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MORRILL'S

Hearts of Gold Cantaloupe



Typical
Specimen
Actual Size
and Color
R. Morrill
Originator

R. MORRILL & CO.,
Seed Distributors
Benton Harbor, Michigan.

Why Morrill's Hearts of Gold Melon Leads All Others in Popularity

Origin We grew the first cantaloupes shipped to the Chicago market in 1872 on $\frac{1}{4}$ acre and have grown them in a commercial way ever since up to 500 acres per year and during that time have originated three of the most popular market cantaloupes. The last one is the variety on which we use the registered brand "Hearts of Gold." This variety was an accidental cross between the Osage and the Netted Gem in our fields about 1890 and combines the heavy gold flesh of the Osage with the heavy netting and tough, thin rind of the Gem or Rocky Ford as it is now known. It is about 25% larger than that variety, fully as uniform in size and equal as a keeper or shipper. Its delicious flavor and aroma excel either of its parents.

Market Quality and Price

People will go farther and pay more for a good Hearts of Gold cantaloupe than for any other fruit grown.

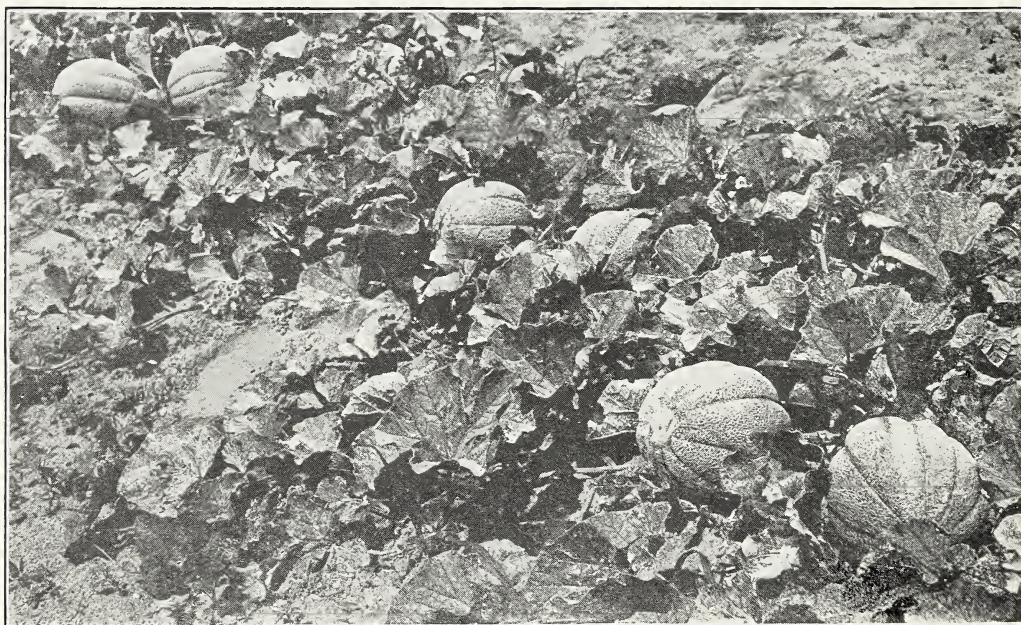
Its field and marketing qualities are proven by the fact that for the past 10 or 15 years we have been able to sell to the most discriminating trade in Chicago, De-

troit, and Buffalo, at 50% to 100% above the best California or Colorado brands, securing the trade of the best Hotels, Clubs and Dining-car lines as long as our melons are on the market.

We established our Burr Oak Farm at Constantine, sixty miles from our home farm for the purpose of furnishing our Detroit trade. It is a strictly agricultural region. As soon as the first cantaloupes were ripe and people got a taste of them a retail trade was started at our packing house and became what we call our Auto Trade which ran up to \$5,885 for forty days' sales, a very substantial tribute to their wonderful quality.

