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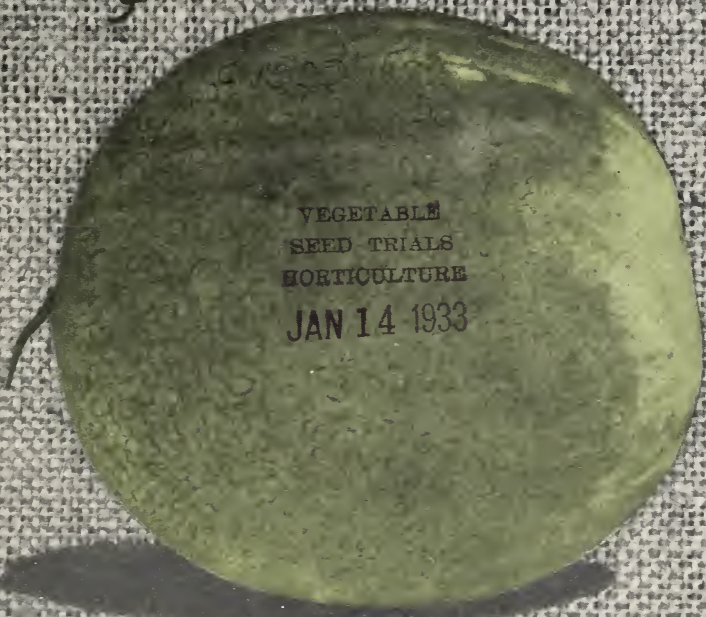


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Department of Agriculture

H. M. TAYLOR
SEEDSMAN
INC.

LLOYD and QUINCY
FLORIDA



VEGETABLE
SEED TRIALS
HORTICULTURE
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Seedsman

INC.

WHOLESALE ONLY

LLOYD *and* QUINCY
FLORIDA



WE GROW ALL VARIETIES
AND PROTECT NOVELTIES



This is what you can expect if you use
H. M. TAYLOR Seeds

To the SEED Trade!

Texas annually ships hundreds of carloads of onions to the markets of America, but very few or practically no onion seed are produced in Texas. Why?

Florida ships annually to Northern markets thousands of carloads of celery and potatoes of excellent quality, but the seed from which these products are grown all come from another region. Why?

The reason is a simple one. Nature has combined in certain localities all the elements essential to the production of the highest type of seed of some one or more fruits or plants. Seeds of these plants produced in such favored regions have the ability to produce heavy yields of excellent quality under less congenial conditions of soil and climate.

Experience teaches that the most satisfactory and profitable results are obtained where seeds are procured from that locality which gives them this mysterious prepotency.

In North Florida lies a region—between the famed Suwannee River on the east and Apalachicola River on the west, extending from the Gulf of Mexico to within a few miles of the southern boundaries of Georgia and Alabama—where the Watermelon attains its greatest perfection.

Many years ago Mr. W. M. Girardeau, who lived near the center of this region, at Monticello, in Jefferson County, established a reputation for his melons, shipped to Western markets, that earned him a premium of \$50.00 per car over shipments from all other points. As a result he received many inquiries for seed. To supply this demand he harvested the seeds from melons too large or too small or over-ripe for shipment. Soon the demand for seed became so insistent he discontinued shipping melons, and grew for seed only. This was the inception of an industry that rapidly assumed immense proportions and within a few years this district was shipping more than 80 per cent.



A FIELD OF "FLORIDA"



FLORIDA FAVORITES"



Our Quincy Warehouse Contains 43000 Square Feet of Floor Space.



*Partial View of Interior of our Quincy Warehouse, Nearing Completion
Note Exceptional Ventilation and Equipment*

of the world's supply of commercial Watermelon seed, and is still growing about the same proportion. Other localities in the South and West have entered the field of production, with varying degrees of success, but none have been able to equal the superior product of this district, or to take and hold any appreciable part of the business. *Nature* has made this region the logical source of supply.

The founder of our business, the late *Hugh M. Taylor*, was a neighbor and contemporary of Mr. Girardeau, and established the business shortly after Mr. Girardeau, operating very successfully until ill health incapacitated him for active management of a large business, so he restricted his production to the requirements of a limited number of loyal friends among the better class of seedsmen.

In 1925 the business was incorporated, with Frank R. Taylor, a nephew of Hugh Taylor, as General Manager.

A farmer boy, with some business training and experience, Frank Taylor brought to the business the healthy vigor and ambition of young American manhood. Under his management the business has enjoyed a healthy growth and expansion, necessitating increased warehouse room and facilities each year.

To meet the requirements of growth, and to enable us to better serve our customers, we have just acquired a new warehouse at *Quincy, Gadsden County, Florida*, where we have better transportation facilities, cheap electric power, and other advantages.

Our new building covers nearly an acre of land, is splendidly ventilated and lighted; has private loading track extending full length of building, eliminating drayage expense and exposure of seeds while loading into cars.

The accompanying cuts, reproduced from photographs of our new plant, will give an idea of its "roominess."

Electric equipment for drying, screening and recleaning is being installed. Electrically controlled apparatus for testing the germination of seeds, and two Toledo platform scales, the best procurable, are a part of the new equipment.

Three years ago, realizing that continuous cropping to melons with infrequent rotation had depleted the producing capacity of the lands of Jefferson County to a considerable extent and developed some soil infection of bacterial and fungus diseases of the melon, we began making tests in other near-by localities with a view to obtaining a large tract of fresh land of suitable quality for our production purposes. This resulted in finding an ideal location in the Little River Valley in the neighboring County of Gadsden. Tests made on these Delta lands produced the finest quality of melons, and seeds taken from these melons, given widely separated trials, in every case proved equal to the best seed ever sent out of the district.

We have secured ideal property, with fields so separated by woodlands and flowing streams that segregation of varieties is provided for by natural barriers.

With these fresh lands and our immense new warehouse, with its up-to-the-minute equipment, we feel justified in making the statement that *no other producer of Watermelon Seed in the world is as well equipped for the business as we are now.*

From the incipiency of the business it has been our purpose *"to produce and supply to the trade the best Watermelon Seed that can be grown."*

We know that our stock seed of standard varieties is unexcelled.

At its first meeting our directorate adopted the following as its policy: *"Spare no effort or expense to improve the quality of our seeds, maintain the highest standards of production by ruthlessly condemning poor crops and a careful and rigid system of culling; deal with the other fellow as we would have him deal with us."* At each subsequent meeting this policy has been re-affirmed.

We realize that no business can live if it does not grow; that permanent, healthy growth depends on merit, and bringing that merit to the attention of potential customers.

We are growing. We believe our growth is merited because of the quality of the product and service that we offer to our customers.

WE are now
booking contracts for next sea-
son's production, and will ap-
preciate an opportunity to quote
you on your requirements of
the *Best Watermelon Seed that
can be grown.*



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FLORIDA



We Grow all Varieties and Protect Novelties!

