here again, is another instance Proving that "Ferguson's Certified Bred-Up Cotton Seed" have made crops worth \$6.00 to \$15.00 an acre MORE than crops from seed of other well known popular varieties. Why should you cheapen YOUR labor by planting seed of a strain and variety THAT YIELD MUCH LESS?

Are you one of the thousands of good farmers who are planting "brindle cow seed" from their own cribs merely because they are handy and cheap and not stopping to figure out that YOU are actually paying \$10.00 to \$50.00 a bushel in DECREASED YIELDS for the mere privilege of planting your own Un-Improved, Un-Selected, Run-Out, Run-Down, Country-Run, Gen-Run, home raised, "Brindle Cow" Seed.

Or, do you belong to another class of farmers who are paying out good money in a real effort to secure "Better Yielding Seed," but buying without definite information to guide them?

The charts below give needed information that "will make you money," if you will use it. They give you INFORMATION, based on scientific tests of your Government. It is more than the mere "Sales Talk" of a seedsman.

Superior Yields and Comparative Standing Made By Ferguson's Bred-Up Cotton Seed.

In these tests of 227 varieties and strains, for 15 years, FERGUSON'S NEW BOYKIN (original selection A, 7-11) was included in the tests for eight seasons, with results as shown below, for the rather thin soils on which the tests were made. The unequalled record for comparative HIGH YIELDS, shown in the last column to the right, shows very positively that

Ferguson's Certified Bred-Up Cotton Makes Most Consistent Record For HIGHEST AVERAGE YIELDS

Year of Test	Lint		Field Yield		Comparative Standing For High Yield
	Per-cent	Length 32'snds	Seed Cotton	Lint Cotton	
1916	39.9	30-32	1007	402	2nd
1917	41.0	156	64	2nd
1918	32.37	29-32	449	145	1st, 2nd, 3rd
1919	38.4	28-32	760	292	7th
1923	36.6	34-32	790	289	2nd
1924	37.2	28-32	791	294	1st
1925	37.2	28-32	374	139	2nd
1926	39.7	29-32	781	310	1st

The bulletin reports the above figures for FERGUSON'S BRED-UP COTTON for 8 seasons. It is reliably reported, but not yet published, that in 1927, in 1928, and in 1929 FERGUSON'S COTTON made the FIRST or HIGHEST YIELDS. This is a remarkable "Record" for consistent high yields.

These results therefore give SIX First and FIVE Second positions for high yields or "FIRST AND SECOND MONEY" ELEVEN times in ELEVEN races won by FERGUSON'S BRED-UP SEEDS. Seed of no other variety or from any other Seedsman has ever made such a consistent record for profitable yields.

Of special significance is the record for high yields in both good and poor seasons,—in dry and wet weather as shown in the table above.

COMPARED WITH OTHER VARIETIES Ferguson's Bred-Up Seed Made More.

In these extensive tests it will be interesting to note the COMPARATIVE STANDING of FERGUSON'S BRED-UP COTTON with other well-known varieties for two seasons, 1924 and 1926. Here is the way they stand:

1924: Ferguson's New Boykin, 1st.; Truitt, 2nd.; Lone Star, 3rd.; Mebane, 4th.; Belton, 5th.; Kasch, 6th.; Rowden, 7th.; Lankart, 8th.; Lone Star, 9th.; Acala, 10th.; Sunshine, 11th.

1926: Ferguson's New Boykin, 1st.; Cook, 2nd.; Acala, 3rd.; Startex, 4th.; Rowden, 5th.; Sunshine, 6th.; Cliett, 7th.; Acala, 8th.; Kasch, 9th.; Truitt, 10th.; Belton, 11th.; Lankart, 12th.; Lone Star, 13th.; Harper, 14th.; Mebane, 16th.

Ferguson's No. 406 Cotton

Strains of FERGUSON'S No. 406 COTTON were used for only two seasons. For one season (1918), it too, was FIRST for highest yield and of course yielded better than NEW BOYKIN, but in another, slightly less. Generally in these and other extensive tests FERGUSON'S No. 406 COTTON yields as well as NEW BOYKIN. Both varieties are very similar in all the essential characters of a superior Triumph-Type Cotton.

See our illustrated catalog for a full description of these and other well-known varieties of all Standard Varieties of FIELD SEEDS for the Southwest.

Scientific Seed Breeding First Aid to Good Farming

In tests of all common varieties in 1923 and 1924 at Temple Experiment Station New Boykin averaged 516 pounds lint cotton per acre for two seasons, which was 21 to 292 pounds GAIN over all other well known varieties as shown in the table below. Figuring conservatively at 20 cents per pound for the lint cotton alone, this is a clean gain of \$18.20 to \$40.80 per acre for New Boykin.