Early and Long Shipping Season The Hearts of Gold is the earliest maturing strain of good cantaloupe, being a week to ten days earlier than the Pollock 10-25 or Burrell's Gem, commonly known to the trade as "Pink Meat."

The Hearts of Gold Cantaloupe is produced in 70 to 120 days from planting and will give daily pickings of fruit 30 to 60 days, depending on weather conditions.



Healthy Vines and Fine Melons. Photo made in August, 1928, in our fields just about the beginning of picking season.

Bred Up Resistance to Frost and Unfavorable Weather Conditions

While none of the melon family can be considered frost resistant, yet we have had a most surprising experience with Hearts of Gold. At least three times in past years when other leading varieties have been killed by late Spring frosts Hearts of Gold alongside would only show a few frosted leaves and would pull right ahead and make a crop. We ascribe this quality to extreme early planting in our rigorous northern climate for more than 25 years which has bred a hardiness into them not possessed by any other variety.

All of our plants are sprayed six times to avoid rust; all seed is hand cut and careful germination tests of the seed are made throughout the selling season.

They are the most resistant against unfavorable weather such as light frost, extreme drought or extreme wet weather of any known variety. Never develops bitter spot in the flesh like the Pollock during wet weather and seldom or never split at blossom end which frequently ruins a crop of the Pink Meats.

They will succeed on a wider type of soil than any variety we ever saw and are certainly the highest quality cantaloupe ever produced.

The field and cropping quality of the Hearts of Gold is remarkable. In repeated tests alongside so-called rust resistant varieties they have held up with the best of them. In fact we have secured practically the entire crop from our vines for the last ten years before the vines would falter or rust. In fact rust has ceased to be a menace to us.

Thoroughly Pedigreed and Protected Against Deterioration

It is the most thoroughbred pedigreed type of melon in existence as we have been selecting our own seed from an ideal type as to size, form, and quality for more than 25 years.

Our seed is grown carefully isolated from any other variety of melon or allied plant. This insures our seed against deterioration and you from disappointment which is sure if the seed you plant grew

near any other variety or was saved carelessly or injured in curing.

Ability to Hold Up in Transit

The Hearts of Gold picked when ripe will stand up in good order without refrigeration under ordinary temperature a week or more and improve in quality every day. If properly packed it will ship by ordinary express up to a thousand miles and market in good condition. If shipped under refrigeration it is good for ten days' journey.

Only One Source of Supply for Originator's Seed

Please note that our stock of seed is limited and that there is no other source of supply for originator's seed. We understand that certain seedsmen are preparing to put another variety on the market under the name, "Hearts of Gold." This is a rank fraud as they have never had an ounce of originator's seed.

In another case a leading Chicago seed house did purchase two pounds of our seed at full price and immediately afterwards their catalog came out offering our seed by the pound at one-half the price that they paid us for two pounds which is all that they have ever purchased from us. The customer can judge such deals for himself.

Sugar Content For the past three years the Michigan State Chemist has made tests through the season for the sugar content of our Hearts of Gold and has reported that our Hearts of Gold cantaloupes have the highest sugar content in this large melon section of the State. Therefore we feel that we are offering you the highest quality there is to be had. We grow our entire seed supply, insuring purity of variety. We are constantly spraying through the growing season to avoid plant diseases and not just treating seeds on sale.

Price List for Hearts of Gold Melon Seed Will be Found on Page 15.



Note the thick, yellow meat and attractive appearance of the originator's strain of Hearts of Gold Melons.



Field of Hearts of Gold Melons. This photo was taken on the Morrill farms. Note the excellent foliage growth. The field was sprayed six times, hence entirely free from rust.

The Truth About Seed Breeding

Real Seed Breeding There is a vast difference between seed breeding and seed saving. Seed breeding, like stock breeding, is an art and is almost entirely in the hands of a few persons who have a genius for it, some of whom confine their efforts to a single product, finding therein scope for all their ideas and ingenuity. Every seed or plant specialist has learned that seed breeding and commercial seed production are directly antagonistic. The enthusiastic breeder of a fruit, grain or vegetable puts all his energy and genius into the production of a superior type, having for his aim a type that exists in his mind which makes it a personal matter, and in the course of time he fixes a type that is his ideal while perhaps another party far away and under different environment is developing quite a different type of the same product.

