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H.M. TAYLOR

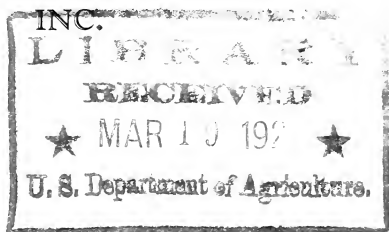
Seedman

Inc.

LLOYD, FLORIDA

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H. M. TAYLOR SEEDMAN



SPECIAL WATERMELON SEED CATALOG



1928

WHOLESALE ONLY

Organized 1898. Incorporated 1925

LLOYD, FLA.

Foreword

IN presenting this little catalog to the seed trade it is our purpose to provide a convenient list with accurate descriptions of the most popular varieties of watermelon, as well as to advertise our melon seed business.

For more than a quarter of a century the most important feature of our business has been growing and improving watermelon seed.

The past season we supplied the melon seed requirements of many of the most renowned and discriminating seedmen in America, and our books show that we have shipped these same firms their annual requirements for more than twenty years. It is with genuine pleasure and pride that we receive each year this evidence of appreciation of our work, from this class of exacting buyers, and we are also proud of the new names that appear on our books from year to year, as nearly every new customer accompanies his order with the statement, "We have not been satisfied with the melon seed we have been getting. Mr. ————— (a prominent seedman) tells me that your seed will give our customers perfect satisfaction."

We claim for our watermelon seed of standard varieties that they are THE BEST grown. This claim is based on our production methods, tests and comparisons.

It is well known that in breeding domestic animals certain **individuals** of a pure breed are wonderfully prepotent, possessing in a marked degree the ability to transmit to their offspring certain desirable qualities. This is equally true in the vegetable world. Now and then is found a plant of a certain pure strain or variety possessing distinctive merit. It may be of unusual vigor, or extra prolific, or its fruit is of finer quality. Some **one** of these exceptional characteristics is not uncommon in plants from ordinary pure seed. But seeds that will produce uniform crops, distinguished by **all** these good qualities can only be produced by painstaking and intelligent plant breeding and selection through many generations of plant life. Time, patience, skill, experience, high ideals and the best facilities are essential to success. This is our work.

Our testing, plant breeding and stock seed production are under the daily supervision of an official of our firm. This work is conducted on a plantation embracing more than two thousand acres, surrounded on three sides by rivers and dense forest. No two varieties, or strains, are grown near enough each other to permit of hybridizing. Melons are never grown two successive seasons on the same plots. Vines in the seed plots are given distance sufficient to permit careful inspection of the product of each and only the best fruits from the best vines are selected for their seed.

Space does not permit a full and detailed description of the minutiae of the work of breeding, hybridizing, selecting, testing and discarding, but we are always glad to have visitors inspect for themselves the work in progress.

From such stock seed, produced under conditions and with facilities superior to those of any other Florida grower, our commercial plantings are made. With our careful field and warehouse methods and system of supervision the result is what we claim **THE BEST WATERMELON SEED GROWN**. We grow no melons for sale or shipment, nor do we buy any melon seed. Melon seed is not a "by product" with us. We do not compete in price with other producers, for the reason that we know our production costs. We know the merits of our seed and the price is fixed at a figure that will only yield a very modest profit. The trade will find, however, that our prices for seed that will "give their customers perfect satisfaction" are very little higher than the kind that they "have not been satisfied with."



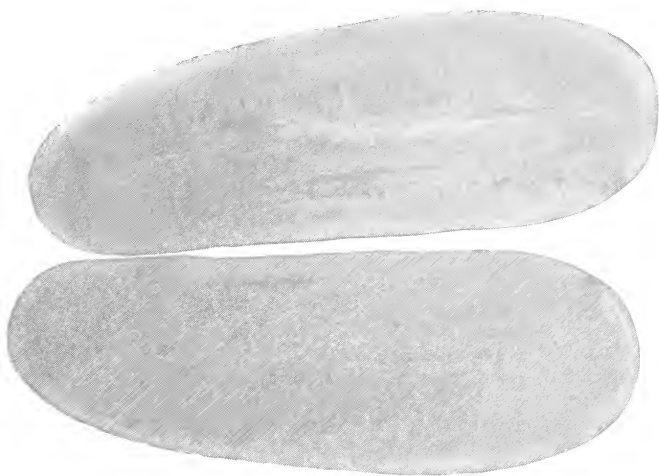
Stone Mountain

A ROUND new melon showing slight ribs or lobes like a cantaloupe. The flesh is a uniform, beautiful, deep crimson without any "whitehearts" or stringiness. The fruit averages about 45 lbs. The rind is too tender to permit long distance shipping but for home and local market it has no equal. It is very prolific and exceptionally sweet.