Apply this information to YOUR OWN farm. It is average average yields for these two seasons, shown in the oblongs that YOU are LOSING this much an every acre of your cotton if you are growing Truitt, Mebane, Acala, Rowden, Lone Star, (Bennett, Russell) as shown by the table to the right.

Additional Proof of Larger Profits From Ferguson's Seeds

Ferguson's Bred-Up Cotton Made \$18.00 to \$40.00 Per Acre More On Black Land Tests

Rank	Seven Best Varieties In Test	Chart Record of Average Yields of Lint Per Acre					Lint Per Acre	GAINS PER ACRE BY NEW BOYKIN	
		100 lb.	200 lb.	300 lb.	400 lb.	500 lb.		600 lb.	In Pounds
1st.	Ferguson's NEW BOYKIN						546	91	\$ 18.20
2nd	Truitt						455	123	24.80
3rd	Lone Star						453	131	26.20
4th	Mebane						413	133	26.80
5th	Belton						412	184	36.80
6th	Acala						362	204	40.80
7th	Rowden						342		

Average of Tests Show 91 to 204 Pounds More Lint an Acre For Ferguson's Bred-Up Cotton Over Other Varieties.

Ferguson's Certified Pedigreed Seeds

Always Sold in Branded Sealed Bags

Ferguson Seed Farms

Incorporated

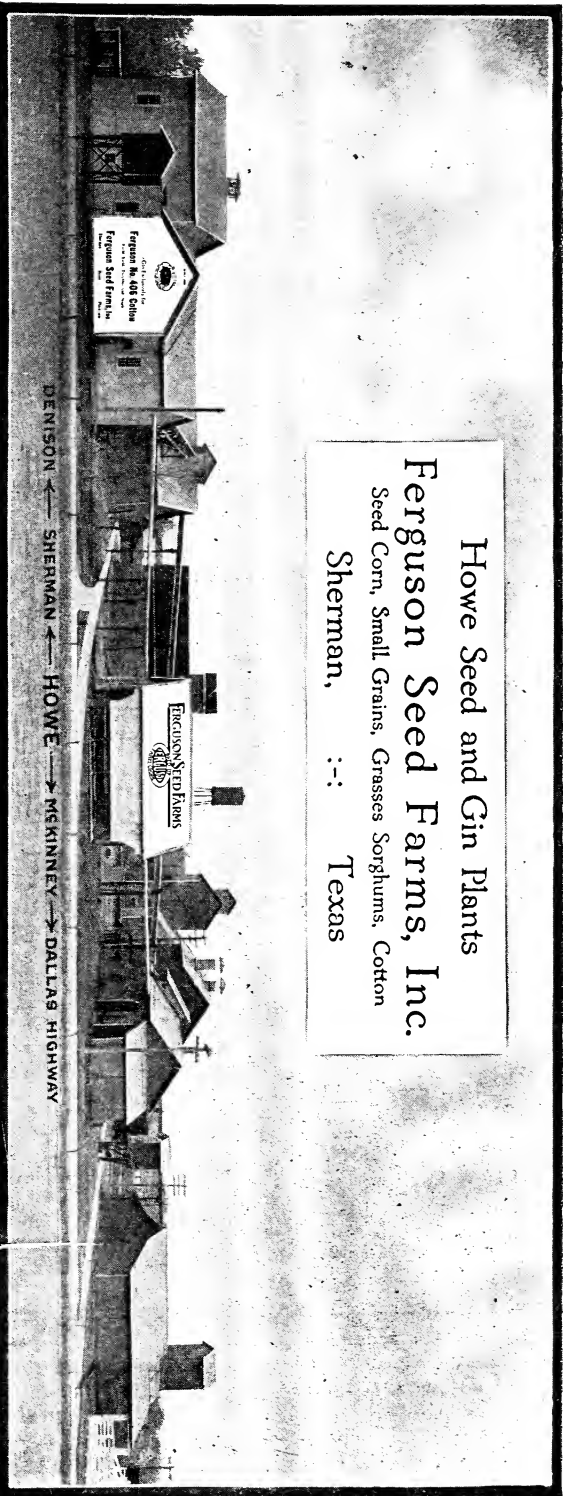
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For Further Information See

Local Sales Agent For.....

Howe Seed and Gin Plants
Ferguson Seed Farms, Inc.
 Seed Corn, Small Grains, Grasses Sorghums, Cotton
 Sherman, :-: Texas



One of the Seed Plants to Handle Seeds at Howe Breeding and Growing Station, Including 13 Buildings, Polishing Machinery for Preparing, Cleaning, Polishing, Cradling and Treating Seed Corn, Small Grains, Grasses, Sorghums, and Cotton Seed.