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BRUNS

*Bargain
Catalog*

FARM SEEDS

1933
SEED
PRICES
PLUNGE
to
BED
ROCK



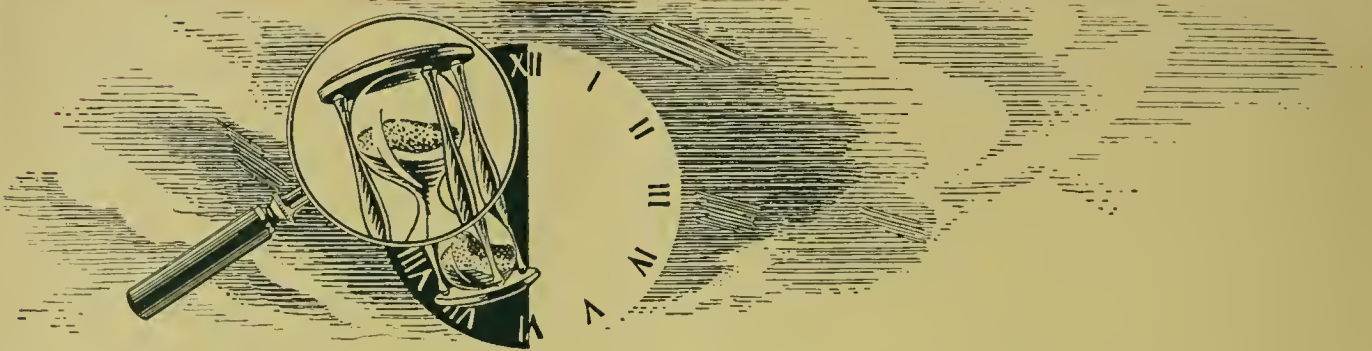
LIBRARY
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U.S. Department of Agriculture

CLOVER SEED \$1.90 bu.
ALSIKE \$4.35 bu.
SUDAN \$1.25 bu.

SWEET CLOVER \$1.90 bu.
GRASS \$2.20 bu.
ALSIKE & TIMOTHY \$2.35
100lbs RAPE \$4.15

Bruns Seed Store — **DAVENPORT**
Iowa's Largest Seed Store — **IOWA**

As We View These Troubled Days



THESE are strenuous times for the farmer. The plight of Agriculture today is a sad entry in the national ledger. It is a dismal blotch on the pages that record the progress of centuries. We are told that the price of wheat today is the lowest in 280 years.

¶ It is indeed a strange paradox when poverty persists in the midst of abundance. That is precisely the case on our farms today. The farmer, in partnership with a kind Providence, has produced in the past season the finest and largest crop in history. His reward is ruinous prices. For generations he has striven for greater efficiency in agriculture—a progressiveness that no one will disapprove. In the course of this progress, bigger and better crops have resulted. He has succeeded in growing two blades of grass where only one grew before. And now he is penalized for having accomplished his task so well. Efficiency in agriculture seems to go unrewarded.

¶ What are the prospects for improvement? That is the question of the hour. Numerous panaceas for the farmers' ills have been offered. Much legislation has been proposed, and some has been enacted into law. Experience, however, teaches that such measures not only have failed to relieve, but, on the contrary, have actually aggravated the situation. In our opinion, little hope lies in that direction, notwithstanding the generous promises of our political orators. We may speak candidly for we are not running for office.

¶ Our Economic System is one that permits of very little outside manipulation. It seems to run its own course, haphazard though that course may seem, refusing to become subjected to governmental tampering. It has many shortcomings, yet is perhaps the best system ever tried. We may not like it, but until a better system is found we must make the best of it. It is the system that gives us alternating periods of prosperity and depression.

¶ Economic depressions, in our opinions, are unpreventable. No human contrivance has yet been devised to stay them off. And when they strike, they are uncontrollable. Depressions are the sum total of the actions of the masses—no single man or small group is responsible for their being. Like-

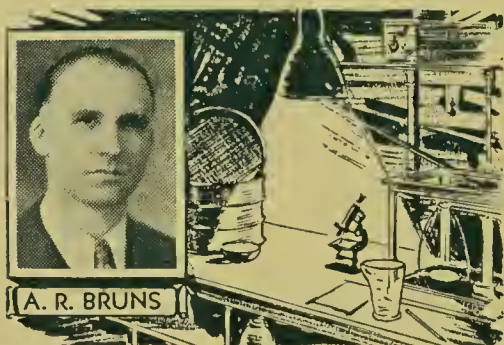
wise, it is the masses marching together with restored confidence that end depressions and usher in prosperity.

¶ What is the hope for Agriculture? We are not going to add just another cure-all to the many already submitted. According to our way of thinking, the long-sought-for relief will come from within the system itself, not from without. The wounds of depression will slowly heal themselves—political salve may only hinder the healing. When the depression has run its course, and there is evidence that that time has now arrived, we may again look forward with confidence to a period of increasing opportunity and prosperity.

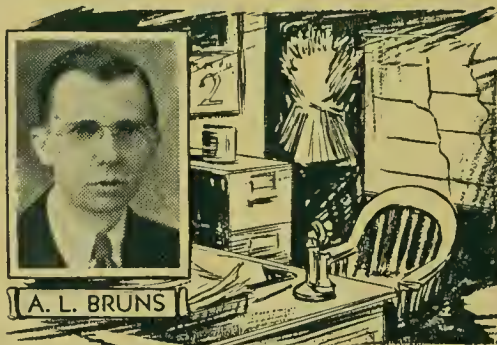
¶ For every depression there is also a period of prosperity. We have survived the severest depression on record. We are now entering the stage of recovery. Better times are ahead. A brighter era lies before us. We know it is not good form to prophesy in these times. On the other hand, we see no ground for the contention that we shall never emerge from the rut we are in today. We WILL emerge—we are slowly but surely emerging this very moment. One hundred and twenty million Americans may be down and out, but they are far from licked.

¶ There may be little consolation in a realization of the fact that depressions are bound to come again. Most of us would prefer perpetual prosperity, but that is the hope of the idealist. It has no place short of Utopia. We are not crape hangers, neither do we want to sidestep the facts, as we see them, in order to paint a more rosy picture. It is always better to face the facts squarely than to cling to empty hopes and promises. Moreover, it is not our purpose here to make plea for our present system, although, granting its manifold imperfections, we believe it is the best that the laboratories of civilization have thus far given us. We are presenting our own views—we may be wrong. It seems to us that we are doomed to take the lean with the fat. We are justified in our contempt for a system that is paying us only 3c for our hogs. Still we should remember that the same system paid us 12c in other days. The courage to "carry on" lies in the hope that those days are coming again.

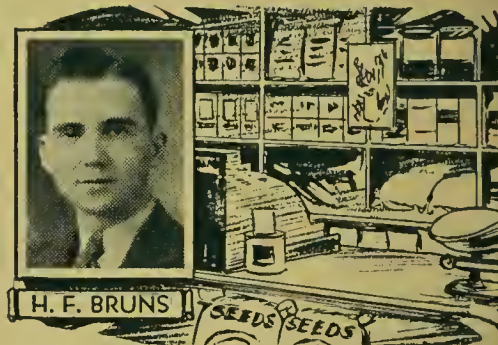
A. L. BRUNS



A. R. BRUNS



A. L. BRUNS



H. F. BRUNS

"—at the Other End of the Line"

When you are called on the phone and solicited by a strange voice, you instinctively reply with caution. Your answer would be easier if you could see the man at the other end of the line. And so it is with seed ordering. Someone, whom you may never have seen, mails you a seed catalog, and asks to be entrusted with your seed order.

We are desirous that our customers might better know whom they are dealing with. Acquaintance makes for confidence and better understanding. Many of our customers personally call at the store for their seeds each year, so that mutual acquaintance is

possible. Many others, because of distance, must send their orders in by mail. New customers especially may wonder who's "at the other end of the line." A photograph may help some in that case. We have therefore inserted on this page the portraits of the men behind this company. Pictures, of course, don't tell everything. We hope that a trait of responsibility may reveal itself where handsomeness falls short.

Born and raised on an Iowa farm, the Bruns brothers are life experienced in farming and seed selling. Began when old enough to follow a harrow. Own and operate several hundred acres of Iowa land to-

day. They understand the farmer's language.

A. R.—President of the company. Over 25 years in the seed business. Does most of the seed buying. Travels extensively over seed producing sections. You might find him in Montana one week and in New York state the next.

A. L.—Secretary and treasurer. Handles the correspondence, and writes the catalog. Letters you receive from the company will usually be signed "Al." Sees that your orders go out promptly and systematically.

H. F.—Youngest member of the firm. Manager of the local retail department, including garden and flower seeds.

Your 1933 dollar has *tremendous* seed buying power at BRUNS



Wise buying, in this period of economic distress, is important in the highest degree. To buy wisely is a good policy in normal times—it is imperative in present times.

Field seed prices this year, generally speaking, are low. Still there is a wide range. It will pay to do a little shopping around. Careful buying may mean a big saving on your seed bill. A dollar saved is as good as a dollar made.

We are determined to put prices of field seeds on a level with prices of the products the farmer sells. We believe that the low price level of farm products today loses much of its severity just as soon as prices of the things the farmer must buy are on the same low level.

Our Prices 20% to 30% Lower

We have saved farmers many thousands of dollars in other years. We will do it again in 1933. Please look this catalog over carefully, and take particular notice of the unusual prices. They are the lowest that history records. They are 20 to 30 per cent lower than you will find elsewhere for equal grades. We guarantee our prices are not duplicated anywhere, quality considered.

This is another year when everyone is counting pennies. With this in mind, we have cut our prices to the bone. They are even less than wholesale. Most dealers are paying more than you are paying us. We ask that you compare our prices with any others. You will then realize they are the lowest in the country.

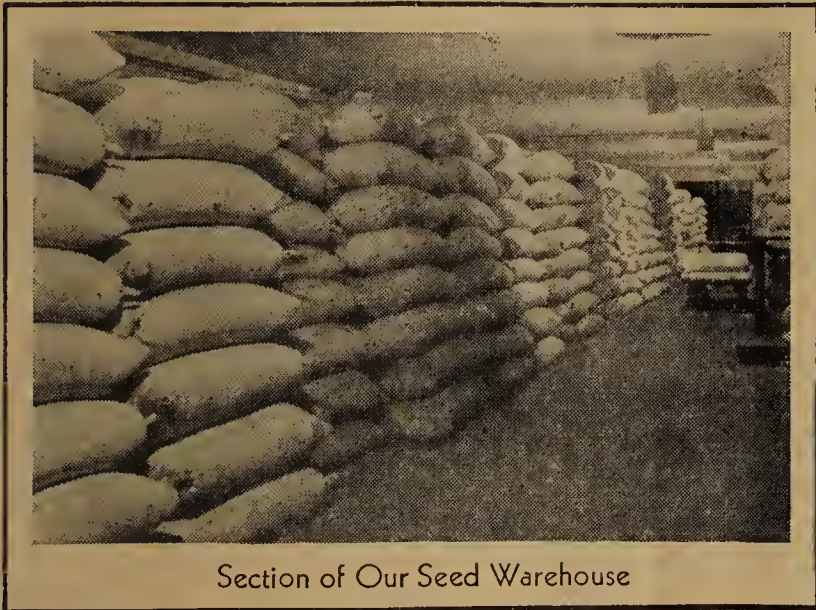
Higher Quality and Lower Prices

Our aim is to sell better seeds for less money. A comparison of prices will quickly reveal that ours are lowest in the country. This is made possible through our methods of operating: buying direct from the producing sections—selling direct to the farmer—eliminating middlemen—operating on a big-volume-and-small-profit basis. We can sell for less, and we are doing it.

Price makes a tremendous appeal these days. There is danger of overlooking quality. With us, price is secondary consideration. Our first concern is that the seed will produce results. Our own farming experience has taught us the importance of good seed. Cheap seed is expensive at any price. On the other hand, it is not necessary to pay exorbitant prices to get good seed.

We have on hand this year the largest and finest stock of seeds we have had during our twelve years in Davenport. We not only can save you a lot of money, but we can furnish you with higher quality seeds; seeds that are especially adapted to this part of the country, and can be depended upon for best results.

Our business was founded on a policy of supplying quality seeds at the lowest possible price. That policy still holds good. The business has prospered. Our sales to farmers during the past two depression years have exceeded every expectation. Sales for 1931 tripled those of the previous season. In 1932 there was a further increase of more than 100% over 1931. We confidently expect further increases this season. We mention these facts not in a boastful way, but as evidence that our seeds have made good. Furthermore, our seeds are sold subject to the approval of the customer—they must be satisfactory or they may be returned, and every cent of money will be refunded including the freight both ways. Read more about our liberal guarantee on page 5.



Section of Our Seed Warehouse

PLACE YOUR ORDER NOW—
PAY LATER

Don't Skimp On Your Seedings

It is easy to understand that the farmer's spending capacity is very limited this year. We fully realize his position as a result of the unprecedented prices he is obtaining today for his grain, livestock, and, in fact, everything he brings to market. It will be necessary to cut down spending wherever possible. It would be unwise, however, to skimp on your seedings. Any savings effected by sowing too little, or not at all, would certainly be poor economy. Land investment, costs of operation, etc., are there just the same whether you seed thoroughly or not.

Seed is cheap this year. Take a look at the prices throughout this catalog. You will find that the 1933 dollar has tremendous buying power at BRUNS. Let's take a look at a few items: Sweet Clover, \$1.90 for a full bushel of 60 pounds; Red Clover, \$5.40 per bushel; Alsike Clover, \$4.35 per bushel; Grimm Alfalfa, \$8.20 per bushel; Timothy, \$1.25 per bushel; Sudan Grass, \$1.25 per bushel; and so on. All have been drastically deflated. Seed prices today average about 1/4 of a few years ago.

The acre cost, with one or two exceptions, runs about 30 to 90 cents. We have talked to no one who recalls when seeding costs were so low. Instead of reducing your seedings, this is the year to sow heavier than ever. Take advantage of the low seed prices. Keep your farm in a high state of fertility by sowing generously of legume crops. Be prepared to take advantage of better farm prices when they come.

Prices in this catalog are subject to change. We do not guarantee them to hold good throughout the entire season. As this catalog is prepared, prices already have strengthened. The widespread movement to reduce corn acreages and increase clover acreages will stimulate seed buying, and boost prices. We look for further advances.

You should buy your seeds early. It is very probable that you will pay more later. Let us make a suggestion:

Book your order now. Pay us only 20% down—the balance when the seed goes out. We'll hold it, no charge for storage, until you are ready for it, any time up to April 1. You will save the advance in price that is bound to come, and it will require only a small cash outlay to bind the deal. Come in and pick out the seed you want, or mail in your order. But don't put it off if you want in on the season's lowest prices.