The Why and How of Cheap Seeds When a type satisfies the public so well that there is an urgent demand for it, commercialism steps in and dealers begin a systematic hunt for the cheapest source of supply, knowing full well that the average buyer is looking for something cheap and seed producers know several ways to accommodate the cheap trade. The wastes from tomato canneries and cantaloupe packing houses are a source of supply that fully meets this demand. If there should be several varieties and all culls in the lot, it will not affect the appearance of the seed and will fill the demand for something cheap.

Climate and Growing Conditions a Great Factor

Seed breeding has taught us many lessons valuable to the farmer when once understood. For instance, the northern limit of successful production of any vegetable, grain, fruit or animal will produce the highest type and quality. Seeds or plants for best results should always move from the North to the South.

The difference would not be noticeable in a few miles but take seed corn, potatoes or cantaloupes moved from Michigan, New York or Maine, into Georgia or Florida and they will produce a better crop of higher quality and ripen a week or two weeks earlier than the same variety grown at home. That week or two means all the difference between profit and loss. Again, Western growers have learned that grain, vine crops and potatoes grown without irrigation make much better seed than that grown under irrigation. The writer has had some valuable experience along that line in Idaho and Utah with potatoes and cantaloupes.

Deterioration Resulting from Seed Grown Under Irrigation

If anyone doubts the value of dry land cantaloupe seed over irrigated seed, the experience of the growers and dealers in the Imperial Valley of California should satisfy them.

Starting as they did a few years ago, with a cantaloupe of wonderful quality, immensely productive and entirely satisfactory to the consumer, fresh from the hands of a skilled seed breeder, it fell into commercial seed production under irrigation, where immense crops can be cheaply grown and its deterioration has been rapid. The product of the past few years has lost quality and every consumer has noted the reduction in flavor and of thickness of flesh. No more do we see the thick luscious flesh of the original Imperial Valley cantaloupe.

For These Reasons We Warn Against Cheap Seed

"Pink Meat" type of cantaloupe has completely captured the best trade with the Hearts of Gold far in the lead where introduced. Already we hear with regret of plans to cheapen it by methods known to seedsmen but we shall continue to improve the variety by selection of perfect specimens from perfect vines.



*Spraying Melon Field.
We Spare No Expense to Keep Our Vines Free From Disease.*

The Birth and Growth of An Idea

Now An Accepted Fact

The past few years have certainly been eye-openers to every progressive farmer or gardener in the matter of seed breeding, and the comparative value of certain strains of grain, fruit and vegetables has been demonstrated in so many instances and in such an illuminating manner that shrewd growers are now giving most careful attention to the origin and history of the trees or seeds they plant. It has become the rule among good farmers to search for the best strain of seed instead of the old plan of looking around for the cheapest seed.

A New Application of an Old Practice

Farmers have long been wise to the value of correct animal breeding, but have been very slow in applying the same sensible rule to their seed grain or vegetables. That time has passed, and now when a man plans to devote a certain number of acres to any crop, he gives careful attention to the variety and quality of seed to be planted, knowing full well that the difference in cost between the best seed obtainable and the cheaper grades is infinitesimal as compared with the net results to be returned in a few weeks or months.

The Fight for Recognition of the Truth

The writer knows that he was the first man to introduce the subject of bud variation in fruits and seed variation in plants in a public way. It was at a meeting of the American Pomological Society in Grand Rapids, Mich., in 1884, and the suggestion was suppressed in ridicule by some of the greatest horticultural experts of that time. But 16 years later the writer had the pleasure of securing the Wilder Gold Medal from the same society for the "Most Meritorious Horticultural Achievement" of the period, and this was captured with an exhibit and practical demonstration of varietal

improvement in the Elberta peach from second generation of bud selection. Previous to that time I had demonstrated the value of the theory on potatoes and strawberries and had made a fine start on the improvement in cantaloupes.

