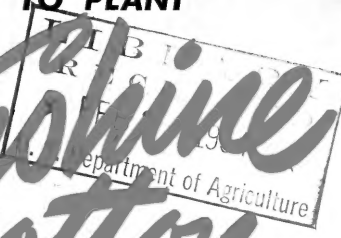


62.83

=1954=

IT PAYS TO PLANT

Sunshine Cotton



The Variety for More

PROFIT



Sunshine Cottonseed Company

State Registered and Certified

Cottonseed

Rowden Strain

McKinney, Texas

SUNSHINE COTTONSEED COMPANY, INC.

STATE REGISTERED AND CERTIFIED SEED

ROWDEN STRAIN

MCKINNEY, TEXAS

COTTON: . . . Cotton is an absolute necessity in the American way of life. It is extremely important to the every day life of every one living in the cotton belt. While it is most important that farmers do not over-produce, it is also important that they produce at least as much as the world can pay for.

COTTON: . . . Cotton directly supports more Texas citizens, normally, than do any two or three other interests. It keeps, normally, hands and capital and soil all at work.

COTTON: . . . Cotton production, to keep up with the trend of time must and is undergoing a complete change and acreage is only one factor. The weather, the boll weevil and other cotton pests, the use of fertilizer as to quality and quantity, the selection of land for planting, the diligence of the cultivator and the quality of the seed are just some of the other factors entering into the equation.

COTTON: . . . Cotton producers must carefully weigh all this and realize there must be an increase in "per acre production."

COTTON: . . . After all it is the field yield that counts and our New Improved Sunshine Rowden Cotton is bred to meet the demand for a harder, better spinning staple and high field yield, thereby giving you better cotton and more cotton.

In asking you to plant New Improved Sunshine Rowden Cotton, we have your best interests at heart, for we firmly believe that once you have tried it and compared results—in dollars and cents you, like thousands of other farmers, will plant nothing but **NEW IMPROVED SUNSHINE ROWDEN COTTON.**



A Timely Solution

Cotton — one great source of **FOOD, FEED AND FIBRE**.
Cotton — one of the South's greatest agricultural products — the source of many marketable items necessary in the American way of life.

Practical

Because by planting New Improved Sunshine Rowden Cotton you are sure of getting good results — results that will mean "more dollars per acre." A few dollars will start you growing a better grade of cotton. By so doing you won't be making a gamble of money, time or land.

Economical

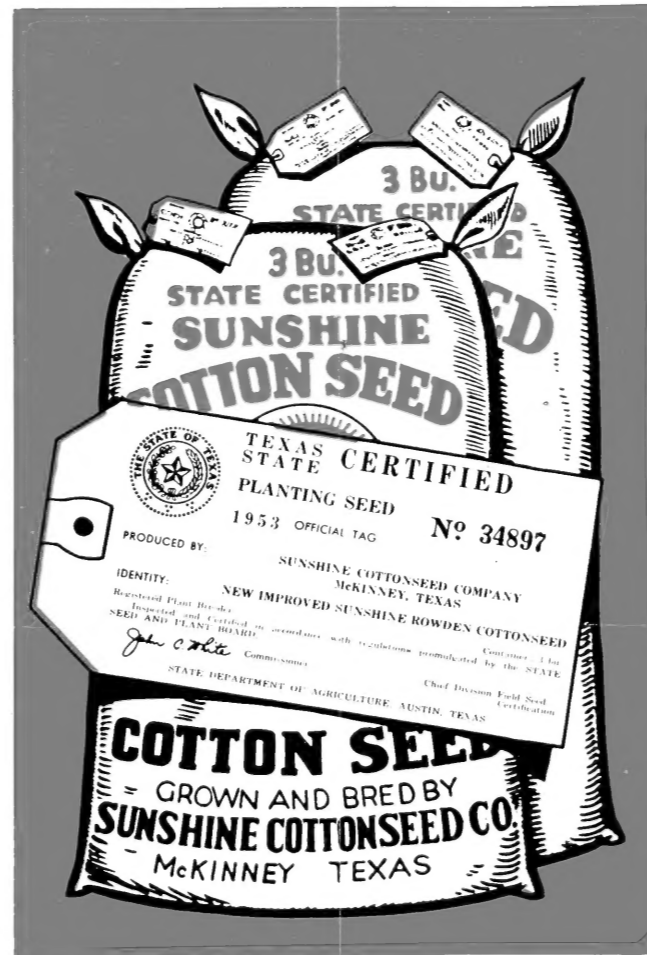
Because by planting New Improved Sunshine Rowden Cotton — State Certified — germination assured, a limited amount will plant your crop, while just "Cottonseed" means that you are running the risk of a poor stand, wasted time and effort. Know what you are planting and insure your crop.