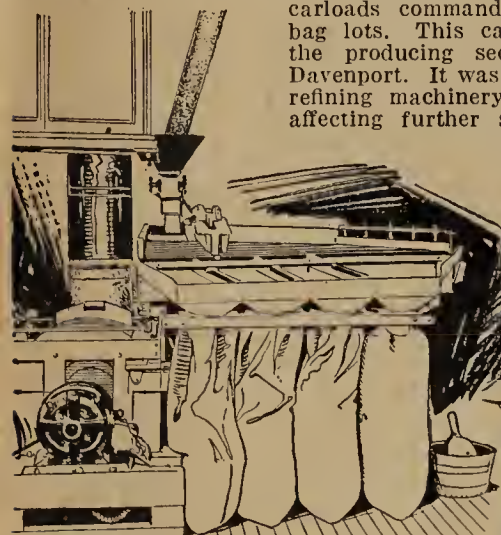
1933	JANUARY	1933	1933	FEBRUARY	1933	1933	MARCH	1933					
SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31				

Why OUR PRICES ARE LOWEST

We are able to sell for less because we have, to a large extent, eliminated the middleman. Also because our business has reached the volume stage where smaller margins of profit are possible.

Our seeds come directly from the producing sections. They are shipped to us in carload lots, thereby securing the lowest possible freight rates. They are cleaned and prepared over our own modern seed cleaning machinery, in charge of our own experienced operators. Through this direct buying and direct selling method, we practically eliminate the middlemen's profits as well as various other expenses. The result is a big saving which we pass on to our customers. That is why we advertise wholesale prices to the farmer.

To illustrate our point further, let us cite a specific instance. Take, for example, Alfalfa seed from Montana. On a carload of 40,000 pounds received from that state last season, we made an actual saving in freight alone of \$450.00 by buying in carload lots. We made further savings by reason of the fact that straight carloads command a better price than bag lots. This car came directly from the producing section of Montana to Davenport. It was handled over our own refining machinery with our own help, affecting further savings. It was then



Specific Gravity Cleaner.

sold directly to the farmer—not through dealer channels, which would have meant further freights and profits that the farmer would have had to pay.

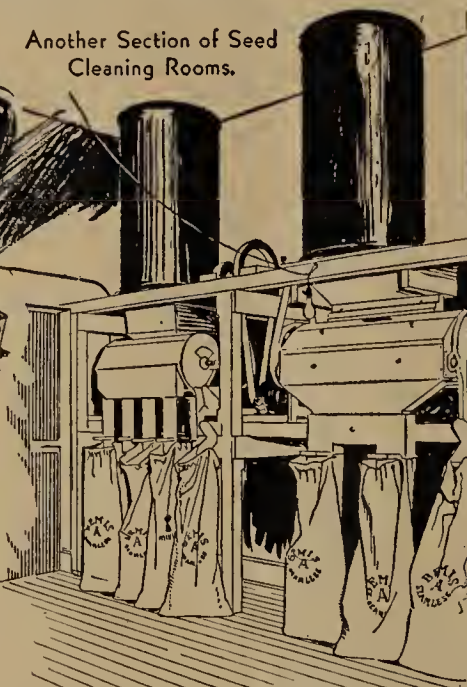
Compare this nearly perfect "grower-to-sower" system with the "old way" of seed selling. Most seed dealers buy in bag lots from wholesale seed houses. Few are able to buy in carload lots. Their volume does not justify such heavy buying. This means two or three handling profits and two or three freight charges already accrued by the time the seed reaches the dealer. To this must be added the dealer's own profit. All these profits and handling expenses must be paid for by the ultimate user, the farmer.

You pay only one small profit when you buy from BRUNS.

Buy Seeds From Seed Experts

This is an age of specialization. Most everyone has a chosen line, and through long and continual devotion becomes expert to some degree. In the past, seeds too often have been handled as a "side

Another Section of Seed Cleaning Rooms.



WE DO CUSTOM CLEANING

Many farmers living within trucking distance of Davenport bring their seed to us for cleaning. Now and then we find a bunch of seed that is foul with noxious weeds and dirt. We usually are able to make almost 100% separation of such seed. It is almost unbelievable how we can make good seed out of seed that is otherwise utterly worthless.

Cleaning rates depend on kind and condition of seed, and number of operations required. Bring or send in a sample, we can then tell you what the cleaning cost will be. If you sell us the seed there is no cleaning charge.

line," by merchants who really get their bread and butter from other lines. They are "seed minded" for a few weeks in the spring, and that's all.

Seed selling is our chosen line. We are in it the year 'round. We don't know much about nails but we can talk authoritatively about seeds. You don't ask a jeweler for legal advice, nor take your watch to a lawyer. You are particular about your doctor; you expect your groceryman to "know his groceries," and so on. The same principle is true in seed buying. Buy your seeds from seed specialists for better seeds for less money.

We Know the Farmer's Problems

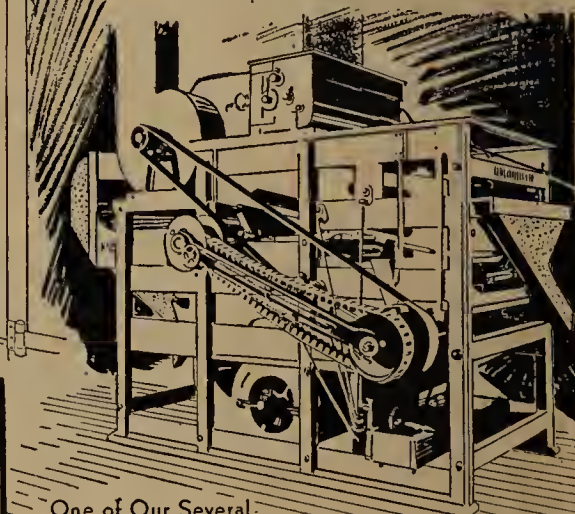
We were born and raised on the farm—in fact that is where we spent most of our life. We still are farmers—we own and operate at this time, several hundred acres of Iowa land. We understand the farmer's language.

This actual farm experience is an invaluable background for any seedman. It affords not only a first-hand experience with planting, growing, and harvesting of crops, but also an intimate acquaintance with the farmer's numerous problems and needs, that can be acquired in no other way.

Many farmers come to us, or write us, for advice about numerous seeding problems. We are finding our farm experience to be tremendously helpful in the seed business. We don't have to "look it up" when asked how many pounds of this or that are needed to sow an acre. We can answer from experience. Same way with many other seeding questions. We want our customers to feel free to ask these questions. We are glad to assist whenever possible.

Modern Cleaning Facilities

Our seed cleaning equipment is the finest made. It comprises



One of Our Several Seed Graders.

practically all of the latest and most improved seed separating devices on the market today. Some additional machinery was installed again this year. We now have one of the best equipped plants in the country. Seed cleaning machinery is expensive and soon represents a large investment. There are few seed-houses as well equipped as we are, for they do not handle enough seed to justify this big investment.

Davenport Easy to Reach by Auto



a fine way to buy. We are putting on additional sales help through the rush period so that customers calling at the store will be waited on promptly.

Davenport is easy to reach by auto from any direction. Ten important paved highways lead directly into the city, and link it up with all points in the surrounding country. Some of our customers come in from over 150 miles.

Many of our customers drive to Davenport and take the seed at the store. Those within driving distance will find this

distance will find this

AN APOLOGY

We always aim to give prompt and courteous service. There is a time in the spring, however, when we are bound to be rushed. Unfortunately, in the seed business, the bulk of the year's business is crowded into a few months. The unexpected increase in sales last season found us not entirely prepared, and for several weeks we were completely swamped. We certainly are deeply grateful for this excellent patronage. We only regret the inconvenience caused some of our good customers who called at the store and were compelled to wait their turn. To them we offer our apologies. We desire to add here that we are taking the necessary steps to guard against a recurrence of this situation, so that hereafter our customers may be assured of the prompt service to which they are entitled.

SATISFACTION GUARANTEED

or Your Money Refunded

Every pound of seed you get from us is **GUARANTEED TO PLEASE YOU**. If you are not entirely satisfied with it, we don't want you to keep it. You **MUST** be satisfied, or you may return it in ten days and we will refund every cent of your money, and pay freight both ways.

We strive to supply quality seeds that are deserving of your confidence. Our seeds are sold on their merits. We want our customers to feel confident that when they place their orders with us they will receive more for their money, and that they will be satisfied in every way. Our liberal guarantee is the result of our faith in the seeds we sell.

Our Guarantee

Your Money Refunded If You Are Not Satisfied

All seeds listed in this catalog are sold subject to meeting **YOUR APPROVAL** on arrival. You have the privilege of examining them and if you do not find them exactly as represented you are not obligated to keep them. You **MUST** be absolutely satisfied, or you may return the seed, and we will refund every cent of your money including the freight.

We cannot guarantee a crop. Success with the crop is contingent on numerous conditions over which we have no control. With respect to this point, all our seeds are sold according to the standard non-warranty of the American Seed Trade, as follows: "Bruns Seed Store gives no warranty, express or implied, as to description, quality, productiveness, or any other matter of any seeds, bulbs, or plants it sells, and will not be responsible for the crop." If the goods are not accepted on these terms, they are to be returned at once.

Samples On Request

We are always glad to send samples of free lots you are interested in. Feel free to ask for them. They will be mailed to you promptly. When you receive them, please examine them carefully. Take note of the fine appearance, high purity, etc. You'll find they cannot be duplicated anywhere for the same money.

Low Shipping Rates on Seeds

Clover and grass seeds take 3rd class freight rates. We recommend freight shipments for farm seeds, except in special cases where utmost speed is required. Freight service these days is faster than formerly. In many cases freight moves almost as fast as express and is cheaper. It is best not to put off ordering till the last minute so that this saving in transportation may be taken advantage of.

The table below gives rates on farm seeds per 100 pounds, from Davenport to various points throughout Iowa, Illinois, Wisconsin and Missouri. Your own shipping point may not appear in the list, but you can approximate the rate to your station by noting the rate to a point near by. In most cases this rate runs only a third to a half cent a pound.

Freight Rates—100 lbs. Clover & Grass Seeds, Davenport to Points Below

IOWA		WISCONSIN	
Anamosa	\$0.35	Boscobel	\$0.59
Belle Plaine42	Darlington48
Burlington35	Dodgeville46
Cedar Rapids34	Fennimore51
Centerville45	Lancaster51
Charles City49	Lynnville62
Columbus Jet30	Monroe41
Decorah49	Platteville46
Des Moines49	Prairie du Chien57
Dubuque36		
Dyersville36	MISSOURI	
Fairfield36	Kahoka	\$0.48
Fayette43	Kirksville62
Grinnell41	Lancaster58
Grundy Center43	Memphis51
Hampton50	Queen City58
Independence41	Rutledge53
Iowa City32		
Iowa Falls	\$0.49		
Keokuk41		
Knoxville45		
Manchester38		
Marengo35		
Marshalltown45		
Mason City51		
McGregor45		
Monticello35		
Mt. Pleasant39		
Newton43		
Oelwein42		
Osage51		
Oskaloosa41		
Ottumwa39		
Tama42		
Vinton38		
Washington33		
Waterloo42		
Wapello	\$0.33		
Waukon49		
Waverley45		
West Union43		

SEEDS BY TRUCK

Truck shipments are increasingly popular. Special advantages and conveniences are sometimes made possible by this mode of shipment. Farmers who live along truck highways may often avail themselves of farm delivery. Trucking rates vary, but usually run about same as railroad rates. If you want shipment by truck, please state clearly the name of the trucking company, and any special information that we or the truck driver should know about. We are anxious to make our service as near perfect as possible.

OUR RESPONSIBILITY

BRUNS SEED STORE is a permanently established and growing concern. It has been located in Davenport for the past 12 years, chiefly engaged in selling farm seeds directly to the farmer. The business is under capable and experienced management. It was founded on a policy of big values and fair dealings, and that policy has been maintained jealously.

The business has prospered. The number of customers and sales have pyramided year by year.

BRUNS SEED STORE is known quite well to most farmers in eastern Iowa, northern Illinois, southwestern Wisconsin, and northeastern Missouri. Those who are not so well acquainted may have fullest assurance that their orders will be filled to their complete satisfaction. The company is financially and morally responsible for its contracts. It refers you to any business house in Davenport if further information is desired.

No Premiums This Year

In previous years we offered to furnish free gasoline, for the trip to Davenport, to those customers who personally came to the store for their seeds. We are now discontinuing this practice, and instead are making further price reductions. With the expansion of business each year, our catalog has gone into new and more distant territories. As a result, those farmers living in the more remote sections, who found it impractical to drive to Davenport, were not able to avail themselves of the same privileges those received who live nearby.

We have consequently eliminated all premiums, and instead have made further price slashes. We are sure that any cash savings through lowering of prices will make the greatest appeal this year, and is also fairest to everyone.



All mail orders are filled and shipped same day they are received, as far as is physically possible. Davenport has excellent shipping facilities. Several large railroads lead out from here into every direction. This is important to you, for it assures rapid delivery and lowest freight rates.

Bags Free

We furnish bags for all seeds without additional cost. Clovers, Alfalfa, and other fine seeds usually will be put up in one-bushel cotton bags. These are strong, serviceable bags, and convenient size for handling. Coarse seeds, such as Soy Beans, Grains, Sudan, etc., as a rule are put up in burlap bags, in sizes to fit the needs. Please keep in mind there is no extra charge for bags.



How to Order

You will find an order blank in the back of the catalog. It is bound in with the other pages, and you will have to cut it out with scissors. Please use the blank, for it was made for your convenience.

Write your name and address plainly. Fill in the kind and amount of seed wanted. Check your figures carefully to see that your remittance covers the proper amount. This will guard against needless delays in filling the order. Your remittance may be in the form of Bank Draft, Cashier's Check, Postal or Express Money Order, or your personal check.



Medium Red Clover



Hardy Iowa Grown

their farms run down for lack of clover when the cost is so little. The main thing is that seed prices are in line with the prices on farm products. When that is the case there will be as much seed sown as ever.

Lot · IOWA

\$6.40 PER BU.

5 Bu. @ \$6.35; 10 Bu. @ \$6.30

Here is a lot of quality clover at a price that will look good to the seed buyer this year, and it is going to sell fast. No matter where you go, you can't duplicate it for the money. It is the outstanding Red Clover bargain for 1933.

Iowa Grown

Lot IOWA, as the name signifies, is strictly Iowa grown. It is extra nice quality, and dependable for finest results. This seed came directly from the farm. We have re-cleaned it and put it in tip top shape, and now it is going directly back to the farm. No needless changing of hands or doubling up of profits. Our own profit we have cut to the limit, for we are making this lot a leader. It is blow No. 1 at old man depression.

Very Low Cost Per Acre

It costs about 70c per acre to sow Lot IOWA at the rate of 7 to 8 pounds per acre. It is hard to imagine such a low seeding cost on clover. That is about one-fourth the cost in normal times. We know money is a scarce article on the farm these days, but we can't make ourselves believe that farmers will let

Satisfaction Guaranteed

Lot IOWA is nice, bright seed, and having been re-cleaned thoroughly over our own mills it must not be compared with country run seed, which usually contains ten to fifteen per cent of sticks, dirt, weeds, etc. The purity of this lot is high, including a small percentage of alsike and a trace of timothy. Being of the 1932 crop, the germination is extra good. You can absolutely rely on this seed for the kind of stand you like to get.