Rewards of the Efforts of Years

Since that time I have devoted my time to the improvement of the cantaloupe with eminent success, until finally Nature gave me a reward in an accidental cross between two of my productions in my own field of a variety so superior in every way that I have spent twenty-eight years on it with no expectation of ever seeing anything better. For many years I grew a large acreage of the other leading market varieties alongside my favorite, which I had named "Hearts of Gold," but my sales book invariably showed that the Hearts of Gold were returning me from \$100 to \$250 more per acre than the other varieties and my plantings ran from 125 acres up to 500 acres annually. A few years ago I dropped all other varieties and settled on an acreage of about 160 acres annually, with a portion devoted to commercial seed. The object of this pamphlet is to introduce to you this remarkable variety in its purity.

Know the Source of Your Seeds

The wonderful popularity of the true Hearts of Gold on the market has led to a great deal of misbranding by ignorant or dishonest growers. One can find all the so-called pink meat varieties with the brand "Hearts of Gold" on them, and the unsuspecting buyer frequently gets stung buying them. When seed is saved by hotels and restaurants from all their purchases and planted by somebody, then the grower gets stung and the variety loses its reputation. We hope to correct this condition by providing a source of supply of pure, reliable seed of Hearts of Gold.

R. MORRILL, Originator.

Don't Let a Nickel Obscure the View of a Dollar at Crop Time

Of course our prices for seed are higher than other varieties because our cantaloupes sell for about double the price of any other variety and when we cannot get as much for seed as we can get for the fruit we will sell the fruit and forget the seed. When you know that the cost of Hearts of Gold seed is only 1/15 to 1/25 of

the expense of producing and marketing a crop and the character of your seed determines absolutely whether you shall succeed or fail with the crop, no further argument should be needed. There are still plenty of men who hold a nickel so close to their eye that it obscures the view of the big round dollar within easy reach.

Why Farming Does Not Pay—and How It Can be Made to Pay

The Tribune is Right

The Chicago Tribune editorially says, "There seems to be something wrong with the farmer himself." The Tribune is right—would you rather produce 500 bushels of wheat with a profit of 25c per bushel than 1,000 bushels with a loss of 25c per bushel? In this question lies all that is wrong with the farmer today and if 5 to 6 million of him would accept the remedy, in a few years he could wear a few diamonds, drive a sedan and enjoy an occasional holiday, restore the depleted fertility of his farm, cease to be a soil robber and become a highly respected citizen.

This is Plain Common Sense

If farmers would reduce their present acreage of staple crops, seed down one-half their tillage land with clover, sweet clover, vetch or other legume, let it fall back on the land and re-seed itself until wanted again, and produce a short crop of high quality they would soon see what happens. A shortage of 25% in a food crop always puts the crops on a paying basis while a 25% surplus spells loss and disaster to the farmer. That is the truth. Now what is the answer? The answer is that 6,000,000 farmers in these United States are straining every nerve to grow more food than they can sell and blaming everybody but themselves for their hardship.

Of course the transportation companies want large crops as they get theirs as it rolls along; the manufacturer wants large crops cheap for his purposes; organized labor

wants large crops so they can get cheap food, numerous holidays. The newspapers fall in line of course because more than 100,000,000 people profit on the losses of 6,000,000 farmers.

Farming For Profit

We sincerely believe the farmer or fruit grower will derive a better profit from growing Hearts of Gold cantaloupes than from any other crop. Thousands of our friends and customers have made splendid profits by following the simple growing instructions as outlined in the booklet we send you with an order for seed.

If you have some suitable land and are within reasonable distance of a moderate sized town your success is assured.

