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Fairview Farm Seed Co.

SIDEEL, ILL.

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Will H. Jones, Jr.

1911

H. J. SCONCE

- American Breeders Association.
- International Live Stock Exposition Association.
- Illinois Corn Growers Association.
- Sec'y and Treas.
- Illinois Seed Corn Breeders Association.

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Johnson County White, Champion Corn of Illinois
Reserve Champion of the World

Grown and Exhibited by Fairview Farm Seed Co.
SIDELL, ILLINOIS

Seed Corn

Upon this important product of the great farms of the Middle West depend the prosperity of the American people.

Upon the quality of the seed corn depend the yield per acre of the farms of the great corn belt that feeds the world.

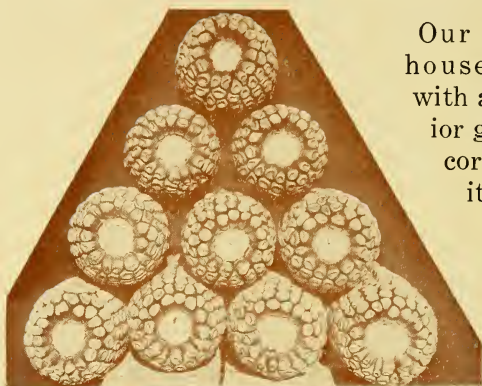
Do you realize what it means to you to have seed corn that will grow, to produce strong, healthy plants that keep growing under adverse weather conditions, while other corn has received a perceptible check, to such an extent that future development is retarded for the time being ?

Here is a comparison of good seed vs. poor seed. The average of the corn crop for 1909 for the State of Illinois was 35.9 bushels, while the average of the fields of the members of the Illinois Seed Corn



Breeders Association containing 9,000 acres of corn 65.5 bushels per acre. Does this mean anything to the man who desires a high bred seed corn, grown from pedigree ears that are selected only for their high yielding quality, early maturity, and trueness to type, combined with several minor characteristics?

Our 1910 crop of 800 acres is the best in yield and in quality that has ever been raised on Fairview Farm, and it is with pleasure that we announce that we are prepared to take care of our customers this year in a much better manner than ever before.



Our model seed house is packed with a very superior grade of seed corn, that when it reaches the hands of the purchaser it will have passed five

inspections; this insures the customer getting only high grade seed. We have increased the strength and weight of our shipping crates, insuring the corn arriving at its destination in perfect condition.

All the corn in our fields was planted last spring by May 20th, and as we make a practice in our cultivation of our corn crops of limiting each team to forty acres, it therefore receives the best attention. The season of 1910 has been the made-to-order kind for this part of Illinois, and the corn matured in perfect condition; was harvested early and went into winter quarters with the highest amount of nutriment stored in the kernels.

We believe in giving every customer his money's worth, and our proposition is, that any purchaser may have a reasonable time in which to test his corn when he receives the shipment, and in case it does not meet with his expectations in every particular, he may then repack it, ship it back to us at our expense, and we will gladly refund him the purchase price.

What we want to impress on your mind is, that

Fairview Farm Seed Co. **corn grows**, and we are not afraid to put it out and let you test it your own way. When you get the shipment test it for germination by any of the many good methods, and you will find the strongest test and highest percentage of good corn you ever saw, as it has been planted right, grown right, selected right, and must be right or you fire it back to us.

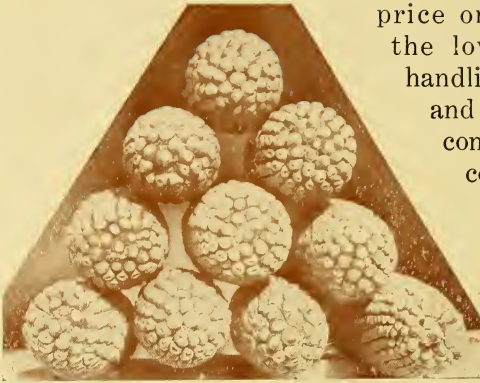
We handle only a limited amount of seed, as it is impossible for a man to personally superintend the selection of a large quantity of seed, and when the amount of seed gets so large that the selection is intrusted to a lot of men and boys who have no interest in good seed, or what the quality or type should be, just then your business is getting so large that you cannot give your customer a square deal, and just then you will loose a friend.

We sell our seed corn either in the ear or shelled.

The demand for shelled corn in the past years has grown to such an extent that we have decided to place it on the market with the ear corn. Customers from quite a distance prefer it this way on account of shipping advantages over ear corn, as the ear corn shells badly in handling while in transit. The ear corn is sold in one-bushel crates of 70 pounds net, price of crates included.

We do not ship more than one variety of corn in each crate, and will not ship samples for inspection. If you want to see the corn, order one bushel, and if it does not meet with your expectations then return it to us at our expense and your money will be refunded. This is fair, and you will have a better chance to see what the corn is like by looking at a bushel than by looking over a few ears.

The shelled corn is the same quality of seed as that shipped in the ear—just as well bred, came from the same fields, just as high percentage of germination, and will produce as much corn per acre—but we are able to sell at a somewhat lower



price on account of the lower cost of handling, storage, and price of bags compared to the cost of crates, and making.

The type of shelled is exactly the same as that

in the ear, but we use shorter ears as a general rule for shelled corn. This corn is all graded after shelling, ready for the planter, and is as high grade as any sold in the ear.

Our Price is the Same for all Varieties

1 to 10 bushel lots in the ear, \$3.00; shelled, \$2.50.

11 bushels or over in the ear, \$2.50; shelled, \$2.25.

Crates and bags included in the price.

f. o. b. Sidell, Illinois.