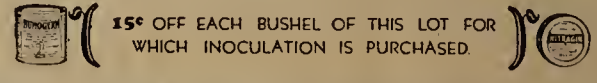
You will be more than pleased with this seed when you see it. It is sold on an absolute satisfaction-or-money-back guarantee. If, after receiving it, you are not entirely satisfied, send it back and every cent of your money will be refunded, including freight.

Place Your Order Early

Only a certain number of bags in this lot. After they are sold we cannot hold ourselves liable to accept further orders unless we are able to replace the stock with more seed. Prices on seeds usually go higher as we get nearer planting time. Right now you can buy at the season's lowest prices. Our advice is to place your order early, for this seed is going to sell fast.

Small Deposit Will Hold Order

Remember, if you are not ready to take the seed now, you can have us book your order for later delivery. We require only a 20% deposit on these booked orders. The balance need not be paid until you are ready for the seed. We will set the seed aside for you, and you know that your seed is engaged at a protected price. The important thing is to get your order in right away before the lot is sold and before clover prices go up. You can then forget about it until you are ready for the seed. The deposit on Lot IOWA amounts to about \$1.25 per bushel.



Medium Red Clover

· Lot ·

TRUSTY

\$5.40 PER BU.

5 Bu. @ \$5.35; 10 Bu. @ \$5.30



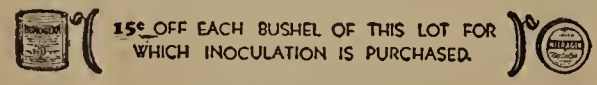
That's right, \$5.40 per bushel! Seems impossible. Less than one-fifth the price of a few years ago! It's a typical BRUNS bargain. It represents a big saving. Farmers are tired of "low prices," but this time it's in their favor. Here is an extraordinary buy in Red Clover. Perhaps the lowest on record.

Illinois Grown

The seed in this lot comes from north-central Illinois. Many of our customers seem to prefer Iowa or Illinois seed. This lot will appeal to them. It is fine "trusty" quality. Comes from 1932 crop. A trifle off color, and not our best for looks. Seed runs a bit smaller than usual, but more seeds per bushel. Contains alsike clover and small amount of timothy. More can be added if wanted. This lot is easily worth \$1.50 more per bushel than our price.

Extra Good Value

You will agree that Lot TRUSTY is extraordinary value when you see it, and your convictions will be confirmed when you see it growing in the field. With other necessary conditions at all favorable, there is no reason why you could not expect a bumper crop of excellent hay and greatly enriched soil by sowing Lot TRUSTY. The amount of seed in this lot is limited. Better not delay sending in your order.



MAMMOTH RED CLOVER

Lot · PURPLE

\$6.75 PER BU.

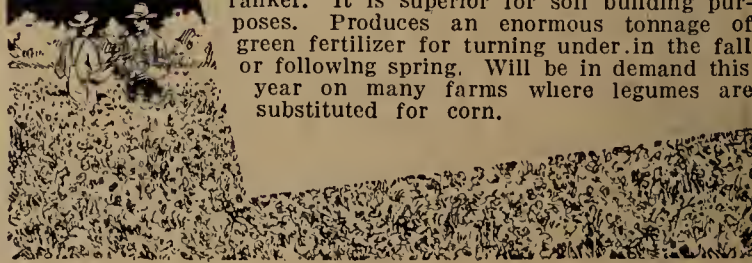
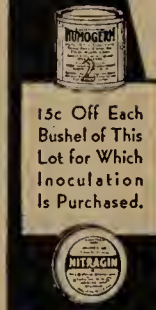
5 Bu. @ \$6.70; 10 Bu. @ \$6.65

There is exceptional value in this lot. If you are going to sow Mammoth Clover this spring, you will be interested in Lot PURPLE. Here is where extra fine quality and low price meet. We say unreservedly that in this lot of seed there is value that is not duplicated anywhere.

Lot PURPLE will satisfy the most critical buyer. It has nice color, high purity, and strong germination. Iowa grown of the 1932 crop. It lacks nothing that is needed to produce that thick, heavy stand and bumper crop. Still it saves you a couple of dollars per bushel, which certainly is worthwhile these days.

Excellent Soil Builder

Mammoth Clover is identical with the Medium Red variety except that it grows much ranker. It is superior for soil building purposes. Produces an enormous tonnage of green fertilizer for turning under in the fall or following spring. Will be in demand this year on many farms where legumes are substituted for corn.



ALSIKE CLOVER

High Quality Feed Producer at Low Seeding Cost

LOT LEADER

\$6.50 PER BU.

5 Bu. @ \$6.45; 10 Bu. @ \$6.40

It costs less to sow Alsike than any other clover. This year will undoubtedly be another big Alsike year. Lot LEADER brings the cost down to about 65c per acre. That certainly is a low seeding cost, especially for clover, and one that produces such excellent feed.

Fine Quality At Low Cost

Lot LEADER represents exceptional value. Here is fine dependable quality at a price far below its actual worth. Elsewhere this quality will cost at least \$1.50 per bushel more. It is nice, bright, plump seed of the new crop. Germination above the average. Contains small amount of common red clover. Also a small percentage of white clover and timothy. These crop seeds cannot be removed, and, anyway, are not objectionable. In fact it is generally agreed that a better feed is produced by mixing them than by sowing the alsike straight. Of course, the percentage of these other crop seeds in Lot LEADER is small, but more can be added if wanted.

Alsike Hay Finest Feed

Alsike grows less coarse than the common clover. The yield is somewhat less, but finer quality and higher in feeding value. The stems and leaves are less apt to be dusty. Excellent feed for all live stock.



Alsike is being grown by more farmers and in larger acreages than ever before. It is the only clover that can be grown successfully on wet land. If you have fields, or parts of fields, that are not well drained, sow them to Alsike.

A common practice is to combine Alsike and other clovers and grasses. Timothy and Alsike make excellent companion crops—one improves the other. Alsike also combines splendidly with Red Clover, White Clover, or Alfalfa.

Alsike Seed Short Crop

The 1932 crop of Alsike seed was one of the shortest in many years. This, together with the increased demand, will undoubtedly mean higher prices by spring. You will profit by buying early. Your dollar buys more Alsike today than it will later on when the heavy demand starts. For a very small cash outlay, you can protect yourself against price advance. Send us your check now for 20%, and we will enter your order and hold the seed till you are ready for it.



15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED.

ALSIKE CLOVER LOT WONDER

\$5.75 PER BU.

5 Bu. @ \$5.70; 10 Bu. @ \$5.65

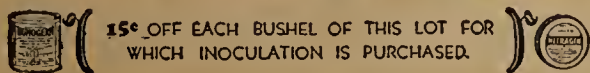
Here is another lot of fine quality seed that will bring the seeding cost down to the minimum. There will undoubtedly be a tremendous demand this season for seed like Lot WONDER. There isn't anything in the clover line that can be sown as cheaply. Sown at the usual rate of 6 to 7 pounds per acre, this lot will actually cost less than 60c per acre.

Good Dependable Quality

Lot WONDER is a good grade of thoroughly cleaned seed. It is 1932 crop, full of vigor, and should produce a thick stand of finest quality feed. We bought this lot at a low figure because it was a mixed lot, containing some timothy and red clover. We have milled it thoroughly but of course have been unable to make a complete separation, for the reason that timothy and alsike are practically same size. We have also left in the red clover.

Produces Excellent Hay

This makes a splendid seeding for hay. You can't beat it for the cost. We believe it is the cheapest seeding you can make, and still be assured of a big crop of excellent feed. We guarantee this seed to please you or you needn't keep it. Only 120 bags in the lot. It will probably be snapped up in a hurry. Better order what you need today. At least have your order booked. You can do this for a small down payment of one-fifth of the amount.



15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED.

ALSIKE CLOVER LOT ECONOMY

\$4.35 PER BU.

5 Bu. @ \$4.30; 10 Bu. @ \$4.25

This super-special Alsike bargain is going to look mighty attractive to the seed buyer this spring. Lot ECONOMY is just what the name implies. It is our lowest priced Alsike lot. Never before has Alsike been offered at this low figure. Here is your opportunity to make an unusual saving.

Fair Quality—Big Saving

Lot ECONOMY is reliable quality seed. Of course, not the fancy grade used in our Compass Brand which is the finest obtainable. This lot runs less plump and does not have the smooth lustre you would expect to find in our best grades. Contains about one-third timothy which will help support the Alsike and improve the quality of feed. Sow this seed at the usual rate of 7 to 9 pounds per acre, and you should obtain a stand that will satisfy the most critical.

If you want strictly top notch, straight Alsike which contains no other crop seeds like timothy or other clovers, then you should take our Compass Brand. This is the finest obtainable. You will find it listed in the center price list on page 14.

Our Alsike Thistle Free

All our Alsike seed is run over special thistle removing machinery. This is not usually necessary, but we leave nothing undone to make our Alsike absolutely thistle free. We exercise great care in buying only such lots as appear to contain no thistle, but as an extra safeguard we put every pound over the machine. We know then that there is no question about it when it goes out to our customers. This special equipment represents a considerable investment. Few other houses in the country are so well equipped. It is one of many services you may expect when your order is sent to BRUNS.



15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED.

TIMOTHY SEED

CHOICE NEW CROP.

IOWA GROWN.

LOT **CRYSTAL**

\$1.25 PER BU.

5 Bu. @ \$1.20;

10 Bu. @ \$1.15;

25 Bu. @ \$1.10

Timothy Seed is a specialty with us. We have the natural advantage of being located in the largest producing section in the world—southern and eastern Iowa. That makes it possible for us to undersell all competition. You will realize we are doing this when you compare our prices with others. They are not duplicated by any other seed house, quality considered.

Handled On Close Margin

Lot CRYSTAL is extraordinary value. Perhaps never before has it been possible to buy 45 pounds of Timothy seed at this low price. We are handling this lot on a very close margin. You will realize this when you consider that this price includes cost of bag, which we furnish free, also cost of cleaning and handling, and cost of carrying for six months. Besides this are equipment investment, overhead and other incidentals. We are figuring close in order to keep prices in line with present economic conditions. Our unique method of direct buying and direct selling gives us a tremendous advantage. We are passing this advantage on to our customers in the form of lower prices.

The seed in Lot CRYSTAL is a good serviceable grade of guaranteed new crop, Iowa grown seed. It has been thoroughly re-cleaned. You will be well pleased with the kind of seed in this lot, especially at such a record smashing price. It certainly brings the seeding cost down to bed rock.

Timothy Still Popular

A number of years ago it was predicted that timothy would soon be a thing of the past, and that clovers and other grasses would take its place entirely. That prediction, however, has failed to come true. Timothy is still a very popular crop. There is a place for timothy, where it is a valuable crop and where nothing else seems to take its place. That is in combination with clovers. Timothy makes an excellent companion crop for Red or Alsike Clover. The quality of clover hay is greatly improved when timothy is present. We do not advocate straight timothy unless a seed crop is wanted. Sow it with any of the clovers. Mix it in any proportion you like. Or let us furnish you with seed already mixed. Below and on the next two pages, you will find various timothy and clover combinations. These are all good buys.

We Are Buyers of Timothy

We are practically always buyers of Timothy. We have made Davenport a year-round timothy seed market. We pay highest market prices. If you have seed to sell, bring us your sample for our best offer. We are large shippers of this commodity. Each year we ship many carloads to our eastern connections.

ALSIKE AND TIMOTHY



LOT

MEADOWLARK

\$2.80 PER BU.

5 Bu. @ \$2.75; 10 Bu. @ \$2.70

Contains 30% to 35% Alsike

This is one of our most popular combinations. In former years it always has been a rapid seller. Rich in clover, yet the price is only slightly higher than straight timothy. This mixture makes excellent feed. Alsike and Timothy grow splendidly together. They seem to produce much heavier yields, and finer quality hay, when mixed than when grown separately. By mixing this way, the seed can be sown thicker. You can carry a heavier stand without danger of crowding. In fact, it is possible to sow almost a full stand of each. We recommend sowing liberally, about 12 to 15 pounds per acre. It's the extra ton per acre and finer quality that count. The additional cost for seed is only a few cents per acre.

Dependable Quality at a Big Saving

The price of Lot MEADOWLARK is way below its actual value. This seed is easily worth a dollar per bushel more. We bought it to good advantage because it was a mixed lot. These mixed lots are frequently discounted because it is impossible to make a complete separation of them. The seeds are too near the same size. There is no need of separating them anyway, for there are many of our customers who will want it mixed just as it is. To them it will mean a distinct saving. Those who want a different proportion can change it to suit by adding to one or the other.

Lot MEADOWLARK is nice bright clean seed. You will like the looks of this lot. All 1932 crop and lots of life. A remarkable value. If you must economize on your seedings, this lot will certainly make a big appeal. Here is a rich clover mixture, capable of producing a heavy yield of excellent feed, and it can be sown at very small cost. 45 pounds per bushel.



LOT

LIBERTY

\$2.35 PER BU.

5 Bu. @ \$2.30; 10 Bu. @ \$2.25

Contains 20% to 25% Alsike

Here is another exceptional value. Outside of straight timothy, it's about the lowest priced seeding obtainable. Runs about 10% less clover than Lot MEADOWLARK but is proportionately cheaper. Unless you want something with more clover, here is a real buy. It is just the thing for those farmers who customarily add a few pounds of Alsike to a bushel of timothy. Here it is, already mixed and at a price considerably under the cost of the seed if bought separately.

Our Prices Save You Money

This is good looking seed. Both the Timothy and Alsike are fine dependable quality. We gave it a thorough re-cleaning over our own mills. Of the 1932 crop. Strong germination. We recommend sowing 12 to 15 pounds per acre. At that rate it should give you a compact stand and bumper crop. The clover will also help to keep your ground in shape. A bushel weighs 45 pounds.

This year, more than ever before, values are going to count. Close buying is in order. We have been continually mindful of this throughout the entire catalog. We have figured and re-figured prices until they are absolutely down to bed rock where we can't cut another penny. We have conceded from the start that our profits would have to be small. As a result, our prices are the lowest in the entire country. Keep your seed budget balanced by buying from BRUNS.

CLOVER MIXTURES



RED CLOVER AND TIMOTHY

Lot • **TRIUMPH** \$2.95 PER BU.

5 Bu. @ \$2.90; 10 Bu. @ \$2.85; 25 Bu. @ \$2.80

This is the old favorite mixture. It is as popular today as ever. Timothy and Red Clover make an excellent combination. Grown together they make a far more profitable crop than Timothy alone. Produce more hay per acre. Hay has greater feeding value. Also the clover in it improves the soil.

Save One-Fourth on Seeding Cost

Lot TRIUMPH gives you a fairly heavy stand of Clover, and yet the seeding cost is scarcely higher than straight Timothy. Makes a very dependable as well as economical seeding. Contains 30 to 35 per cent Red Clover, balance Timothy. Just about

the right amount of clover to make excellent horse feed. Better than straight clover, which is sometimes inclined to be dusty.