We furnish you enough seed for \$4.00 to plant an acre. The cost of growing an acre in open field culture allowing yourself full wages should not exceed \$25.00 up to picking time. Under the glass and transplanting method they might cost \$75.00 per acre in labor and material. Planted 4x6 feet gives 1750 hills per acre. Damage by bugs, cut-worms, etc., should not reduce final crop below 1500 hills per acre, and it is a poor hill that does not yield four fine melons. Many will mature 10 to 15 melons on good land and 10 to 20c each is a fair price for Hearts of Gold. They find ready sale anywhere as soon as sampled and their wonderful flavor discovered at from \$1.50 to \$2.00 per dozen. Do not think because common varieties will not always sell that the same is true of the Hearts of Gold as there is no fruit grown that has such a demand as Hearts of Gold where once introduced.



A strong, healthy growth of vines is a characteristic of Hearts of Gold as grown by us.



From photograph of true Hearts of Gold Melans.

You Should Plant Hearts of Gold for a Real Profit Crop

PLANT whatever size plot you can manage, keep every cent from sales in a fund until sold out and you will get an agreeable surprise. Many of our customers report from \$300.00 to even \$1,000.00 per acre depending on location, soil and skill. Wheat, corn, potatoes and several other crops are not returning cost of production. Starting in April or May you can have a nice bundle of ready money by September from planting of Hearts of Gold and no other crop can possibly make such returns in 70 to 120 days.

These illustrations are intended to fix facts in your mind. Each one is from a photograph on our farm or in our own business. We are trying to do you a real service by interesting you in the Hearts of Gold and to bring to you forcibly that it is a wonderful production. It has received more enthusiastic praise and endorsement than any other fruit since the introduction of the Elberta peach.

Please note the illustrations carefully. Please note particularly the actual size photograph of the half melon on the cover, also the thickness and color of the flesh. Its diameter is $5\frac{1}{4}$ inches and the seed cavity is $1\frac{3}{4}$ inches diameter. The thick flesh is dense but tender when ripe, the rind is about the thickness of an orange peel and about as tough. The one thing which we cannot illustrate or describe is the flavor and that is what puts Hearts of Gold in a class by itself and brings every customer back for more. The photo from which this engraving was made was taken on our melon farms, near Benton Harbor, in August, 1922,



A view of our fields in August, 1928.



MR. ROLAND MORRILL

"Daddy" of the commercial Cantaloupe game; shipped the first package of cantaloupes ever shipped into Chicago from a crop of one-fourth acre in August, 1872, and the 50th consecutive crop from the same farm in 1922 (160) acres. The last twenty crops were principally Hearts of Gold.

by Mr. A. B. Morse of the A. B. Morse Co. of St. Joseph, Michigan, printers of this catalog. We have spent 28 years fixing it so that today Hearts of Gold is the only cantaloupe that can be safely marketed under our open guarantee which is "100% good or money back." We cut hundreds like it and even better for seed and improve them every year.

We of course cannot guarantee your crop as poor results might come from adverse conditions over which we have no control.

We want to sell you some Hearts of Gold seed for home or commercial use. We want you to succeed with them and will furnish you complete cultural instructions and help you in any way we can. We want you to return to us for your seed each year as we are constantly improving the variety and protecting it from mixture and are extremely anxious that it shall not run out or deteriorate and lose its good reputation.

Kind Words from Our Customers

We are pleased to publish a few letters on the following pages from customers to whom we have sold Hearts of Gold Melon Seed. These letters all come to us absolutely unsolicited and believe you will be interested in reading them. We hope to have your order for some seed this season and are sure you will be greatly pleased with the melons. Please note the Hearts of Gold are grown in all parts of the United States.

Alabama. Have bought Hearts of Gold seed from you several times. Have also bought seed several times from different seed houses but I have never been able to get as good cantaloupes anywhere else as I have from your seed.

Missouri. Your seed certainly produced wonderful melons. They created quite a sensation here.

New Jersey. Kindly send two pounds Hearts of Gold seed for they are best cantaloupes raised in Jersey.

Ohio. Would like more of your Hearts of Gold seed as I think these melons are the best I have ever raised.