Florida Favorite

THIS melon is familiar to all acquainted with the history of watermelon growing in the South. For 30 years it has held an undisputed place in the melon kingdom. We highly recommend this variety for its fine quality as a table melon, and local market, but do not recommend it for long distance shipping.



Halbert's Honey

ONE of the sweetest and most delicious of watermelons. The fruit, which is very dark green in color is 18 to 22 inches long and of uniform shape. The flesh is highly colored and very crisp, ripening close to the rind. This is an excellent melon for home consumption and local market.



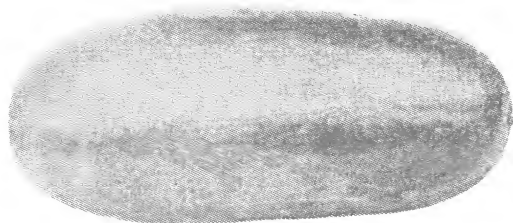
Cole's Early

ONE of the earliest and hardiest varieties grown. In shape it is practically round. Its color is gray with green stripe. The fruit, which is of medium size, is sweet and of good quality. This variety will commend itself to those seeking to supply the early market.



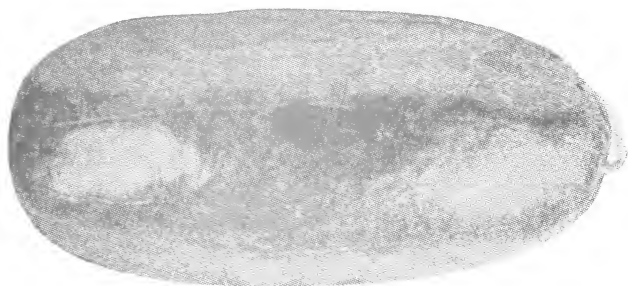
Thurmond Gray

THIS is comparatively a new melon that is rapidly becoming very popular. It is noted for its ability to withstand adverse weather conditions. The flesh is highly colored, of excellent flavor and ripens out very close to an exceedingly tough rind. The color of this melon is very distinctive and makes an attractive display.



Irish Gray

THE flesh of this melon is very crisp and delicious, ripening close to a tough gray rind. These melons are very prolific and their unusual size, combined with excellent eating qualities, makes them a popular choice for market gardening.



Wondermelon

WONDERMELON is well named. In the few years since its introduction it has won for itself an unrivaled place. Its marvelous combination of all the good qualities that a watermelon can have—beauty of external appearance, unsurpassed sweetness and flavor and sufficient firmness of rind to bear shipment, justifies its great popularity. We thoroughly recommend this variety to all growers.



Sunnybrook

THE finest of all new melons, combining all the excellent eating qualities of the market garden varieties, with a toughness of rind that renders it a most excellent shipper. This melon is unique in that it will stand the excessive heat of the late summer and produce a nice crop, maturing latter part of August or early September. Melons are oblong and grayish in color; the flesh is very red and delicious, being absolutely free from all stringiness or "whitehearts." The success of this melon is assured. Burpee has exclusive rights on this melon and all seed must be purchased through them.



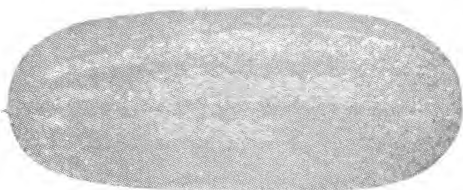
Tom Watson

ONE of the few older melons retaining its popularity. A tough rind shipping melon superior to any of its class. We are producing a very superior strain of this variety which is absolutely free from all "whitehearts" or stringiness.



