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Ferguson's Cotton Seed Gumption No. 211

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

BY THIS SIGN
BRED-UP
FERGUSON FARM SEEDS
YOU MAY KNOW THE QUALITY

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

Ferguson Seed Farms' Inc.
Improved Field Seeds Exclusively
Sherman, Box 621 Texas

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

1 1/2 c Paid
Sherman, Texas
PERMIT NO 8

Mr. Rfd. Box

Co. State
Plan For a Profit on Your Crops

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

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

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

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

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

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

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

Make Your Seeds Insure Greater Success

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

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

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

"If Seeds are Good,

Some one made them so"

"If Seeds Remain Good,

Some one keeps them so"

"If Seeds are Made Better,

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

Farm and Ranch

CORN GROWERS UTILITY TROPHY

("Utility" means better yielding corn)

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

The Highest Yielding Variety of Corn

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

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

Says Farmer Brown to Farmer Jones,
"Yes, I ain't no wolf to fear,
Ner mortgages an debts and sech.
How much ye s'pose this crop'll fetch?

"Well I dunno", says Farmer Jones,
"But 'pears to me t'will fetch some bones".
"Yes, I got 80 acres nigh,
An prices now is mighty high.
I figure I can do as well
This year as last—when it's time to sell."

"If its a question fair and square,"
Says Farmer Brown to Farmer Jones,
"How much do you git from that there land?"
"Bout sixty bushels—most all sand,
'Cept yonder river bottom land."

"Well I will swan an here I be
A gettin half as much, ye see,
An my land's all as black an' rich
As any land; or I'll beswitched.
Ye reckon 'taint because of weeds?
Or maybe you've got better seeds."

"Now there ye are" says Farmer Brown.
"I guess I had as poor a stand
As well nigh any other man.
And yet, ye see how she looks—
Jes' like they be in picture books.
Well, I ain't always had sech crops,
And 'taint been long since I 'ud say
My land 'ud never make much pay."

"But this here Pure Seed Breedin Man
Come out one day to see my land.
And says he'd let me have some seeds
That's got long names an' Pedigreed
And, well at first I didn't know
As I could pay that much to sow.

After a bit I says—'All right.
I'll try 'em once and prove by sight.
Well, that's been seven yers I grant
An' I ain't claimin to be smart,
But sir, the only seeds to plant
Is them that's bred-up from the start."
Small Grain Nursery where seeds are tested, selected and if proven to be superior, multiplied. This picture shows the planting of over four thousand separate stools of small grains. Seeds to merit recognition and test in Ferguson’s Breeding Blocks must stand the most practical tests, which science can make: Measured rows, equally spaced plants, and weighed crops. Strict scientific method makes “Ferguson’s Certified Seeds” produce more

Ferguson No. 922 Oats

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

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

Proven Advantages Over Common Texas Red Oat:

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

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

During 12 years of Government Experiment Station Tests

You know that Cotton Seed will "run out." They also can be "run-up." That is the work of the Seed Breeders. Younger, more impartial, and more scientific, they are testing the differences in the yields of their seeds, thus improving them further. You also know that if any seeds are indeed more good, you can make them still better than they are. Likewise, if good strains of Cotton Seed are made better some one must make them better.

Ferguson Seed Farms believe that seed improvement is progressive, that it is certain and positive only when guided by Scientific Methods. To this end the profits of this work has kept a staff of Seed Breeders at the task for nearly 25 years. They are some of the cold-blooded, hard-fisted folks, who read them, My Farmer. The information, and the idea, may add $100 or $1,000 to the value of your crop.

First, let us recognize that the Triumph Cotton originated by Prof. Edison, and later progressively improved by A. D. Meekins, A. M. Ferguson, F. 2Koch and other scientists, was the greatest improvement in cotton known to the Southwest. Today it is generally recognized as the best types of Cotton for all sections west of the Mississippi.

Eleven Government Tests Prove Superiority of Ferguson’s Strains of Triumph Over Mississippi

Cotton grown in 11 Government tests in 15 states in 15 years has shown Ferguson’s seeds to be superior for uniformity, yield, and for financial returns.