Washington. Hearts of Gold cantaloupes are sure the best that I ever tasted. Nothing like them.

Oregon. Please send seed for eight acres of Hearts of Gold cantaloupes. I introduced them here several years ago and have grown them ever since with marked success. I can get cheap seed here but I want the **best seed** obtainable.

Kentucky. Have been ordering your Hearts of Gold cantaloupe seed from you for 4 or 5 years and think they are fine seed. Have never eaten as delicious cantaloupes as Hearts of Gold.

Michigan. Have grown your Hearts of Gold for five years and have found them to be the best paying melons I can find.

Iowa. Have raised your Hearts of Gold cantaloupes for many years and am well pleased with them and want more seed.

Michigan. Have had very good success with your Hearts of Gold melons for past four years.

Michigan. Had very good success with your Hearts of Gold seed and no doubt will be able to use considerable more seed this coming season. Stand of melons was very fine and quality excellent.

Maryland. We are "hands up" for your Hearts of Gold melons. Have raised them six years now.

Missouri. Raised large crop and found them to be excellent.

Canada. Flavor of your Hearts of Gold melons was extra good. Everyone who got any came back for more. They certainly cannot be beaten.

Alabama. Well pleased with your Hearts of Gold seed. Got a premium all through the season.

Indiana. The melons I grew from your Hearts of Gold seed certainly were fine.

Illinois. Your Hearts of Gold melons are absolutely the best on earth and your seed is first class. I had two acres this year and a wonderful crop. They averaged about twelve good melons to the hill. I made \$660.00. Could have made more but a storm took last of crop.



To get best results, be sure to plant the genuine Hearts of Gold seed from the originators. See price list on page 15.



This engraving was made from a photo of one vine of Hearts of Gold Melons. There were 13 marketable Melons on the vine when the photo was taken.

Michigan. Your strain of Hearts of Gold cantaloupes are the finest we have ever grown.

North Carolina. We like your Hearts of Gold cantaloupes very much. We do market gardening and find them ready sale for our customers think them excellent.

Indiana. Had three acres of your Hearts of Gold last year which proved very wonderful and successful.

Illinois. Please send 5 lbs. of your Hearts of Gold cantaloupe seed. Was well pleased with melons from your seed last year as they cut just like your catalog picture.

New Jersey. As one of your old customers for Hearts of Gold cantaloupe seed would like to say that I think your Hearts of Gold are the best I ever had. I would not plant any other but Hearts of Gold.

Oklahoma. Had good success with my Hearts of Gold cantaloupes. Melons were plentiful here yet I could easily sell mine where others failed.

West Virginia. Have planted cantaloupe seed for years in my garden but never raised any till I bought my Hearts of Gold seed from you. I only bought \$1.00 worth but most any one hill would have sold for more than the \$1.00.

Virginia. Planted your Hearts of Gold seed last year and I grew them good enough for the queen.

Iowa. Have been planting Hearts of Gold seed for eight years and I always sell all, never having enough for the demand.

Pennsylvania. Your Hearts of Gold melons are delicious and generally desirable.

Wisconsin. Have raised Hearts of Gold melons from your seed for the past ten years and have found them good sellers.

Utah. Have grown and marketed your Hearts of Gold cantaloupes for eight or ten years. I think them a wonderful cantaloupe and have always had good success putting them on the market.

Delaware. Had plenty of 'loupes and good ones from your Hearts of Gold seed and am again wanting more seed.

Rhode Island. Had wonderful crop melons, both quantity and quality.



Looking East in one of our fields. Packing houses in the distance.

Kentucky. Have been purchasing Hearts of Gold seed from you for the past ten years and have found them very satisfactory.

Maryland. Your Hearts of Gold melon seed produced fine melons and we did not sell a one that was not good.

Virginia. I think that cantaloupes grown from your Hearts of Gold seed are the best I ever grew. Think there are two things that one cannot get too many of and that is friends and Hearts of Gold cantaloupes.