Economical Clover Mixture

This is a good live lot of seed of the 1932 crop. It has been run over our mills and is clean heavy stock. It came from fields of Timothy that were heavy in clover. We decided to leave the two together and have added enough more clover to make just about the right proportion for anyone preferring a good percentage of clover with timothy instead of timothy alone. The ratio of course can be varied by adding to one or the other. 45 pounds per bushel. Sow 12 to 15 pounds per acre.

RED CLOVER, ALSIKE AND TIMOTHY

Lot • **TRIANGLE**

\$2.85 PER BU.

5 Bu. @ \$2.80; 10 Bu. @ \$2.75



Lot TRIANGLE is one of our best and most popular mixtures. It is a very reliable combination, one that you can count on to produce under practically all conditions. If your field has wet spots or places where Red Clover does not take hold well, then this is the mixture to choose. You have the Alsike and Timothy to fall back on, and you avoid the possibility of bare spots in your field. Alsike does well in wet places where Red Clover may not do so well. Then again, if the field has knolls or spots that are inclined to be thin, the Red Clover will do best there. You are pretty certain to have a stand all over by using this combination. It's a sure crop.

Enormous Producer of Quality Feed

This triple combination gives you a lot of seed for your money. It contains 30 to 35 per cent Clovers. That gives you a rich Clover mixture. Sow it at the rate of 10 to 12 pounds per acre, and you have an enormous producer. You can harvest more hay per acre from this three-in-one seeding than you would from either of the three sown separately. The timothy holds up the Clovers causing a more upright growth. This not only improves the quality but also increases the yield. The soil will support a thicker stand of the combination than of straight clover.

Lot TRIANGLE produces excellent quality feed and a lot of it. Yet the seeding cost is extremely low. The fine quality of the seed and the low price give this lot exceptional value. It is a genuine bargain unequalled anywhere. This lot has 45 pounds per bushel.

**REDUCE YOUR
CORN AND GRAIN
ACREAGE**

**PLANT MORE
CLOVERS AND
GRASSES**

**This is the solution
to the Farm
Problem**

**It will Eliminate
Farm Surpluses—
Boost Farm Prices
and
Bring Prosperity
Back to the Farm**

ALFALFA, RED CLOVER, ALSIKE AND TIMOTHY

Lot • **VELVET** \$3.00 PER BU.

5 Bu. @ \$2.95; 10 Bu. @ \$2.90; 25 Bu. @ \$2.85

It has become a common practice with many farmers in recent years to add some Alfalfa to their Clover and Timothy seedings. It is a good idea, and we encourage it for several reasons. First, Alfalfa in the mixture improves the quality of the feed. Second, it is a good test to determine if your soil will grow Alfalfa without special conditioning. Third, by introducing the Alfalfa, even though you get only a light catch, you are helping to prepare the field for later Alfalfa seeding. Lot VELVET contains about 10% Alfalfa, 20% to 25% Clovers and the balance Timothy.

Sow this seed at the rate of 10 to 12 pounds per acre. If you are not certain about the Alfalfa, it is advisable to sow a little heavier. 45 pounds per bushel.

A Matchless Value

When you consider that this lot contains 30 to 35 per cent legumes you will realize what a sensational value it is. Your

dollar commands big measure when you buy Lot VELVET. Nowhere will you be able to get this rich clover mixture at anywhere near our price. This lot will certainly do its share toward bringing seeding costs down. It has everything in its favor—maximum production, highest feeding value, and lowest seeding cost.



CLOVER MIXTURES cont'd

Our Most Outstanding Seed Mixture

Lot · SUPREME
\$3.60 PER BU. [50 LBS.]

50% to 60% Clovers—
Balance Timothy

This is a most extraordinary seed combination. We claim without reservation that it is unequalled anywhere for productivity, high feeding value and low price. It is an outstanding bargain for 1933. It is our richest clover mixture. Yet the seeding cost per acre is remarkably low. This lot has unexcelled value. We have named it SUPREME because it is supreme in every way.

Richest Clover Mixture

This remarkable mixture contains 50 to 60 per cent Clovers. These consist of Red Clover, Mammoth Clover, White Dutch Clover, Alsike Clover, Sweet Clover, and Alfalfa. The balance is Timothy. Most of these seeds were grown together in the field. The rest we have carefully blended into the mixture ourselves. All the seeds in this grand mixture are fine, dependable quality. They are new crop with lots of life. That is what makes Lot SUPREME so wonderfully vigorous and productive. Picture for yourself a fine field of these several clovers and timothy growing together, racing to outgrow each other. That is what you can expect from Lot SUPREME.

5 Bu. @ \$3.55; 10 Bu. @ \$3.50;
25 Bu. @ \$3.45

Excellent Quality Feed

It would be mighty hard to beat the feeding quality of the hay this lot will produce. The high clover content makes it especially palatable and high in protein. Feed it to any live stock. They will go after it greedily, and thrive on it. Less corn or grain is required to prepare stock for market. Horses can be "roughed" through the winter on this feed with scarcely any grain. Also makes excellent pasture. Because of the luxuriant growth, it will support more cattle than any other crop or combination of crops we know of.

Heavy Feed Producer & Soil Builder

Lot SUPREME is a soil builder. It will produce several tons per acre of the finest feed and still increase the fertility of the soil. That is because of the high percentage of clovers it contains. Furthermore, the Sweet Clover and Alfalfa will help to partially inoculate the soil in preparation for later seedings of these crops.

The price of Lot SUPREME is amazingly low. It stands for real economy and at a time when economies are vitally important. Here is a typical BRUNS value.

RED CLOVER & SWEET CLOVER **Lot · THRIFT**

\$3.60 PER BU.

5 Bu. @ \$3.55; 10 Bu. @ \$3.50

Red Clover and Sweet Clover are so near the same size that it is impossible, in case of a mixture, to separate one from the other. These mixed lots come from fields where the two were grown and harvested together. Sometimes they are mixed accidentally. Anyway, once they become mixed it is necessary to sell them that way.

Occasionally we are offered one of these mixed lots at a price way below the actual value. We in turn are able to resell this seed to our customers at a price that means a big saving to them. There is nothing wrong with the seed except that it is mixed. That in itself is no objection to anyone intending to sow them mixed anyway.

A Profitable Combination

These two clovers go together nicely and make excellent feed—either pasture or hay. If cut for hay, first cutting should be made rather early, when Sweet Clover is about knee high. Don't clip too near ground. A second crop will then develop quickly and be ready to cut in a few weeks. Timothy can also be added if wanted.

Lot THRIFT represents extraordinary value. It is about one-third Red Clover and the balance Sweet Clover. The Red Clover alone in each bushel is worth practically the price of the entire bushel. We recommend sowing 12 pounds per acre. The seeding cost certainly is low for an all-clover mixture. 60 pounds per bushel.

SWEET CLOVER & TIMOTHY **Lot · COMPANION**

\$1.90 PER BU.

5 Bu. @ \$1.85; 10 Bu. @ \$1.80

Sweet Clover and Timothy make a good combination. It is a very popular mixture in the Northwest, throughout the principal Sweet Clover producing sections of the Dakotas and Minnesota. Although somewhat newer in the corn belt states, it is steadily gaining in popularity from year to year as its fine hay and pasture qualities become better known.

A Fifty-Fifty Mixture

Lot COMPANION is about equal parts of Timothy and Sweet Clover. This mixture gives best results when sown at the rate of about 14 pounds per acre. At this rate it will produce finest quality feed and an enormous tonnage. The Timothy tends to hold the Clover back so it grows less coarse. Another advantage to this mixture lies in the fact that when the Sweet Clover has been harvested and dies, the Timothy continues to carry on for further pasture or meadow purposes.

Big Value in This Mixture

The seed in this lot is nice quality. Both are new crop. The Sweet Clover has been thoroughly scarified. It is the kind of seed you can rely on for results. We guarantee it to suit you or you may return it and get your money back. Lot COMPANION is priced very low. There is big value in this lot. It gives you a very economical seeding, yet one that is highly productive and profitable. 50 pounds per bushel in this lot.

PERMANENT MEADOW AND PASTURE MIXTURE

\$3.90 PER BU. [50 LBS.]

5 Bu. @ \$3.85; 10 Bu. @ \$3.80

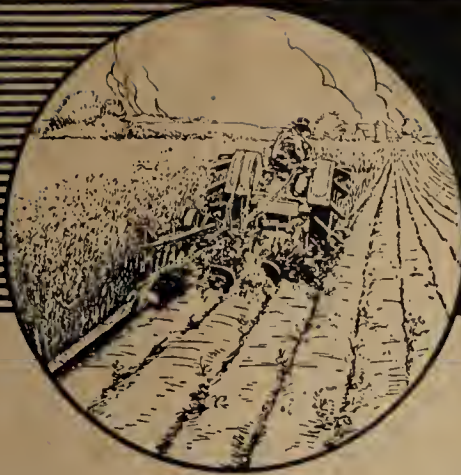
In starting a pasture or permanent meadow it is obviously important to select grasses that are long-lived—grasses that will keep coming year after year. In the case of pastures, it is also necessary that they be sufficiently hardy to withstand a great deal of trampling and close grazing. It is with this in mind that we have prepared this mixture. Our own experience

on the farm has offered us an opportunity to observe the grasses that are best adapted to these purposes.

Scientifically Blended

As a base for this mixture we have used such hardy perennials as Blue Grass, Red Top, Timothy, and a few others. These are especially resistant to extreme drouth, cold, close grazing, etc. In addition to these we include several clovers. They produce the principal crop while the more permanent grasses are becoming established.

The price this year is the lowest it has ever been. This is the time to start new meadows or pastures, and to thicken old ones that are becoming thin and dried out in spots. Sow at the rate of 15 to 20 pounds per acre.



The Great Soil Builder.

SWEET CLOVER

**Prices Lowest in History
Still Lower than Last Year**

Last season our prices on Sweet Clover were so drastically low that we predicted they would never again be duplicated. We were mistaken. Not only have we duplicated them again, but we have reduced them still further by about 20%.

Seeding Cost Trivial

Our Sweet Clover prices for this season are positively the lowest in history. We have whipped them in line with present farm prices. Depression or no depression, here are prices the farmer can pay. It seems unbelievable to be able to sow this greatest of soil builders at the trivial cost of 40c to 60c per acre. Look these pages over and take special notice of the all-time low prices. These prices are not touched by our competitors on same grades. We are not exaggerating. Compare them yourself. We guarantee they are the lowest in the entire country.

Seed Crop Short

These deflated prices are in the face of an actual seed shortage. The 1932 Sweet Clover crop was the shortest in a good many years. This is a known fact to all seed houses, and is further borne out by government reports. According to government figures the crop is 35% under last year. Moreover, the demand is expected to be abnormally large. Farmers are going to take advantage of the low prices and sow heavier than ever. For the small cost of a few cents per acre, there is no reason why they should not sow Sweet Clover in every acre of small grain and thereby build up their farms.

Higher Prices Inevitable

In view of this situation we would not be surprised to find a brisk advance in Sweet Clover prices before spring. We do not guarantee any Sweet Clover quotations against rise. All prices in this catalog are subject to market increases, and stocks being unsold. We do not predict skyrocketing of prices, for that is out of order in these times. Nevertheless, indications are for at least a moderate advance.

To avoid higher prices, which at this time appear very likely, you should act promptly. Early orders will be bought at the season's lowest prices. You can depend on that. Sweet Clover can easily go up a dollar a bushel. It would still be cheap, but a dollar a bushel saved is certainly worthwhile.

Book Your Order Early

There is no good reason for passing up these low prices. You may not care for the seed so far in advance of sowing time, or you may not have the ready cash to pay for it at this time. That need not prevent you, however, from placing your order now. Remember, we are booking orders every day for spring delivery, and we require a deposit of only 20% when the order is booked. In other words, a small down payment of only 40c to 60c per bushel, depending on the lot you choose, will hold the seed till planting time and protect you against any price advance that might come in the meantime. You can't lose on a proposition like that.



Sweet Clover—The Wonder Crop.

WHITE BLOSSOM SWEET CLOVER

• LOT •

LUCKY BUY

\$2.25 PER BU.

5 Bu. @ \$2.20; 10 Bu. @ \$2.15;
25 Bu. @ \$2.10

For real economy and dependable quality combined, you can't beat Lot LUCKY BUY. We are extremely fortunate to be able to offer our customers so much good, serviceable seed at the unheard-of price of \$2.25. It was a lucky buy for us; it will be a lucky buy for you also. This is the outstanding Sweet Clover bargain for 1933, none barred.

This seed comes from northwestern Minnesota and for that reason is extremely hardy and vigorous. It is 1932 crop. The seed runs somewhat smaller in size than average, but that means a larger number of seeds per bushel. We have made a test and find that Lot LUCKY BUY has 10% to 15% more seeds per bushel than some of the other lots. Sown at the customary rate of 12 to 15 pounds per acre, should produce a dense stand and an enormous crop.

Dependable Grade

Naturally, this seed is not the fanciest to be had. Some of our other lots run plumper and brighter. We do not want to convey the idea that every kernel is a perfectly shaped, plump, bright seed. As a matter of fact, the seed in Lot LUCKY BUY grades somewhat irregular both with respect to color and size of berry. Nevertheless, we maintain that it can absolutely be depended on to produce a thick, vigorous stand, and that is what counts.

Lot LUCKY BUY will make a tremendous appeal to the thrifty buyer. If you are interested in economizing on your seed bill, you can't get anything to beat it. Last year we had a similar lot which we sold under the same name. We had an enormous sale for it. Numerous reports have come in since from customers who sowed it. Invariably they obtained heavy stands and excellent results. The seed this year is still better quality, and the price is 60c per bushel less.

Low Seeding Cost

The actual cost per acre to sow Lot LUCKY BUY is only about 45c per acre. Never before has this been possible. There need be no skimming of seed or acreage when the cost of seed is so small. We anticipate a tremendous response to this unusual Sweet Clover bargain. We are prepared to meet this demand unless it goes way beyond our expectations. We nevertheless urge that you place your order early. We guarantee no prices in this book against market advances. When this is written (December, 1932) there already has been an advance in Sweet Clover prices. To make sure of getting your share of Lot LUCKY BUY at the rock-bottom price you should order as soon as possible after you get the catalog. You can't lose—you may save.



15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED.



SWEET CLOVER

The Wonder Crop

LOT . MATCHLESS \$2.45 PER BU.

5 Bu. @ \$2.40; 10 Bu. @ \$2.35; 25 Bu. @ \$2.30

A Matchless Bargain

Another lot of the tall, white blossom variety. Produces an enormous tonnage of green fertilizer for plowing under. Greatest of all soil builders. This certainly is the year to sow it freely. Sow it in every acre of small grain. The benefits are enormous --the cost is very small.

Quality That Gives Results

This lot will appeal to you. It is nice quality seed. Comes from northern Minnesota. Is extremely hardy and full of life. All new crop, hulled, and scarified seed of serviceable quality. Excellent purity and fine germination. Contains some seeds that run on the greenish order. These, however, are quickest to sprout and come up, for they have softer hulls than the big golden colored berries. Lot MATCHLESS has fewer of the so-called hard seeds than you will find in some lots. These hard seeds, as you know, are very slow to germinate. As a rule, the plumpest and brightest lots contain the largest percentage of hard seeds.