Average Yield and Gain for Ferguson’s Seeds

<table>
<thead>
<tr>
<th>Season</th>
<th>Location</th>
<th>Bred-Up</th>
<th>Control</th>
<th>Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>1918-19</td>
<td>South Carolina</td>
<td>1450</td>
<td>1100</td>
<td>350</td>
</tr>
<tr>
<td>1919-20</td>
<td>Georgia</td>
<td>1600</td>
<td>1300</td>
<td>300</td>
</tr>
<tr>
<td>1920-21</td>
<td>Texas</td>
<td>1850</td>
<td>1500</td>
<td>350</td>
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<tr>
<td>1921-22</td>
<td>Arkansas</td>
<td>2000</td>
<td>1700</td>
<td>300</td>
</tr>
<tr>
<td>1922-23</td>
<td>Kentucky</td>
<td>2250</td>
<td>1900</td>
<td>350</td>
</tr>
<tr>
<td>1923-24</td>
<td>Louisiana</td>
<td>2500</td>
<td>2100</td>
<td>400</td>
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<tr>
<td>1924-25</td>
<td>Alabama</td>
<td>2750</td>
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</tr>
<tr>
<td>1925-26</td>
<td>Mississippi</td>
<td>3000</td>
<td>2600</td>
<td>400</td>
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<td>3250</td>
<td>2800</td>
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<tr>
<td>1929-30</td>
<td>Arkansas</td>
<td>4000</td>
<td>3500</td>
<td>500</td>
</tr>
</tbody>
</table>

Average Gain for Ferguson’s Bred-Up Cotton

11 tons. $28.12

A Typical Stand of Ferguson’s Bred-Up Cotton

Ferguson’s Bred-Up Cotton is by far the best seed money can buy. It has all the advantages of hard seed, plus the extra quality of yield and uniformity that make it so valuable to the farmer.

Ferguson’s Latest Varieties

Most Profitable in 1923-24

In tests at Temple Experiment Station

In a recent report on the tests for Cotton varieties for 1923 and 1924, at the Temple Experiment Station, the Director, noting the results in Cotton improvements, says: "A study of the results in the variety tests for the past two years shows very marked improvement by the old standard varieties.

For an example of how the new varieties are coming, consider the Director states that, "NEW BOLIN Cotton yields 696 pounds of lint cotton in 1923, and 399.9 pounds in 1924, testing in all varieties in both years.

Ferguson’s New Bred-Up May Be Sold for $25.35 to $30.50 Per Acre

Below is the table of the average results for the seven best varieties in these two tests, in pounds of lint and seeds per acre. In (third column) the average of extra cost of such seed in the variety (for the fourth column), and the Value of Profit or Loss in dollars, per pound (in last column).

<table>
<thead>
<tr>
<th>Variety</th>
<th>Yield in Lbs</th>
<th>Value Per Acre</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Bolin</td>
<td>696</td>
<td>$25.35</td>
</tr>
<tr>
<td>Long Star</td>
<td>613</td>
<td>$20.75</td>
</tr>
<tr>
<td>Triumph</td>
<td>483</td>
<td>$17.60</td>
</tr>
<tr>
<td>Boll</td>
<td>368</td>
<td>$13.85</td>
</tr>
<tr>
<td>Rex</td>
<td>343</td>
<td>$12.60</td>
</tr>
<tr>
<td>Old Bred-Up</td>
<td>325</td>
<td>$11.45</td>
</tr>
<tr>
<td>New Bred-Up</td>
<td>280</td>
<td>$9.50</td>
</tr>
</tbody>
</table>

These Farmers Harvested the Profits From Ferguson’s Seeds


For a discussion of the advantages of the new Bred-Up Cotton, see "The Texas Farmer," February 8, 1926, Page 3.

No Matter Where You Live, FERGUSON’S SEED SERVICE is as Close to You as Your Mail Box. Not every community has a reliable Seed Store, specializing in Bred-Up Seeds. Ferguson’s Seed Farms does not have a Seed-Breeding, Seed-Testing, Seed-Planting, Seed-Mixing, Seed-Grading, Seed-Flaking, or Seed-Liver Testing Laboratory. Their work is done as a matter of practical and scientifically trained Seed Experts. We give you the conditions when you order Ferguson’s Seeds. All these are yours when you order Seeds from Ferguson Seed Farms.

Ferguson’s Stringless Guarantee of “Satisacory Seeds or Money Back.”

We guarantee every pound of seeds to be perfect. We are not liable for any damage resulting from the use of our seeds. We have every pound of seeds inspected and guaranteed by the best authorities. If you are not satisfied, you can send them back to us, and we will refund the money.

We Make Mistakes. If you recieve, tell us. We will correct our mistakes.

Ferguson’s own Seed-Sowing: Mulched, Sown, Grown, Sown, Cleaned, Sacked and shipped from our own Glot Cotton, Seed-Grading Plants and Waterworks.

Certified Registered Seed

Buy Certified Bred-Up Seeds Direct

From Ferguson Seed Farms, Shenburn, Texas. We offer a wide variety of certified and non-certified seeds, to meet the needs of every farmer.

No.other Mail Order Seed Company Can Offer You Our Service.
Mr. Southwestern Farmer:

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

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

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

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

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

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

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

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

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