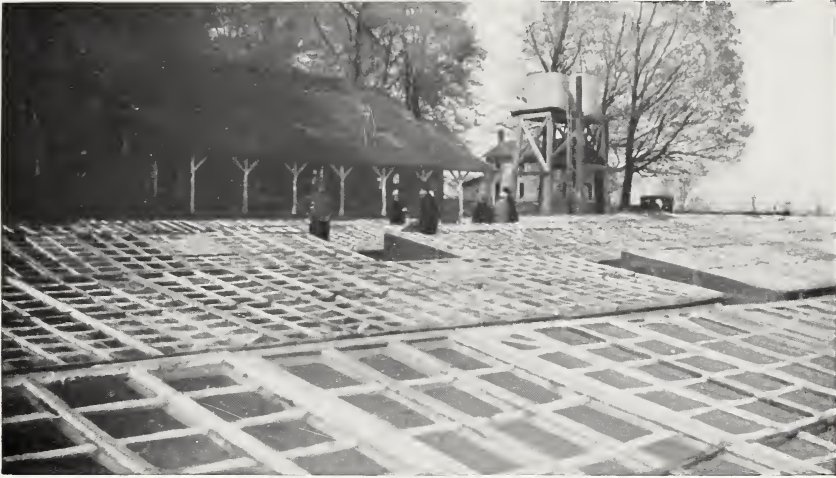
Ohio. We have raised Hearts of Gold from your seed for the past four years and are well pleased with the seed. The fruit is delicious and yield very good.

Washington. Please send two pounds of your fine Hearts of Gold cantaloupe seed. Am sincerely a 100% fan for Hearts of Gold.

Ohio. Have grown your Hearts of Gold cantaloupes for two years and am much pleased with them.

Valuable Booklet Free!

With each sale of seed amounting to \$1.00 or more, we will furnish a valuable new pamphlet containing new information on care of plants and prevention of new vine troubles prevalent in recent years, complete and up-to-date instructions on the methods for the propagation of Cantaloupes under glass for transplanting; also for open field culture. This pamphlet also contains complete information regarding diseases and insects injurious to this plant, with best means of control. Also some marketing information and hints valuable to the commercial grower or private gardener.



View showing a section of hotbeds, under which are propagated the famous Hearts of Gold Melon plants. One of our packing houses and pumping plant in background.

Nevada. Hearts of Gold melons from your seed were sure a grand success.

Minnesota. Have raised your Hearts of Gold for several years and have had wonderful success. Nothing so fine as these.

Delaware. Had very good crop of cantaloupes from your Hearts of Gold seed. Quality was fine and prices the best that we ever got for them. Cleared \$650.00 from two acres.

Colorado. I put the Hearts of Gold ahead of any cantaloupes that I have had experience with. My Hearts of Gold tested 18%, well above other leading varieties in this valley.

Michigan. Your Hearts of Gold seed germinated 96% according to counts made in field. I live on the outskirts of Detroit and your Hearts of Gold fits my market like a glove.

Arkansas. Have always made good money on your Hearts of Gold, selling as high as \$2.50 per dozen and seldom less than \$1.50.



Hearts of Gold Melons are positively the best and most rapid selling market variety.



This engraving was made from photo taken on our farms last Summer, showing the Hearts of Gold type of seed stock.

Maryland. The Hearts of Gold melons shipped on our order were very delicious and I hope an "ad" for us both. I intend to plant only Hearts of Gold and from seed purchased from your house. My loss this year by fake Hearts of Gold seed from common seed store runs into several hundred dollars. I am just as proud of your extraordinary business service and accommodations as I am of your **Special True to Name** seed. I thank you kindly.

Maryland. Had a good crop of Hearts of Gold cantaloupes this season. Have been buying my seed from you for eight years. They have always been good and straight. It pays to plant good seed.

Pennsylvania. My crop of Hearts of Gold was of excellent flavor. Have never had any variety that was of as good a quality as your Hearts of Gold.