Prolific

Maximum effort in producing more per acre with less labor is essential, **SO**, when you plant New Improved State Certified Sunshine Cotton, which will assure you of high field yield, you are making an important and profitable step.

EVERY BAG IS CERTIFIED BY THE STATE OF TEXAS

A State Certification tag and a germination tag appears on every bag of Sunshine Cottonseed, which assures genuine, certified seed, direct from the originator and breeders.



Sunshine Cottonseed Company

State Registered and Certified

Cottonseed Rowden Strain

McKinney, Texas

ROWDEN STRAIN

State Certified New Improved Sunshine Cottonseed is of Rowden strain, improved by years of scientific breeding. Our breeder has had years of experience in this line of work.

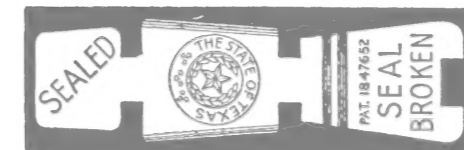
The fields of New Improved Sunshine Cotton are carefully rogued at growing time, all cotton is ginned on an exclusive gin. Our fields have been inspected and have met with the requirements of the State Department of Agriculture. Also, our ginning and warehouse facilities are approved and we leave nothing undone to safeguard the purity of our seed.

All seed shipped are cleaned and culled on a new type cleaner culler. Seed are treated to kill seed-borne diseases with Ceresan M according to the manufacturer's recommendations. Seed are sacked in branded bags, three-bushel bags, actual weight. Each bag is sealed with the seal approved by the State Department of Agriculture, with the State Certified Blue Tag and a germination tag attached.

We can supply you both natural or fuzzy seed and delinted seed.

Supply yourself with enough State Certified New Improved Sunshine Cottonseed to plant 12 to 15 percent of your acreage.

WHEN YOU PLANT COTTON
KNOW THE QUALITY OF THE SEED YOU
ARE GETTING



Look for the official Blue Tag — this tag appears on every bag of New Improved Sunshine Cottonseed. This seal assure you sack non-tampering until opened.

NEW IMPROVED SUNSHINE COTTON

New Improved Sunshine Cotton, Rowden strain, is a well-balanced, high yielding cotton, with unusual drouth resisting quality — producing uniformly good results year after year.

Three tests made of cotton are — in the field yield — at the gin in turnout — and on the market and New Improved Sunshine Cotton has been bred to meet these tests.

One of the outstanding results of the last few years of careful breeding work is the fact that New Improved Sunshine Cotton is semi-storm proof, yet it is an easily picked cotton. Stalks of uniform height have 8 to 10 fruiting branches, big thin-rind, five lock bolls, averaging 60 to 76 bolls to the pound of seed cotton.

Sparse foliage, yes, but enough to assure protection from the sun during hot dry summers, but not interfering with early maturity. Sparse foliage is an advantage with cotton pests, because if you poison or dust, and you make money if you do, the sparse foliage allows the ingredient you put in your duster to get to the source of trouble with little or no interference.

New Improved Sunshine Cotton is a cotton that has been tested and proven, a cotton running even in staple length, averaging $3\frac{1}{34}$ with a lint turnout average of 35% to 40%.