Good Seed at a Big Saving

Lot MATCHLESS is exceptional value. It represents a great deal of seed for the money. This grade is worth more, and in most places is selling for \$1.00 to \$1.50 more per bushel. You will go a long way to beat Lot MATCHLESS. If you are looking for seed of good dependable quality, high in purity and germination, this is the seed you want. At the same time you



are making a big saving. It is the kind of seed that will appeal to the thrifty buyer this season. A complete Sweet Clover seeding at a cost of 50c per acre. This figured on a basis of sowing better than 12 pounds per acre. That is economy in practice.

Keep Up Your Clover Acreage

It would be a mistake to reduce or cut out clover seedings this spring. Of course, financial conditions are bad. Money is a scarce article on most farms. But somehow we feel there is going to be money for seeds. We can't believe that farmers are going to let their farms run down for lack of legume crops. Fortunately seeds are cheap this year, with one or two exceptions. While this is true of seed prices generally, it is particularly true of our own prices. We have gone a step farther--our prices are below the general market. We are doing our part to encourage clover seedings. We have put seeds on a level with farm products.

Buy Now at Season's Low

This being the case, we do not look for any falling off of seed demand. It would not surprise us to find seedings heavier than normal. Many farmers will undoubtedly take advantage of the low seed prices and sow heavier than ever. They are going to build up their farms now and be prepared to reap the benefits when farm prices go up again.

 15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED. 

WHITE BLOS. SW. CLOVER

LOT .

HONEST VALUE

\$1.90 PER BU.

5 Bu. @ \$1.85; 10 Bu. @ \$1.80; 25 Bu. @ \$1.75

All-Time Low Price



This is our lowest priced Sweet Clover. Undoubtedly an all-time low price. We haven't seen it duplicated anywhere. Never before has it been possible to buy so much seed for less than \$2.00. Think of it, a Sweet Clover seeding for less than 40c per acre.

Serviceable Quality at Low Cost

Lot HONEST VALUE is a fairly good grade. We do not represent it as fanciest quality. You do not expect the best at this price. The seed is quite a bit smaller than usual, but this means more seeds per pound. In fact, this lot runs about one-third more than the usual number of seeds per pound. You can make ample allowance for any seeds that may not germinate and still have more plants per square foot. Runs less bright in general appearance than the other lots. Purity is 98% or better. Sown at the usual rate of 12 to 15 pounds per acre, this lot should make an elegant stand.

Buy Now and Save

The amount of seed in this lot is not large. Don't wait too long if you want some of it. You can engage your supply now, even though you don't want the seed till later. We will book your order on a 20% deposit, or about 40c per bushel on this lot.

 15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED. 

WHITE BLOSSOM SWEET CLOVER

LOT .

MAJESTIC

\$2.60 PER BU.

5 Bu. @ \$2.55; 10 Bu. @ \$2.50; 25 Bu. @ \$2.45



A Marvelous Value

Here is quality and low price combined. Lot MAJESTIC is beautiful seed. Large, plump berries, thoroughly re-cleaned and scarified. High purity and germination. Minnesota grown, 1932 crop. It is an unparalleled value. Easily worth \$1.00 to \$1.50 per bushel more. In fact, others are getting that much more for same grade. This is another typical example of the generous savings made possible by buying from BRUNS.

A Sweet Clover Year

We predict a big sweet clover year. The low prices of seed will undoubtedly result in an enormous acreage. Farmers this year are going to build up their farms by the Sweet Clover way. It also will be used extensively for pasture and hay. The cost is small and the returns are big. Cash of course is mighty scarce, but in view of the ridiculously cheap seed prices, seeds should be bought with no greater hardship than in other years.

Guaranteed to Satisfy

You will be highly pleased with Lot MAJESTIC when you see it. It is equal to what is usually considered best grade. We stand behind it. We positively guarantee it to satisfy you, or you may return it, and every cent of your money will be refunded. There need be no hesitancy on your part when you entrust your seed orders to us. All our seeds are sold on an absolute satisfaction-or-money-back guarantee.

 15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED. 

The Great Soil Builder

SWEET CLOVER

GRUNDY COUNTY SWEET CLOVER



Lot - JEWEL

\$2.60 PER BU.

5 Bu. @ \$2.55; 10 Bu. @ \$2.50

This is the Grundy County or dwarf variety. We are frequently asked the difference between this and the ordinary White Blossom Biennial variety. They are practically the same except that the Grundy County grows less tall and less coarse. Is also somewhat earlier. Both have white blossoms. Also, both are biennial, that is, they are sown in the spring, live through the following winter, and make their full growth during the following spring and summer. These two are not to be confused with Hubam sweet clover, which is the annual variety that makes its full growth, matures, and dies, same year it is planted. Also not to be confused with the Yellow Blossom variety which is a biennial but has yellow flowers instead of white.

Big Saving on This Lot

Lot JEWEL is another super-value in sweet clover. It is a typical BRUNS special. There is quality in this lot. Nice, bright, highly re-cleaned seed. Fine purity. Minnesota grown, which makes it as hardy as any to be had. Of the 1932 crop. Highly satisfactory germination. Would pass for first grade in most places where seeds are handled. You easily save a dollar per bushel on this lot. In other words, you can sow 25 to 30 per cent more acres than you intended, for the same money, or save the difference.

All Our Sweet Clover Is Scarified

This lot, same as all other sweet clover we handle, has been thoroughly scarified. As you probably know, sweet clover and alfalfa frequently have "hard" seeds. These so-called hard seeds have highly enameled surfaces that are impervious to air and moisture. Such seeds are slow to germinate. By the scarifying process this surface is slightly scratched, allowing the seed to sprout quickly. This is important. Some seed has a considerable percentage of hard seed and unless it is scarified this hard seed may remain dormant in the ground for a long period. We see to it that all our sweet clover is thoroughly scarified.

Prices Below Cost of Production

Sweet Clover prices today are far below the cost of production. They won't always stay there because growers will quit growing unless they get a legitimate profit. They are entitled to a profit. The drastically low prices today are a hardship for them. That, however, should not prevent you from taking fullest advantage of the situation, and planting generously on every available acre of land. Today is a buyer's market. Next year may be a seller's market when you will have to pay a premium. Lot JEWEL or any of the other lots in the catalog are good examples of today's distressed market.



HUBAM SWEET CLOVER

Lot - GIANT

\$4.10 PER BU.

5 Bu. @ \$4.05; 10 Bu. @ \$4.00

Hubam is the annual variety of sweet clover. It lives but one year. It is sown in the spring, and by fall of the same year makes its full growth, matures a seed crop, and then dies. Other varieties live through the winter and develop fully the following spring and summer.

Advantages of Hubam

For certain purposes, Hubam has an advantage over the biennial varieties. It develops faster and produces a bigger growth by fall. Sown early in the spring, it is possible to produce a big tonnage of green fertilizer for plowing under in the fall of the same year. Or a hay or seed crop can be taken off. The following spring the field is ready to put back to corn. You virtually save a year in crop rotation. Hubam also makes valuable bee pasture for late summer and fall use.

Hubam prices are again low this year—in fact, the lowest they have been since the variety was discovered. This will be good news to those who have wanted to try a field of this annual variety but considered the seeding cost too high. Lot GIANT is extra good value. Fine quality at an extremely low price. Sow at the rate of 12 to 15 pounds per acre. Sow in spring on winter wheat or with spring grain. Makes two crops possible same year—a grain crop and sweet clover crop.

YELLOW BLOS. SW. CLOVER

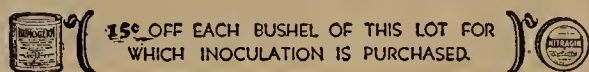
Lot - GOLDEN

\$2.45 PER BU.

5 Bu. @ \$2.40; 10 Bu. @ \$2.35

This is the yellow blossom variety. Somewhat earlier than the white blossom varieties. Also a trifle more dwarf. Produces high quality hay and pasture. Also excellent for bee pasture.

The seed in this lot is good, serviceable quality, scarified and well re-cleaned. We offer it at a big saving. Your opportunity to buy this excellent feed producer and great soil builder at the lowest price on record.



1¢ 1¢ 1¢ 1¢ 1¢ 1¢ 1¢ 1¢ INOCULATE SWEET CLOVER

Costs as Low as 8 Cents per Acre

Money spent for seed inoculation is wisely spent. We know of nothing that pays bigger returns for the small investment. You can inoculate Sweet Clover for as low as 8c per acre. The benefits in terms of increased yield and soil improvement are so great that the cost becomes negligible.

We Handle Humogerm and Nitragin

These are the oldest and leading inoculants on the market. Both are time-tested and of known dependability. Many other brands have come and gone. Humogerm and Nitragin

have steadily increased in popular favor year after year. They are recommended by agricultural authorities everywhere.

Inoculation Prices Much Lower

Inoculation prices have been greatly reduced. Humogerm sells for half the price of former years. The bushel size is now 50c. Nitragin prices have also been reduced. We are mighty glad to announce these lower prices. We know price reductions will be genuinely appreciated this year.

Complete Inoculation Prices on Page 19

SPECIAL DISCOUNT ON SWEET CLOVER SEED

We will allow a discount of 15c per bushel on all Sweet Clover listed in the catalog if inoculation—either Humogerm or Nitragin—is taken with it. We do this to encourage the use of inoculation. We want our customers to obtain the greatest possible success with the seeds we sell them. See page 19.



SHORTEST CROP IN MANY YEARS

The 1932 Alfalfa seed crop was the shortest in many years. In most sections it was near complete failure. Government and private estimates place the crop at 50% to 60% of normal. The shortage is really serious. If seedings are normal this spring, there will not be enough seed to go around. Someone will have to go without. That much is a certainty.

Prices Have Skyrocketed

This shortage has had a decidedly bullish effect on the market. There has been a sharp advance in prices. Practically all other seeds are lower than last year, but Alfalfa is the exception. The big shortage has caused prices to skyrocket. This in spite of a depression and low levels generally, which goes to show that the shortage is actual and serious.

We Have Held Prices Down

We were more fortunate than most seedhouses in our Alfalfa seed purchases. Most of our stocks were bought and in the house before prices started going up. This gives us a tremendous advantage. Now we are going to share the big advance with our customers. That explains why our prices are so far below others. Glance through these pages and note the extraordinary prices, keeping in mind that they are based on hardy, dependable qualities. Then compare them with prices elsewhere. You will find they are not even approximated, unless for seed of questionable quality.

Sow More Alfalfa

We are keeping Alfalfa seed prices down as near as possible to general, present-day price levels. You need not abandon your seeding program because of high seed costs. We are giving you prices that you can afford to pay. Don't cut down your acreage of this most valuable crop. If anything, increase it. A bigger alfalfa and clover acreage, and a smaller corn and wheat acreage, will go a long way toward solving the present farm problem. We are making it possible for you to sow more acres at no greater cost.

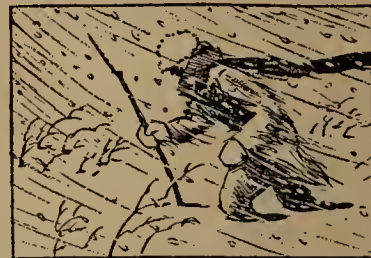
Use Our Hardy Seed

This year we are again offering Alfalfa seed from all the principal northern producing sections. All are extra hardy, known origin. Our direct buying method is an added guarantee of genuineness, both with respect to origin and variety.

In addition to the several lots listed on pages 16, 17, and 18, we call your attention to a special lot of Minnesota grown Grimm on last page of catalog (outside back-cover page). Also an Idaho lot on the preceding page (inside back-cover page). Our Compass Brand is listed in the price list on page 14. Compass Brand is fanciest quality obtainable. It is put up in branded, one-bushel bags.

LOT

BLIZZARD



5 Bu. @ \$10.15

\$10.20 Per Bu.

10 Bu. @ \$10.10

Lot BLIZZARD is an extremely hardy, genuine Grimm Alfalfa from northern Minnesota. It is unsurpassed for hardiness, and we recommend it without qualification for sowing any place where alfalfa is grown.

Biggest Dollar's Worth

There is exceptional value in this lot. Elsewhere this seed is bringing several dollars more per bushel. It is another good example of how we help you to economize on your seed bill. We are saving farmers many thousands of dollars this year on alfalfa seed alone. We haven't overlooked the fact that the 1933 dollar is a big one, and deserves big measure in return. We are giving a bigger dollar's worth of seed today than has ever been given before.

Fine Dependable Quality

Aside from its super-hardiness, Lot BLIZZARD is also fine quality seed. We have given it a thorough re-cleaning over our own mills, and it is strictly high purity. No noxious weeds. Color runs fairly uniform. A few brownish, off-colored seeds, but not as many as in much of the seed this year. Germination high. In every way, you can depend on this seed for satisfactory performance in the field.

Genuineness Guaranteed

Every bushel of Lot BLIZZARD is covered by grower's affidavit as evidence of its genuineness. This is important, for when you

buy Grimm and pay Grimm prices, you want to make certain that you are getting the genuine article. You are entitled to this protection. Our direct buying methods, whereby the seed comes to us directly from the producing section, eliminating the usual middlemen, enables us to guarantee unreservedly the genuineness of Lot BLIZZARD.

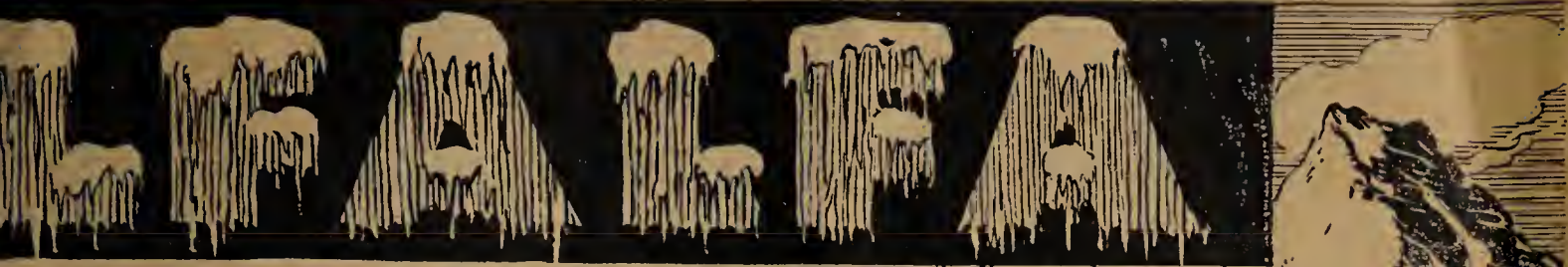
Buy Alfalfa Early

The big alfalfa seed shortage makes it especially important to buy early. It is a known fact that there isn't enough seed in the country to supply a normal demand. Late buyers not only will pay more money, but will run the risk of losing out entirely. Our own stocks are complete now, but no way of knowing beforehand how long they will last. Our prices are not guaranteed against advance. They are also subject to the lots being unsold. Early orders may be booked for later date of shipment. We will book such orders on a 20% deposit. You can engage your needs of Lot BLIZZARD for a small outlay of a few dollars per bushel. The balance you need not pay until you order the seed out. This is a mighty fair proposition. We have done this for a number of years. Each year more and more farmers take advantage of it.