Kleckley's Sweet

THIS variety is too well known to require a detailed description. Sufficient to say it is one of the most delicious and popular melons grown for home use and nearby markets.



Excel

ONE of the largest melons grown, occasionally weighing 90 pounds. In color these melons are medium green, striped darker green. It is noted for its superior shipping qualities. It is well adapted to all central and southern states.



Bradford

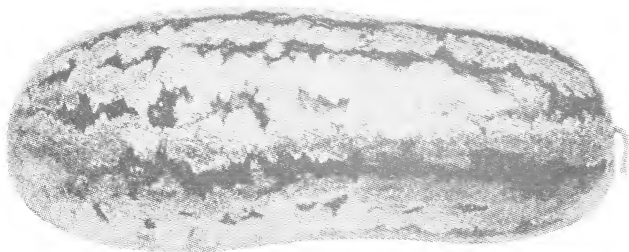
THESE melons are oblong in shape, and of uniform size and appearance. In color they are striped darker and lighter green, somewhat resembling the Florida Favorite. The Bradford is quite popular in sections where it is well known.



Phinney's Early

A VIGOROUS and hearty melon, very productive, setting a large number of medium sized melons. Too tender for a shipper but a good market garden variety. Seeds are white with black tips and markings.

N. B.—Inadvertently the cuts on pages 16 and 17 were transposed by the printer.



Rattlesnake

WE wish we could give all our readers a picture of a field of Rattlesnake melons grown from our seed. It is one of the handsomest of the large varieties, of the long type, light green in color, striped with a darker shade. When cut the bright red flesh forms a vivid contrast with its green rind and the white seeds, tipped with black, make it quite distinctive. These melons are as popular as beautiful, and our selected strain is sure to give gratifying results.

Mammoth Ironclad

THESE melons are true to their name in size and toughness of rind. The skin is dark green striped and mottled with lighter shades. The flesh is firm, sweet and a beautiful color.

Cuban Queen

THIS variety was introduced by W. A. Burpee and is noted for its excellent keeping qualities. It is oblong in shape, slightly tapering. Its flesh is highly colored, firm and sweet.

Schochler

THE Schochler is not a prolific melon from number of fruit set but because of its enormous size it will produce more tons per acre than most any other variety. It is a long, thick melon, with comparatively thin rind. The fruit is dark green with an indistinct stripe and is very uniform in shape. It will probably withstand more drought than any other variety and is a sure producer.

Cream Flesh

(or Golden Honey)

THIS is a very delicious novelty, the flesh is bright golden and resembles a very clear honey, hence its name. The melons are oblong and average about 25 lbs.

Radio

THIS is one of the largest and most prolific of melons. The color is dark green mingled with a lighter stripe. These stripes are very prominent when fruit is small, but almost disappearing by time of maturity. The rind is very tough and leathery so it will reach distant markets in fine shape. Our experience this season convinces us this melon will become one of the leading varieties for both shipping and home consumption.

Perfection

THIS melon combines the qualities of a fair shipper with lusciousness. It is very large and resembles the Halbert Honey in color and shape. The flesh is sweet, firm and free from all stringiness.

Duke Jones

ONE of the largest round melons grown, often weighing 60 to 70 lbs. It is very prolific and presents a most pleasing appearance in markets. Sweet and of good quality.

H. M. Taylor, Seedman, Inc.

LLOYD, FLORIDA

Contract price list on Melon Seed, true to type and of high germination, to be delivered after harvest 1928.

We grow many varieties not listed, and can grow and protect any special strains or novelties that you may be interested in.

We solicit your business on our reputation for quality seed.

Alabama Sweet	}	24¢
Angel Kiss		
Bradford		
Cole's Early		
Cream Flesh		
Cuban Queen		
Duke Jones		
Excel		
Florida Favorite		
Halbert Honey		
Harris Early		
Irish Gray		
Ironclad		
Kleckley's Sweet		
Phinney's Early		
Round Dark Icing		
Rattlesnake		
Sweetheart		
Tom Watson		
Triumph		

Perfection	}	30¢
Radio		
Thurmond Gray		
Wondermelon		

Stone Mountain	}	35¢
Schochler		30¢

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