We stress the point that New Improved Sunshine Cotton is noted for its **HEAVY FIELD YIELD**. While climatic conditions and type of soils have a great deal to do with the average field production, given a chance over a period of a year, New Improved Sunshine Cotton will make the farmer **"MORE DOLLARS PER ACRE."**

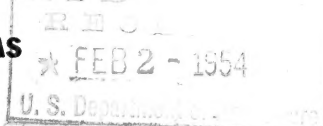
SUNSHINE COTTONSEED

Company



STATE REGISTERED COTTONSEED BREEDERS

McKINNEY, TEXAS



We believe the enclosed will be very interesting and we ask that you give it your careful attention.

State Certified New Improved Sunshine Cotton is rapidly becoming one of the most popular varieties grown over the cotton belt, because the farmers have found that this Rowden strain of cotton has many desirable qualities of practical value to the grower.

Cotton yields are strongly influenced by difference in the soil fertility, moisture conditions, cultivation practices or methods, and insect infestations. With these many factors to combat no single variety of cotton can be expected to produce the highest yields under all conditions. Experience is the best teacher and the cotton producer has learned that cotton must make in the field if the producer is to make money on his crop.

You owe it to yourself and to your community to investigate the New Improved Sunshine Cotton. This Rowden strain of cotton is known for its heavy field yield, which means "more dollars per acre" to the producer.

We have an authorized agent in your community, or a Gin Company handling our State Certified New Improved Sunshine Cottonseed. Now is the time to think about ordering planting seed and we ask that you Think SUNSHINE COTTONSEED for the coming planting season.

Our price schedule:

One 3 bushel bag	\$4.00 per bu. delivered
12 to 24 bushels	3.75 per bu. delivered
27 to 51 bushels	3.50 per bu. delivered

ORDER BLANK

Sunshine Cottonseed Company
McKinney, Texas

Date.....

Dear Sirs: Please enter my order for bushels of New Improved State Certified Sunshine Cottonseed \$......per bushel, to be shipped freight prepaid.

Ship on or about.....19.....

Railway station.....State.....

R.F.D.....Box No.....Post Office.....State.....

Draw thru.....Bank.....

Terms: Cash payable on shipping date.

Signed.....

DO YOU KNOW

WHAT IT COST WHEN

YOU FAIL TO POISON?

FAT BUGS MEAN LEAN LIVESTOCK

Livestock lose when bugs eat your cotton crop, and you lose too.

On the average, insects annually destroy enough cotton to produce 846 million of pounds of cottonseed meal and 520 million pounds of cottonseed hulls, both badly needed this season for meat and milk production.

Your need for feed and more income are two of many reasons why it will pay you to control cotton insects the coming growing season. Work with your County Agent and your neighbors on a program that will safeguard your cotton crop. AND PUT MONEY IN YOUR POCKET.

IT PAYS TO POISON

* * * *

WILL THEY (BUGS) ROB YOU OF

"\$145.00"

One Hundred and Forty-Five Dollars, is lots of money to lose — but that's the average yearly loss per cotton grower from cotton insects. Some years many farmers lose far more than this One Hundred and Forty-Five Dollars.

Protect yourself against robbers this coming growing season by acting promptly and effectively to prevent damage at the first sign of cotton insects. Work with Your County Agent and your neighbors to save NEXT YEAR'S CROP.

THIS IS JUST A THOUGHT.

IT PAYS TO POISON

BE ON GUARD AGAINST COTTON INSECTS

Those pests that cost you and other cotton growers an average of over two hundred million dollars annually.

With present cotton values, and the critical need for cotton and cotton seed products, no farmer can afford to let the BUGS get his crop.

Watch for the first signs of weevils and other cotton pests - and be prepared to act promptly to control them according to the methods recommended by the Extension Service and the Experiment Stations.

IT PAYS TO POISON

* * * *

WILL IT PAY YOU

\$59.78 per acre to Poison?

One farmer last growing season made "\$59.78" by dusting his cotton to control insects. He increased his yield 1,119 pounds of seed cotton, or 391 pounds of lint per acre!

Of course, this was unusual, but many farmers find that, year in and year out, it pays them well to control insects as a regular part of their cotton production.

Why pay for certified planting seed to have your crop destroyed or even shortened by the effects of insects.

ORDER INSECTS COST YOU MONEY