15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED.





NORTHERN MONTANA GRIMM

Lot MONTANA

\$10.85 PER BU.

5 Bu. @ \$10.80; 10 Bu. @ \$10.75

Here is extraordinary value in super-hardy Grimm from northern Montana. This lot has everything to be desired—extreme hardness, dependable quality, low price. Regardless of where you go, we positively guarantee you will not get so much real value in genuine Montana Grimm anywhere. Lot MONTANA is a supreme bargain. We know it will make a tremendous appeal this year when it is so important to buy wisely—to save wherever possible without sacrificing dependability.

Farthest Northern Grown

Last year we handled a large quantity of Montana grown alfalfa seed. Our customers got splendid results from it. We received many comments on the elegant stands obtained. This seed comes from the northern counties of the state which is about as far north as alfalfa seed is produced. We buy in car-load lots which means a tremendous freight saving, one reason why our prices are so much lower than others.

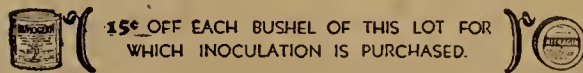


Reliable Quality At a Big Saving

Lot MONTANA will be bought again this year with the same enthusiasm as last year. The quality will please you. Seed from this state in this grade has always brought more money. In other places you will find it priced much higher. Not quite as smooth and bright in appearance as our fanciest grades, but has lots of life, and can be depended on to perform satisfactorily in the field. Purity is in the high nineties. Farmers will be looking for just this kind of seed this year.

Very Short Seed Crop—Buy Early

You are saving several dollars per bushel on Lot MONTANA. You will appreciate this saving especially in view of the big shortage of Montana seed this year. This state's crop is estimated at about 25% of normal. We are extremely fortunate to have Montana seed to offer. It will be to your interest to order early. Montana seed is always in demand. It is recognized everywhere for its super-hardiness as a result of the high altitude and northern latitude where it is grown. Better engage your supply at once.



DAKOTA GRIMM ALFALFA

Lot HARDY

\$10.80 PER BU.

5 Bu. @ \$10.75; 10 Bu. @ \$10.70

Dakota grown alfalfa seed always has had a reputation for its hardy qualities. The extremely cold winters and dry summers are a severe test, and only the hardier strains survive. When you get the genuine Dakota grown seed, you can bank on it under almost all conditions.

Genuine Grimm At Wholesale

Lot HARDY is a real bargain in genuine Dakota Grimm. A fine lot of new crop seed, carefully re-cleaned. Good purity. Strong germination. Underpriced by at least a few dollars per bushel. We advertise wholesale or less to the farmer and this proves it. Furthermore we positively guarantee absolute satisfaction or you may return the seed and get your money back.

Grow More Alfalfa

We strongly urge increased acreages of alfalfa and clover this year. Corn acreages should be reduced. The present corn surplus is largely responsible for the ruinous prices. Alfalfa is the logical substitute. Produces the finest feed grown. Builds up the land. Makes much less work. Fields stand for years without reseeded if hardy seed is planted. That is why you should never plant anything but the hardiest, northern grown strains.

That is what you get in Lot HARDY. Some fields of Grimm in the sections of Dakota and Minnesota where we get our stocks, are more than 30 years old. You know it must be hardy to do that. At the low price of Lot HARDY there's no use taking chances with southern grown seed.

IDAHO GRIMM ALFALFA

Lot HIGHLAND

\$10.60 PER BU.

5 Bu. @ \$10.55; 10 Bu. @ \$10.50

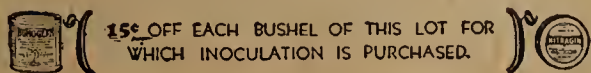
The state of Idaho normally produces large quantities of alfalfa seed. The 1932 crop, however, was nearly a failure. We visited the principal seed producing sections during the late summer of 1932. Prospects at that time for a seed crop were very poor—not over a third crop. The crop as finally harvested exceeds this by very little, if any. If you want Idaho Grimm, better not delay ordering.

Idaho Seed Is Hardy

Lot HIGHLAND is a choice lot of hardy Grimm. The high altitude at which it is grown gives it unusual hardness. In addition to the high altitude, Idaho grown seed is subject to a wide range of climatic conditions—extremes in heat and cold as well as severe drouths. Only such plants as are extremely hardy are able to survive these severe conditions. It is not grown as far north as our Montana or Minnesota seed, but is sufficiently hardy for the central states.

Satisfaction Guaranteed

Lot HIGHLAND is a remarkable value in genuine Idaho Grimm. It will easily save you \$3.00 to \$4.00 per bushel. A saving not to be regarded lightly during present conditions. The quality is guaranteed to satisfy or you may return the seed and every cent of your money will be refunded. You are the judge. Better place your order early. Protect yourself against price advance. Remember, we require only 20% down on booked orders—balance when seed goes out.



Dakota No. 12 Alfalfa



EXTRA HARDY

Lot · DAKOTA

5 Bu. @ \$9.45 **\$9.50 PER BU.** 10 Bu. @ \$9.40

The hardest and best known of all the common varieties. Does not belong to the Grimm class, but ranks next to it for hardness. A very popular variety all through the corn belt. We have handled it over 20 years and we are convinced that it is a highly dependable variety. Many farmers sow nothing but Dakota No. 12, and claim it is sufficiently hardy for their section.

Short Seed Crop

Unfortunately the supply of Dakota No. 12 is very short this year. The 1932 crop was the smallest in many years. Prices therefore are high, at least relatively speaking. Anyone with a stock of Dakota No. 12 is asking a premium for it, and will probably get it. However, if the price gets too near the price of Grimm, farmers might as well take Grimm instead. Unless there is a sufficient price spread between the two, the Grimm will likely be considered a better buy.

Buy Early and Save



Our own stock of Dakota 12 is also limited. We have kept our prices as low as possible. You will find higher prices elsewhere. In some places they are much higher. We shall try to maintain our present prices on Dakota No. 12 throughout the season. We cannot, however, guarantee them after present stocks are depleted. You will, therefore, realize the importance of ordering early. Late orders may cost more, or be entirely unfilled.

Quality That Produces Results

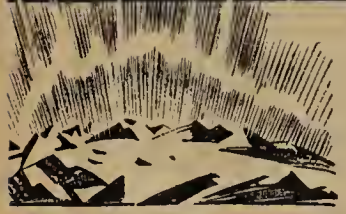
You will be more than satisfied with the fine quality seed in Lot DAKOTA. This is highly dependable quality. Does not run quite so fancy and smooth in general appearance as our Compass Brand, but is nevertheless good serviceable quality. Contains a few off color seeds, and the berries run less uniform in size than our best. Purity and germination high. All in all, it is the kind of seed that will come up thick and produce results. That is the important thing about any seed. That is what you sow it for.

Save With Safety

Lot DAKOTA is considerably underpriced. Same quality is bringing \$2.00 to \$3.00 more per bushel all over. You will appreciate this substantial saving. It means a great deal these days. Furthermore, any orders entrusted to us are done so with the understanding that the seed is absolutely guaranteed to suit you. If you do not find it entirely up to your expectations, or you don't feel you have made a real saving, then you may send it back and every cent of your money will be returned to you.

 15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED. 

COSSACK ALFALFA



·Lot·
ARCTIC
\$12.00 PER BU.

5 Bu. @ \$11.95; 10 Bu. @ \$11.90

An Extraordinary Hardy Variety



Cossack Alfalfa is recognized as one of the hardest varieties existing today. Numerous tests have shown it to be extremely resistant to all kinds of adverse conditions. It seems to withstand intense cold, drouth, and heat equally well. In many respects it is similar to Grimm. We recommend it unreservedly for planting any place where Alfalfa is grown. Cossack has increased steadily in popularity since it was introduced from Russia a number of years ago.

Seed of Fine Quality

Lot ARCTIC is a very good, dependable grade of seed. High purity and germination. A nice smooth lot. Grown in Dakota. 1932 crop. You will be well pleased with the quality. There is real value in this lot. You will pay \$2 to \$4 per bushel more elsewhere. We guarantee it to satisfy you, or you needn't keep it. Like all our seeds, this lot is sold subject to your approval. You save with safety when you buy here.

Cossack Seed Scarce

Cossack Alfalfa is a very scarce article this year. Like all other varieties, the crop was very short. Prices have gone up, and generally speaking are high. We have figured close on this lot in order to keep the price down. Cossack ordinarily is much higher than other varieties. You will find our price only slightly above Grimm. If you decide to get started with this super-hardy variety this year, we are sure that both seed and price of Lot ARCTIC will appeal to you.

 15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED. 

NEBRASKA-KANSAS ALFALFA

·Lot·
BUFFALO
\$7.60 PER BU.





5 Bu. @ \$7.55; 10 Bu. @ \$7.50

This seed is of surprising hardness. It is used in many sections, and is giving good results. We are having an increased demand from year to year for Nebraska-Kansas Alfalfa. The dry hot summers of these prairies make the seed especially resistant to drouth. The winters also are extremely cold, making the seed quite hardy and resistant to winter killing. This seed is being used in latitudes considerably north of where it is grown. Good results are reported. We do not, however, recommend it for the northern part of the corn belt. For those northern sections it is better to use seed that was produced farther north and that is known to excel in hardness. But for the southern half of the corn belt we believe Lot BUFFALO may be planted with safety.

An Economical Seeding

Lot BUFFALO is a highly dependable and economical grade of 1932 crop seed. Runs 98% or better purity. No noxious weeds. Strong germination. Grades fairly smooth and uniform. A few brown seeds in it. You can depend on the quality of this lot being entirely satisfactory. For an economical alfalfa seeding, Lot BUFFALO is hard to beat. This price is going to look good to many buyers this year.

 15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED. 

DON'T fail to inoculate!

Cost Is Small—Returns Are Large

Anyone who realizes the benefits of seed inoculation will not plant legume seeds without first thoroughly inoculating them. The cost is but a few cents per acre. So trivial that even the doubter will not risk his plantings without it.

WHY DO WE INOCULATE?

A can of Humogerm or Nitragin contains billions of tiny, living bacteria. When introduced into the soil, these multiply rapidly, forming nodule clusters on the roots of legume plants. (Legume plants include all the Clovers, Alfalfas, Beans, Peas and Vetch.) When these bacteria are present, the plant is able to take nitrogen out of the air for its own development. The result is a strong, vigorous plant.

On the other hand, when these bacteria are not present, the plant is unable to take nitrogen out of the air, but must depend on the nitrogen already in the soil. It is then a nitrogen consumer instead of a nitrogen producer. When this nitrogen supply is used up, the plant shows a stunted growth, turns yellow, and may even die.

You sow clover and alfalfa not only to produce a hay crop, but also to build up your soil. In order to get fullest soil-building benefits, there must be a sufficient number of bacteria present. Otherwise legumes take from the soil instead of adding to it. They are then no different than corn.

SPECIAL DISCOUNT ON LEGUME SEEDS

15c Per Bushel Off All Clovers and Alfalfas for which Inoculation Is Taken.

Naturally we want our seeds to produce the best possible results for our customers. One of the best and cheapest assurances for success is to use Humogerm or Nitragin on every bushel of legume seed planted. To encourage the use of inoculants to the fullest, we are making a special discount of 15c on every bushel of Clover or Alfalfa for which we furnish Humogerm or Nitragin at the established price. (The discount is on the seed, not the inoculation.) This discount applies to all Red Clover, Mammoth Clover, Alsike, Sweet Clover, and Alfalfa listed in the catalog.

Some soils have sufficient bacteria without inoculating to produce fairly satisfactory crops. By inoculating, however, the number is greatly increased. The result is a more vigorous growth, bigger yield, and greater soil fertility. Inoculation never does any harm. Unless you are absolutely sure your land doesn't need it, you can not afford to plant without it. It may mean the difference between success and failure. It is like an insurance policy with a low premium rate.

FREE INOCULATION! HOW ABOUT IT?

Don't be misled into believing that anyone is furnishing inoculation free with seed orders. Good inoculation costs money. Anyone proposing to furnish it free is only adding it into the price of the seed. You pay for it anyway.

What is still worse, this so-called free inoculation may be a worthless product. In that event you lose many times over. You think you have inoculated but in reality you haven't. You lose the benefits of inoculation. That is the important thing to consider—not the small sum saved. We don't know by what line of reasoning anyone would try to save a few pennies per acre on inoculation, but gamble with the crop.

We handle Humogerm and Nitragin. These are the leading inoculants on the market. There are many others, but none is better, and many are questionable. Humogerm and Nitragin are the oldest inoculants on the market. They are recognized the country over as merited products. They have stood the test of years, while others have fallen by the wayside. Leading agricultural authorities endorse them.

HUMOGERM

Used and recommended by leading agricultural authorities everywhere. A quality product. Fifteen billion live, virile bacteria in every can. Packed in sterilized humus to prolong life. Expiration date stamped on every package. Will produce heavy nodule clusters on roots. A moist powder. Easy to apply.

Big Price Reduction

The price of Humogerm has been cut smack in two. Formerly the bushel size sold for \$1.00. This year it is 50c. This will be good news to the farmer. It comes at a time when reductions are genuinely appreciated. The product has not been cheapened in quality—in fact it has been improved.

POSTPAID PRICES ON HUMOGERM

Clovers, Alfalfa.			Cow Peas, Soy Beans.		
Size	Inoculates	Price	Size	Inoculates	Price
½ bu.	30 lbs.	\$0.35	1 bu.	60 lbs.	\$0.35
1 bu.	60 lbs.	.50	2 bu.	120 lbs.	.50
2½ bu.	150 lbs.	1.00	5 bu.	300 lbs.	1.00
10 bu.	600 lbs.	4.00	20 bu.	1200 lbs.	4.00

Be Sure to State Kind of Seed to Be Inoculated

NITRAGIN

Oldest inoculation on the market. None better made. We have handled it for 16 years. Every bushel size guaranteed to contain over ten billion bacteria. A moist powder product. Applied by mixing with water and pouring on seed. Each package has date of expiration stamped on it as a safeguard against old, deteriorated stock. Guaranteed to produce nodules. Will increase yields, improve quality, and enrich soils.

Moist Method Best

Both Nitragin and Humogerm are moist inoculants. Mixed with water and applied to seed shortly before seeding. We do not recommend dry-inoculation or pre-inoculation. They are a little more convenient to apply, but to what purpose if they fail to form nodules on the roots.

Nitragin prices have been reduced this year. New prices for 1933 shown below.