New Crop of ORIGINATOR'S STRAIN Hearts of Gold Cantaloupe Seed Now Ready

Quality is exceptionally fine.

Acreage isolated from all other varieties.

We grow no other varieties of cantaloupe.

All growing and harvesting operations are under our direction and control.

Seeding equipment is used for Hearts of Gold only.

Our fields are healthy and vigorous, plants having constantly been sprayed during growing season and no expense having been spared to keep this crop in a high state of production.

As the **originators** of this wonderful cantaloupe, **Morrill's Famous Hearts of Gold**, we have taken great pains to make seed selections of high quality and if possible improve our **original strain**.

Play safe by purchasing **hand-cut** Hearts of Gold seed from Michigan's largest cantaloupe growers for fifty years and the **originators** of the **Hearts of Gold**.

Order early.

Price of HEARTS OF GOLD Seed

The price on Hearts of Gold seed can never be as cheap as other varieties, as it is a very light seeder, and sells so readily that nobody can afford to cut the melons for seed purposes at prices obtained for seed of other varieties. Amount of seed required if grown under glass, 1 lb. per acre; if field planted, 2 lbs. per acre.

1 lb. Seed	\$3.75
½ lb. Seed	2.25
¼ lb. Seed	1.50
2 ozs. Seed	1.00
5 lbs. or more, per lb.	3.50

Please send P. O. money orders for the small amounts.

We of course cannot guarantee your crop as poor results might come from adverse conditions over which we have no control.

Benton Harbor State Bank Benton Harbor, Mich.

Jan. 16, 1929.

To Whom It May Concern:

This is to certify that we have known R. Morrill & Co. for about twenty years and have handled their banking business. From personal acquaintance with them we deem them of good business integrity, honest, and we can assure you that any dealings you may have with them, whether large or small, will have their prompt and careful attention.

Yours very truly,

M. P. RESCH,
Cashier.

The Roadside Market Has Proved to be a Great Success

If you are located on a main highway or can get a location on one, you can no doubt do as well as our friends from Indiana who wrote us the letter below. You will find that a surprising amount of all sorts of farm products can be sold at full retail prices.

Indiana. Had wonderful success with our 15 acres of your Hearts of Gold cantaloupes. We sold them all right here at our place, selling as high as \$700.00 in a single day. There was not a blighted vine in the field and vines were green as midseason when frost came. We are planning on forty acres next season and can sell every melon.



A Lucrative and Independent Business.



Morrill's Improved Yellow Dent Corn

An extra heavy yielder in an early variety. Its ears unusually well so that the yield is more than you really expect. We consider this the heaviest yielder you can grow

and still maintain the earliness so much needed so that the corn will fully mature. Plant this variety if you wish to avoid soft corn as it will do well throughout the corn belt and prove to you that it is the variety you should have grown for these many years.

Its earliness recommends it in preference to Reid's Dent and other large later varieties. We have a splendid supply of seed of this variety and can assure you that you will not be disappointed.

It is a beautiful Golden Yellow Dent variety, well adapted on account of its earliness to the Northern Corn Belt section. It was bred up under our supervision and perfected so that we are safe in saying that we have one of the earliest heavy yielding varieties that can be grown in the section mentioned.

The ears have well filled tips, sixteen to twenty rows and are very large for an early variety. Kernels very compact on the cob, something like Reid's Dent, fairly smooth on the outer edge and uniformly a nice yellow color. It is a 100 day variety, nearly as early as the Pride of the North, larger ears and as a cropper, will yield nearly double. In the year of its introduction, on a tested field it yielded approximately 75 to 80 bushels per acre. The stalks are medium in height, stout and stocky, with the ears borne at a uniform distance from the ground. The earliness, size of ear, nice yellow color and yield, combined, places it easily in front of all other varieties as the very best corn for the Northern section. Per bu., \$4.00; ½ bu., \$2.25, f. o. b. Benton Harbor.

R. MORRILL & CO. BENTON HARBOR
MICHIGAN