The purchaser will have ten days in which to test his corn.

After it has been in his hands ten days we will take it for granted that it is satisfactory and up to requirements, and the corn will positively not be taken back after the expiration of the time.

Reid Yellow Dent

This great show corn is so well known that a thorough description is hardly necessary, as it is one of the greatest varieties of corn ever developed for all purposes.

At the National Corn Exposition in Omaha for 1908, we exhibited the champion yellow ear of the world, and the following year at the same exposition we exhibited the ten champion yellow ears of Illinois.

This corn was all grown from our pure bred registered Reid Corn. It is from 9 to 11 inches in length,



REID YELLOW DENT

7 to 8 inches in circumference, 18 to 22 rows of kernels, carrying 1,000 to 1,200 kernels to the ear. Its shells from 86 to 90 per cent corn, is medium early, 110 days being necessary to bring this corn to ma-

turity; ears placed low on the stalk, and of uniform height; stalks heavy below the ear, making it very resistant to storms. Its adaptability to any soil or climate makes it a very desirable corn, and if you are located on the outer edge of the corn belt, you will make no mistake in buying Reid's Yellow Dent. Last year 1909, there were two fields grown from this seed purchased of this firm, that averaged over 100 bushels per acre. One field at 105 bu. for 30 acres, and another of 35 acres of 101 bu.

This year in our breeding grounds we produced 24 rows out of 76 rows that yielded from 100 bushels per acre to 123.8 bushels per acre.

Johnson County White

At the National Corn Exposition at Omaha, Nebraska, for 1909, we exhibited ten ears of Johnson County white corn, that won the CHAMPIONSHIP OF ILLINOIS, and was reserve champion ten ears of the world.

This is the variety of corn that has been winning the championship ribbons over all other corn, and

the yield of this corn is comparable to the winnings in the shows. A neighbor who procured this seed from us last spring produced on a forty acre field an average of 110 bushels per acre, and the



A PERFECT HILL OF JOHNSON COUNTY WHITE man is now a member of the Top Notch Farmers Club of Illinois, winning this coveted position and honor by purchasing this high bred seed.

The ears are from 9 to 11½ inches long, straight rows, ears hold their shape and size from one end to the other, showing good breeding, 7½ to 8½ inches in circumference, with 18 to 22 rows of kernels. Several of our breeding ears this last spring in May shelled out 17 to 18 ounces of corn when planted, showing that this corn shells out a very high percentage of corn to cob.

Matures in 120 days, being a medium late corn;

but we have increased the maturity somewhat within the past few years, by breeding until we are now having good results in regard to the maturity. It is unquestionably the finest large, white corn growing in the West that will mature. This year we have the finest lot of Johnson County white seed that we have ever had, all of the seed being taken from old fields, and no sod corn being used at all. It has been stored early in the artificial heated seed house, and is now in perfect condition.

This corn withstands the wind extremely well, as it has a very large root system and heavy stalk, that it must be a very heavy storm that will break or bend this corn. We are practicing hand pollination with this corn in our breeding plots, and having great success in crossing individual plants having desired characteristics, as we believe that by controlling both parents that we can obtain a corn of exceptional value; therefore do you not think that obtaining seed corn bred from pure seed, for a desired purpose, after the most approved scientific method, that it is worth more to you than corn that has no especial value? We grow every ear that we sell, and will not sell an ear that has not been produced on our own fields and under our direct supervision. You therefore run no risk in getting seed that has been grown by parties other than the seedman, who sell to him at market price, and he sells it as a fancy product.

Fairview Farm Speckled Dent

This attractive corn is a large, fine, well shaped ear, with an indented kernel much like the Johnson County white kernel, except in color, and shells a very high percentage of corn to the cob.

It is a medium early corn, taking about 112 days to mature, and is a fine yielding corn for this variety. We have bred this corn on about the same lines that we have the other till it is about pure, as to color, and find that it responds to breeding as well as our standard breeds. This corn is from 9 to 11

inches in length, 7 to 8 inches in circumference, medium rough dent, 16 to 22 rows of kernels, tips well rounded, and a vigorous grower.



MAKING DIRECT CROSSING BY HAND-POLLINATION

It is a good dry weather variety, as it seems to continue growth under adverse weather conditions, and for a variegated corn is the best we have seen anywhere in the corn belt.

On Fairview Farm this last year there were fifteen breeding grounds in operation, and of the 500 acres of yellow corn on the farm this year, every acre was planted from seed that traces back to two ears of Reid Yellow Dent, six years ago. We operate the ear to the row system of breeding plots, detassel alternate ends of each row, take seed only from the detassel halves and from standing stalks,

from hills where there are two or more stalks to the hill, and never from a single stalk to the hill. The desirable stalks of several rows are selected for hand-pollinating work, and for direct crossing,



BREEDING EARS

where we transfer the pollen from the tassel of one stalk to the silk of the ear of another, but in different rows, and thereby combine different characters that will influence the yield and maturity, as well as type and other desired characters.

Corn that has grown after this method with years of breeding behind it, unquestionably has more merit and worth more to the purchaser, more to the careful farmer, than any other corn grown anywhere.

Our previous experience is that we have sold out our entire stock far in advance of planting season,

so in order to be sure of your seed it will be wise to place your order at an early date. We will ship the corn as soon as the order is received, unless otherwise notified, but will not hold corn later than April 1st.

No orders booked unless accompanied with check, money order, or draft.



THE PRODUCT OF THE ROW YIELDING
123.8 BU. PER ACRE

He that withholdeth corn, the people shall curse him; but blessings shall be upon the head of him that selleth it.—Prov. 11:26.