POSTPAID PRICES ON NITRAGIN

Clovers, Alfalfa.			Cow Peas, Soy Beans.		
Size	Inoculates	Price	Size	Inoculates	Price
½ bu.	30 lbs.	\$0.60	1 bu.	60 lbs.	\$0.40
1 bu.	60 lbs.	.90	2 bu.	120 lbs.	.70
5 bu.	300 lbs.	4.00	5 bu.	300 lbs.	1.50
2 or more 5 bu. @	3.75		10 bu.	600 lbs.	2.50

Be Sure to State Kind of Seed to Be Inoculated

ALFALFA—NORTHERN STATES SPECIAL

Lot **UTILITY** \$6.00 PER BU.

5 Bu. @ \$5.95; 10 Bu. @ \$5.90

This is our lowest priced Alfalfa lot. Although not a fancy grade, it is well worth the money and we believe can be depended on for fair results. It is a mixed lot coming from several northern states, including Minnesota, Dakotas, Montana and Idaho. We had some odd lots from each of these states that we blended together into one grand mixture.

This seed is perfectly hardy, as it is all northern grown. It is also a clean grade. It is run over our cleaning machinery same as our other lots. The general appearance is not the best. The color is rather dark, as the seed contains quite a few brown or bleached seeds. Berries are somewhat smaller and less plump

and uniform than our other lots. Contains a trace of sweet clover. Germination runs somewhat less than normal. Should have plenty of live, viable seeds to produce a good stand if other necessary conditions are not lacking.

Low Price But Dependable

Lot UTILITY is admittedly below our average quality. In this lot you must not expect to get the fancy, top notch quality of some of the other lots. Nevertheless, it is hardy, clean seed, and the germination is sufficiently high to produce a stand. It is very low priced and makes possible an extremely low seeding cost. Cash is a scarce item on most farms during the present economic crisis. It would be unwise to cut down on Alfalfa seedings, but there are undoubtedly many cases where cost of seed must rule the decision. In such cases Lot UTILITY will make a big appeal.



15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED.



We'll Book Your Order for Later Delivery. Only 20% Down

Korean Clover

(LESPEDEZA)

Lot - STAR

\$1.85 PER BU.

5 Bu. @ \$1.80; 10 Bu. @ \$1.75

A very popular crop in the southern states. Has worked its way north into Iowa, Illinois, Indiana and Ohio. How far north it can be taken until it loses its practicability still appears undecided.

Korean Lespedeza is an annual legume. It makes its full growth and matures seed the first year. Ordinarily will reseed itself and keep coming year after year.

Great Soil Builder

Korean Clover is adapted to practically all soils. Does not require liming. Grows equally well on sour soil. It is an excellent soil builder. Produces large quantities of nitrogen. Seed should be inoculated with special Lespedeza inoculation for best results.

Produces Excellent Hay

Lespedeza hay is highly desirable. Fine stemmed and leafy. Total digestible nutriment said to be higher than alfalfa or clovers. Hay should be cut when plant is in full bloom. Yields of 2 to 3 tons per acre is considered conservative.

Korean pasture is said to have higher feeding value than blue grass or clovers. Provides pasture during the hot summer months when other grasses are inclined to dry up. A remarkable drouth resister. Pasture relished by all livestock. Does not bloat.

How to Plant

Sow in small grain in spring same as red clover. Do not disc in—cover very lightly with harrow or not at all. Sow at rate of 12 to 16 pounds per acre. A bushel weighs 25 pounds.

Korean seed has been further reduced this year. It is now within reach of all. Our price is very low.

White Dutch Clover

This is the small clover so commonly found in pastures and lawns. Makes an excellent companion crop for Blue Grass or Red Top. Very easy to get started. Seed comes up in a few days. Increases the value of pastures. Improves the soil same as other clover. Seed is very fine and requires only 3 to 4 pounds per acre.

Valuable Honey Producer

White Dutch Clover makes valuable bee pasture. Beekeepers in many sections depend on this clover as a principal source of nectar. The honey flow can be increased by introducing White Clover in all surrounding pastures and meadows where it is not already growing.

Small lots, postpaid, 1 lb., 45c; 5 lbs., \$2.00; 10 lbs., \$3.85. Quantity prices on page 15.

.. Kentucky .. BLUE GRASS

At All-Time Low Prices

Blue Grass has been subject to a price war during the past two years. This has resulted in drastically low prices, in fact, prices that are way below the cost of production. Growers, strippers, refiners, handlers, in fact all concerned, have lost money on Blue Grass.

Only the buyer will benefit by this condition. The Blue Grass market today is strictly a buyer's market. By all means take advantage of it. Prices can't always stay below cost of production. This is THE year to sow Blue Grass, and sow it generously.

Best Permanent Pasture Grass

Nothing takes the place of Blue Grass for permanent pastures. It will stand more close grazing, trampling, drouth, etc., than any other grass. It may turn brown during long dry spells, but with the first shower comes back green and vigorous as ever. The low seed price makes this the opportune time to start new pastures or thicken old ones.

Our Blue Grass is extra fine quality. Thoroughly refined, solid, heavy seed. Here is quality seed at a big saving.

Small lots, postpaid, 1 lb., 35c; 5 lbs., \$1.10; 10 lbs., \$1.75. Quantity prices on page 15.

Red Top

At "Dirt Cheap" Prices

Red Top prices have been "hard hit." Today's prices are probably far below any previously recorded. The 1933 dollar will buy 5 times as much seed as was bought with the 1929 dollar. Anyone who contemplates sowing Red Top will make a mistake if he fails to take advantage of today's ridiculously low prices.

Red Top is similar to Blue Grass but grows taller and coarser. Grows on dry, wet, thin or acid soils. Easy and sure to grow. Produces fine permanent pastures, and quite often is cut for hay. Sow 10 to 12 pounds per acre.

Our seed comes from the big Red Top section of central Illinois. Nice bright new crop seed. Finest quality. We can save you money on this item.

Small lots, postpaid, 1 lb., 30c; 5 lbs., 85c; 10 lbs., \$1.35. Quantity prices on page 15.

CYCLONE GRASS SEEDER

Sows all kinds of grass and clover seed; also grain. Has automatic feed adjustment which insures a uniform flow of seed at all times. Holds one and one-half bushels. Equipped with instant shut-off to stop flow at ends. Best on the market. By mail, postpaid, \$1.85.



BRUNS SUPERIOR LAWN SEED

We specialize in lawn seeds, and handle tons of it annually. We can furnish seed for all purposes and conditions. In addition to thousands of home lawns, we also supply many estates, institutions, parks, etc.



WONDERLAWN GRASS SEED

A perfect blend of the very finest domestic and imported grasses. Only highly refined seeds have been used. Contains fine-leaved, turf-forming species in correct proportion. Can be relied upon to produce all that is to be desired in a beautiful, luxuriant lawn—smooth, dense growth, fine texture, pleasing color, and permanency. A super-quality lawn seed that is seldom equaled and never excelled.

Postpaid Prices: 2 lbs., 60c; 5 lbs., \$1.20; 10 lbs., \$2.20. By Freight or Express, Not Prepaid: 10 lbs., \$2.00; 25 lbs., \$4.50; 100 lbs., \$16.00.

GREENWAY LAWN SEED

A high grade lawn seed mixture consisting of specially selected, high germinating grasses, carefully proportioned to produce a smooth, well-balanced lawn. Contains certain

fast growing species that are established in a few weeks after planting. Dependable quality and exceptional value. For sunny or slightly shaded locations.

Postpaid Prices: 2 lbs., 55c; 5 lbs., \$1.00; 10 lbs., \$1.80. By Freight or Express, Not Prepaid: 10 lbs., \$1.50; 25 lbs., \$3.50; 100 lbs., \$12.50.

ECONOMY LAWN SEED

Biggest value in lawn seed today. Contains 50% Blue Grass and Red Top. Balance made up of somewhat coarser grasses that come quickly, giving quick effect, but die out when the finer grasses become established. Fine for sloping places where quick growth is essential to prevent washing. Often used for large tracts where cost is a factor.

Postpaid Prices: 2 lbs., 50c; 5 lbs., 85c; 10 lbs., \$1.50. By Freight or Express, Not Prepaid: 10 lbs., \$1.15; 25 lbs., \$2.60; 100 lbs., \$9.75; 500 lbs., \$46.00.



SUDAN GRASS

HEAVIEST PRODUCING FORAGE CROP!

Sudan Grass is unquestionably the greatest forage crop known to agriculture today. The tremendous and widespread popularity it has won for itself in the few years since its introduction confirms this statement. No other crop belonging to this group approaches Sudan in yield or quality of feed. It is very easy to grow. Thrives in droughts but is also responsive to moisture. A crop that seldom fails. The seeding cost is amazingly low.

\$1.25
Per Bushel (50 lbs.)

\$2.45
Per 100 Lbs.

Plant Sudan This Year

Sudan seed this year again is very cheap. This certainly is the year to plant a generous acreage to this marvelous crop. The cost for seed is about 75c per acre. That is only a small fraction of what it was a few years ago. There is nothing else that will produce such an enormous yield of fine feed for this small seeding cost. When you stop to consider that an acre produces 4 to 10 tons of feed almost equal to alfalfa, you will realize that the cost of the seed is really a very trivial item.

and cane. On many farms it is planted regularly year after year, while the other forage crops are usually planted only as catch crops. Sudan will stand more hot, dry weather than any other forage crop. It is green and thriving when others wilt and dry up.

Sudan also makes excellent pasture; in fact there is nothing better for a quick fill-in pasture. Let it get a good start and it will take care of a good many cattle or hogs. They will take the Sudan in preference to other grasses. We speak from our own experience. A few years ago we pastured a field of Sudan. The cattle took the Sudan before scarcely touching clover in a nearby field.

Planting Suggestions

We recommend sowing not less than 30 pounds per acre. Some use a little less but we don't think it advisable to do so. You will get a finer quality feed, thinner stemmed and more leafy, by sowing not less than the amount specified above. 35 pounds per acre may please you better. The seed is cheap and it would be poor policy to impair the crop while trying to save a few pennies on the seed.

Sudan should not be planted before corn planting time as it will not stand cold, wet ground. After that it can be planted all through the summer, as late as August. We have sown it after grain harvest with fair results. The late plantings, of course, make fewer cuttings.

Further Sudan Grass Prices on Page 15.

Our Prices Lowest in Country

We make you a tremendous saving again this year on Sudan seed. We are determined to put seed prices in line with general present-day levels. We have more than done this with Sudan prices. This is made possible by our direct buying and direct selling methods. We buy our Sudan in the largest producing territory in the world. It is shipped directly to us in carload lots. We do our own cleaning. There are no other middlemen involved when you buy from BRUNS. Our price to you is probably lower than most dealers are paying. Just compare our prices with others. Look around a bit. Satisfy yourself that our prices are lowest. Then line up with us. Save those extra dollars. A dollar saved is as good as a dollar made. And don't forget that the 1933 dollar is an extra large one.

High Feeding Value

Sudan belongs to the cane family. It is rich in sugar content. All stock eat it greedily. They clean it up completely, even the coarsest stems. Cattle fatten on it, and horses fight over it. It is highly palatable and nutritious. Many farmers consider it equal to alfalfa in feeding value.

Enormous Producer

Ordinarily Sudan makes three cuttings a year, of one to three tons each. It is a great stooler, and every time it is cut it comes back stronger than before. Since its introduction, Sudan has greatly taken the place of other forage crops, such as millet



Fodder Cane

A heavy producing forage crop. Will produce several tons per acre of high quality feed. Rich in sugar. Very nutritious and palatable. All live-stock relish it and fatten on it. Especially fine for dairy cattle. Dairy-men will find it a profitable crop. Many plant an acreage to cane each year.

For best results cane should be sown fairly thick. We recommend 75 to 100 pounds per acre. At this rate it will produce fine stemmed hay and heaviest yields. Don't sow too early in spring. May or June is proper time to plant. Cane is a great drouth resister. Will produce in driest seasons. Seed is very cheap this year. See page 15 for prices



Sorghum Cane

"WACONIA"—The New Pedigreed Variety

If you are growing cane for molasses purposes you should be careful about the selection of the seed you plant. "Waconia" is the new variety especially developed for sorghum production. It has been bred for high syrup content, greater tonnage, and earliness. The average sugar content of the matured juice is about 25% higher than in ordinary sorghum.

We Have the Pure Strain

Our Waconia seed is the pure line, developed by inbreeding methods similar to those used in producing Hybrid corn. We get our seed directly from the growers and originators, who operate large sorghum mills, and have plantings of their own of several thousand acres annually. This seed was produced near Cedar Rapids and is adaptable to Iowa or Illinois conditions.

Here is something exceptionally fine in a sorghum cane. It is endorsed by the Iowa Experiment Station. We have investigated it ourselves, have been in personal touch with the originators, and we are convinced that for sorghum making purposes it is far superior to anything available today. Plant two to three pounds per acre.

Prices for hand-selected, pedigreed Waconia: Prepaid, 1 lb., 30c; 5 lbs., \$1.00; 10 lbs., \$1.60. Not prepaid, 10 lbs., \$1.25; 25 lbs., \$2.50.

Reed Canary Grass

For wet, swampy land. Lowlands that have heretofore been total waste, can be made to produce profitably by planting Reed Canary Grass. Introduced to the central states in recent years, and is gaining sudden popularity.

A hardy perennial that will live and produce many years. Makes a vigorous, leafy growth. Produces two to three cuttings per year. About 4 to 8 tons per acre. Also excellent for grazing purposes. Makes an abundance of pasture from early spring until fall.

Postpaid Prices: 1 lb., 90c; 5 lbs., \$4.10. Quantity prices on page 15.



SEED CORN



Change Your Seed Corn This Year. Plant Bruns Select High Yielding Strains While Prices Are Lowest in Many Years

We have been growing and selling Seed Corn for 27 years. We have devoted much time, during our farm and seed experience, to the development of better and higher yielding strains. We have helped hundreds of farmers increase their yields by many bushels. BRUNS corn has many loyal friends throughout a large part of the corn belt.

Change to Better Varieties

Seed Corn is plentiful this year and prices are lowest on record. Favorable growing conditions and late frosts allowed the crop to develop and mature perfectly. This is the year to change to improved, pure bred varieties. Take advantage of these all-time low prices. It pays to change seed occasionally. Get those extra bushels. The best seed to be had will cost only a few cents more per acre.



BRUNS YELLOW DENT

Our finest variety for main crop. Extra heavy yielder—reports of 100 bushels per acre not unusual. Good-sized ear, deep kernel. Very ttypy, showing many years of careful selection and improvement. Requires about 110 to 115 days. Can be planted up to May 25. Has small cob and deep grain. Often shells out better than 64 pounds per bushel. Has small shank, making it easy to husk. The grain is inclined to be rather rough as is usually true of a deep grained corn. Grades uniformly and works perfectly in an edge drop planter. Shelled and graded, ready for the planter.

OTHER VARIETIES:

- Bruns Early Yellow Dent
- Bruns 90-Day Yellow
- Krug's Yellow Dent
- Reid's Yellow Dent
- Iowa Silvermine
- Early Calico

Space does not permit detailed descriptions of these varieties. Most farmers are familiar with them. All are carefully selected, pure bred varieties. Seed Corn Prices on Page 15.

Don't Plant Crib Corn

Some farmers, attempting to save wherever possible, will be tempted to plant crib corn. This we believe would be a big mistake. Don't gamble with your crop. Good seed is too cheap for that. You can plant BRUNS select, hand-picked, rack-dried seed for the very small cost of about 20c per acre.

SEED CORN GUARANTEE

95% Germination Test Guaranteed. Money Refunded if You Are Not Satisfied.

All our seed corn is sold with the understanding that you may examine or test it in any sensible way. If it fails to test 95% or better you may return it, and we will refund the money you paid for it plus the freight. You can have 30 days to do it in.

We have the utmost confidence in our corn. We make tests of all our corn and use the greatest care in the selection and preparation of it. But we want you to be satisfied—you are the final judge. We do not, however, guarantee it in the field. There are too many conditions over which we have no control. When the corn is in the ground our responsibility ceases.

HYBRID CORN

Increases Yield 10 to 20 Bushels per Acre

Undoubtedly the highest yielding corn known to agriculture today. Outyields open-pollinated varieties by large margins. The result of a long and tedious process of cross fertilization of inbred lines. Our Hybrid corn is produced by the same method as used by the Iowa State College. The parent stock was produced by a pioneer of Hybrid corn breeding.

Our stock was grown in east central Iowa and is perfectly adapted to any points south of Dubuque. It was grown under the direct supervision of one of the largest corn growers in the State.

Every ear comes from detached stalks. This is a costly method requiring much hand labor.

Prices Lower This Year

We have greatly reduced Hybrid prices this year. They are now lowest since this corn came into existence. Still higher, of course, than the ordinary open-pollinated varieties, but probably always will be, because of the laborious method involved in its production.

Shelled and Graded

Our Hybrid is machine graded. Small tips and large butts removed. Does not run as uniform or fancy in appearance as the open-pollinated varieties, but produces more bushels.

Hybrid Prices on Page 15.

BRUNS SILO AND FODDER CORN

There is a world of difference in Silo Corn. Farmers who have silos should be careful in the selection of varieties. The ideal type is one that will produce a heavy tonnage of stalks and leaves, but also well developed ears. Many of the so-called ensilage varieties produce large vigorous stalks but no ears. On the other hand, farmers frequently use their husking varieties for silage. These develop good ears but small tonnage.

Our silo varieties are strong vigorous growers. Stalks 8 to 12 feet high. Thick, broad leaves. Make an enormous tonnage of finest ensilage. At the same time the ears develop fully and often mature. In other words, you get a big growth of digestible foliage, and the added benefits of the higher feeding value of better developed ears.

Sweepstakes Yellow

We introduced this variety here several years ago. It has made good. Our customers have generous praise for it, and plant it year after year. They will accept no other.

This corn is grown for us in Virginia. Unfortunately there is a long freight to add into the price. However, we have figured our profit at a minimum in order to bring the price within reach of all. This year's price is a little more than half of last year's. A bushel will plant about 5 to 6 acres. The kernels are very large. Prices on Page 15.

Sweepstakes White

A White variety. Otherwise same as Sweepstakes Yellow. Silo Corn Prices on Page 15.



Showing Bruns Sweepstakes Silo Corn

IDEAL SILO CORN

This one is especially adapted to the more northern latitudes. Can be grown in sections where it was thought previously that such a variety could not be grown. Safe to plant up to 75 miles north of the Iowa-Minnesota line. Produces ears 8 to 14 inches long. Kernels yellow, and of medium depth.

Silo Corn Prices on Page 15.

BRUNS SEED STORE

DAVENPORT, IOWA

Date 1933

Name

Post Office R.F.D.

Street No. Box No.

State County.....

Ship to State.....
Shipping Point, if different from P. O.

Send by
State if wanted by Freight, Truck, Express or Parcel Post

Name of Railway.....

Is there an agent at your shipping point?.....
State Yes or No.

If field seeds are wanted by parcel post, please add extra for postage.
 Be sure to state whether shipment is to be made by Freight, Truck, Express or Parcel Post. If you want shipment by Parcel Post add sufficient to cover the postage charges. If there is no agent at your station add sufficient to your remittance to cover the transportation charges.

OUR TERMS: Cash with order. Draft, money order or express order are safe; when cash is sent in letter, register or insure the same, else we cannot be responsible. All seeds are sold according to standard non-warranty of American Seed Trade, as follows: "Bruns Seed Store gives no warranty, express or implied, as to description, quality, productiveness, or any other matter of any seeds, bulbs, or plants it sells, and will not be responsible for the crop."

AMOUNT ENCLOSED	
Money Order \$	_____
Exp. Order \$	_____
Check	\$_____
Draft	\$_____
Cash	\$_____
<hr/>	
Total \$_____	
<hr/>	
Fill This in for Future Shipment Only	
Total amount of order booked \$	_____
Amount of remittance enclosed \$	_____
Balance to be forwarded later \$	_____
When will you send balance due and have shipment made?	

To detach Order Blank, CUT WITH SCISSORS along this line. Please do NOT try to tear out.

Quantity	Name of Seed Wanted	Dollars	Cents
TOTAL			

THE DOMESTIC ALLOTMENT PLAN

As this catalog goes to press, a great deal of consideration is being given to the so-called Domestic Allotment Plan for farm relief. Among other things, this plan, as it applies to the corn belt states, calls for CURTAILED PRODUCTION through reduction of corn and grain acreage. The workability of the plan, as we see it, hinges largely on this provision. The country is confronted with a large crop surplus. Sooner or later, this surplus must be reckoned with, whether by spontaneous or organized effort. Supply cannot always exceed demand. There must be a closer parity between the two. That is a basic law that cannot be disregarded. It is working overtime today, but unfortunately to the farmer's detriment. Reverse the order and you solve the farm problem—prices will go up automatically.

Plant Less Corn—More Clovers

Curtailed production is important in the highest degree, whether it is brought about through the Allotment Plan, or any other plan, or no plan at all. Farmers will be helping themselves by taking out of production part of their grain acreage and putting it into clovers and grasses. Paradoxical though it may seem, a three-fourth crop will pay them more money than a full crop, yet less labor, less cost to produce, and less bulk to market. Widespread, concerted action, however, is essential to the utmost.

Take Advantage of Low Seeding Costs

Fortunately clover and grass seeds are extremely low priced this year. Seeding costs are lowest in history. The change from grain to legumes can be made for very little additional outlay for seed. Clovers can be sown at the small cost of 40 to 90 cents per acre for seed. We call your attention again to the extraordinary prices and values listed in this catalog. We have done a great deal of figuring to bring seed prices in line with the greatly reduced buying power of the farmer during the present emergency.

Buy Seeds Early to Avoid Higher Prices

It might be well to keep in mind that increased legume seedings, as will naturally follow a program of reduced grain acreage, will mean an unusual legume seed demand. This will undoubtedly force seed prices higher by planting time. Early seed buyers we believe will buy at the season's lowest prices. Our deferred shipment plan makes it possible for everyone to place his order early. For a small down payment of 20% we will book your order at current prices. The balance you need not pay until you order the seed shipped. You are protected, even though prices double in the meantime.

A TRAINLOAD OF SEEDS

We handle from 75 to 100 carloads of seeds per year. You can get a better idea of the amount by visualizing a trainload nearly a mile long. That is enough seed to sow about a third- to a half-million acres.

We operate on a volume basis. Volume buying and volume selling means we are able to buy

for less and sell for less. That is why our prices are lower. That is why we are able to sell to the farmer at wholesale. Lower cost, elimination of the middleman, smaller profit margins—three reasons why our prices are below all others.



Bruns Seed Store — Davenport, Iowa

Iowa's Largest Seed Store

To detach Order Blank, CUT WITH SCISSORS along this line. Please do NOT try to tear out.

RED CLOVER AND ALSIKE

A HALF AND HALF MIXTURE

LOT . FIFTY-FIFTY
\$5.95 PER BU.

5 Bu. @ \$5.90; 10 Bu. @ \$5.85

Here is exceptional value. Lot FIFTY-FIFTY is an excellent all-clover combination. The quality is extra good and the price is extremely low. You save at least \$2.00 per bushel on this lot. A supreme bargain.

Equal Parts Red and Alsike

Lot FIFTY-FIFTY runs just about equal parts Red Clover and Alsike. Different tests of course may vary slightly. The purity, including a few per cent of Timothy or other crop seeds, is 98% or better. The seed is new crop and the germination is high. When you see this seed you can tell it has lots of life. We recommend sowing 7 pounds per acre. Sown at this rate, this lot with a half chance, should produce a heavy stand and enormous crop of finest quality feed.

Most Economical Seeding

This seed is a nice bright grade. There is real quality in it. Similar grades of red and alsike, when sold separately, are bringing a great deal more money elsewhere. We could, of course, separate the two but we could not get 100% separation—the small-sized red clover would remain with the alsike, and the large sized alsike would remain with the red. We have therefore decided to sell the lot as is. We bought this seed to good advantage because it was a mixture. We are passing the saving on to our customers. Being mixed is no objection to anyone intending to mix them anyway. There

is therefore a distinct and worthwhile saving. It is another example of how we bring down seeding costs for our customers.

Excellent Companion Crops

It is a common practice among farmers to combine these two clovers instead of sowing either one straight. There is a good reason for doing this. A better quality feed and bigger yield can be had this way. One seems to improve the other. When sown alone, alsike is more or less a spreading or creeping plant. In combination with other crops, such as red clover or timothy, it grows more uprightly, lodges less easily and as a result produces finer quality feed. On the other hand, red clover hay when grown alone is inclined to be coarse and dusty. This objection is greatly reduced when mixed with alsike. Alsike does not easily become dusty, for its leaves and stems are smooth.

Dependable Quality—Low Cost

Of course, you want to economize on your seed purchases. Who isn't economizing these days? You want the kind of seed you know you can depend on for results, but you don't want to be overcharged for it. That is why Lot FIFTY-FIFTY will appeal to you. Here is dependable quality at low cost. A rich clover seeding, soil builder, and heavy feed producer, at the very small cost of about 60c per acre.

15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED.

HARDY NORTHWESTERN ALFALFA

LOT . IDAHO

\$6.90 PER BU.

5 Bu. @ \$6.85; 10 Bu. @ \$6.80

A good grade of hardy Alfalfa at \$6.90 per bushel, is going to look mighty good to the seed buyer this year. That is considerably under prevailing prices. There is a big Alfalfa seed shortage, which has caused prices to soar. Look around a bit, and you will find that Alfalfa seed is one item that is commanding a price this year. You will realize then, too, what a genuine bargain you have in Lot IDAHO.

Hardy and Adaptable

This seed is Idaho-Utah grown. Those states produce a large part of the Alfalfa seed harvested each year. The seed is grown at a high altitude which gives it hardiness and vigor. We do not hesitate to recommend it for planting anywhere in the corn belt. We have handled this northwestern seed for a number of years, and customers report splendid results with it.

Reliable Quality

Lot IDAHO is thoroughly re-cleaned seed, high in purity and free of objectionable weeds. Does not grade as fancy in appearance as our Compass Brand or some of the other higher priced lots. A little off-colored, and smaller berried. Grows good, however, and is entirely dependable for producing a thick, vigorous growth. Just the kind of seed many farmers will be looking

for this year. It need not be the best for looks as long as it will produce results in the field. That they can expect from Lot IDAHO, and at the same time make a big saving on the seed.

We know you will recognize the big value in this seed when you see it. We positively guarantee it to please you, or you are not obligated to keep it. This policy applies to all seeds we sell. The seed must satisfy or you may send it back, and every cent of your money will be refunded.

We Share with You

You may wonder how we are able to sell at this price, when others are asking much more. We didn't steal it—in fact, we paid market price, and with cold cash. But we did buy it early in the season, before the price started going up. A big, solid carload, in the house and paid for before any price advance. Call it good judgment or just luck. Anyway, we made a big saving by buying when we did. Now we are sharing this advance with our customers. That is why we are able to undersell.

15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED.

GRIMM Alfalfa Special

Super-Hardy Seed from Northwestern Minnesota



LOT · FAR-NORTH
\$8.20 PER BU.

5 Bu. @ \$8.15; 10 Bu. @ \$8.10

The origin of Alfalfa seed is extremely important. Origin is the most important factor in determining the hardiness. This is where Lot FAR-NORTH has a tremendous advantage. Positively no harder seed is produced anywhere. Take a look at the accompanying sketch showing the section of country where this seed originated. Notice it comes from the far northwestern part of Minnesota, just a little below Canadian line. That is several hundred miles north of here.

Protection Against Winter Killing

That country has extremely cold winters. There the fields that produced this seed have stood year after year. As a result of this rigorous climate, this seed has acquired extraordinary hardiness. It naturally follows that if it will stand the severe winters of that far northern country, it certainly will stand the less severe winters of the corn belt. Here is added assurance against winter killing.

Dry-Land Grown—Not Irrigated

Furthermore, Lot FAR-NORTH is dry-land grown, not irrigated. That is important too. Drouth, as well as cold, instills hardiness into this seed. Seed grown under too favorable conditions, gradually loses its hardiness; but grown under adverse conditions it continually increases in hardiness. Dry-land seed is always to be preferred over irrigated seed for this reason. It usually is not so fancy in appearance, but is more vigorous and more resistant to drouth, cold, etc.

Quality That Produces Results

Lot FAR-NORTH is a fine, dependable grade of seed. Being of the 1932 crop, it has splendid germination. The color is

somewhat on the brownish order and of a duller appearance generally than some of our other lots. The purity is 98% or better, and free of noxious weeds. The seed runs a little smaller in size than usual, but this may be interpreted as a point in its favor, for it means more seeds per bushel. Sown at the customary rate of 18 to 20 pounds per acre it should produce a good stand.

Greatly Underpriced

This grade of seed is easily worth \$2 to \$3 per bushel more than our asking price, especially in view of the extremely short crop and resultant high prices of Alfalfa seed this season. We know it is a fact that in some places seed is being offered at twice the price we ask for Lot FAR-NORTH. That seed may be a little nicer in looks, but for hardiness it will have to go some to measure up to Lot FAR-NORTH. Results in the field count, and in that respect we believe there is nothing better regardless of price paid.

Genuine Grimm

Farmers when buying Alfalfa seed want to know something about its genuineness, both as to variety and origin. We have therefore procured sworn affidavits as evidence that this seed is the genuine Grimm. We have left nothing undone to give our customers the utmost protection. We can guarantee unreservedly the origin and genuineness of Lot FAR-NORTH.

Don't Delay Ordering

There is a limited amount of seed in this lot. Our price is subject to being unsold. We assume no liability for refusing to accept further orders after the lot is sold. There is no way knowing beforehand how long it will last. We anticipate a fast sale. We can only suggest that you do not wait till the last minute if you want some of this seed. Better get your order in at once. If not convenient to take the seed now, you may book it for spring delivery. We require only a 20% down payment on these booked orders.



15¢ OFF EACH BUSHEL OF THIS LOT FOR WHICH INOCULATION IS PURCHASED.



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