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TELLING ABOUT

MOSS' D. & P. L. NO. 12 COTTON



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By

B. L. MOSS

Producer of

CERTIFIED D. & P. L. NO. 12 COTTON SEED

CERTIFIED NEW NORTEX SEED OATS

MAMLOXI SOY BEAN SEED

Address all orders and inquiries to

B. L. MOSS, SOSO, MISS.

TWENTY-ONE YEARS IN THE SEED BUSINESS

B. L. MOSS'

D. & P. L. No. 12 COTTON

For twenty years I have been producing dependable cotton planting seed for Southern farmers. During all this period, my first aim has been satisfied customers; for I know that a pleased customer is the best kind of advertising.

It is our aim always to see that none but the purest and best seed leave our warehouses. I am a member of the Mississippi Seed Improvement Association, and all my seed are both field and warehouse inspected, for purity and germination.

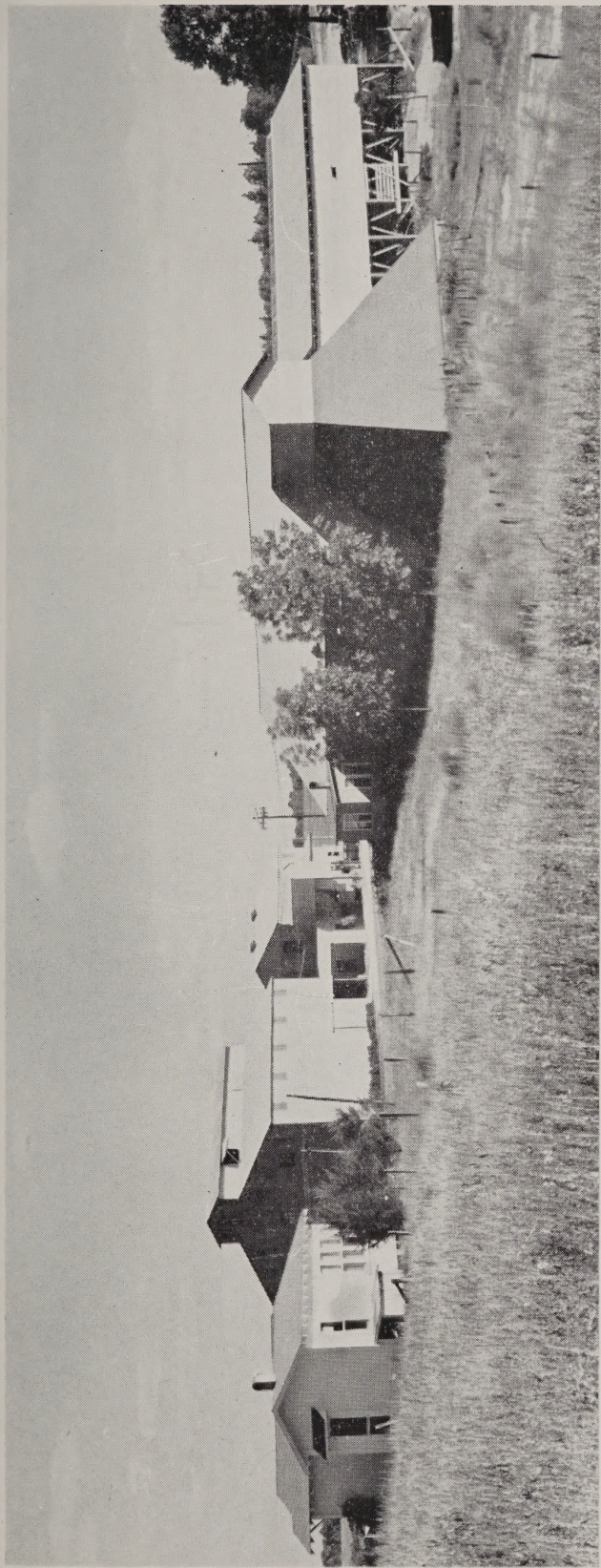
To produce the purest and best in cotton planting seed, we have invested a good many thousands of dollars in two modern gin plants, one at Soso, Miss., and the other in Tensas Parish, La. Both these gins are of steel and concrete construction, with steel and concrete seed warehouses adjoining. Through these gins, nothing but D. & P. L. No. 12 cotton is allowed to go. All seed are carefully stored in ventilated buildings, where they are later delinted, graded, and cerasan-treated.

On these pages are some views of our facilities for producing good seed, from the field, through the gin and warehouses, and on to the farmer.

More Dollars Per Acre Is the Test

Personally, I do not claim to be a seed breeder. My job, as a cotton grower of 25 years' experience, and 20 years as a producer of dependable planting seed for my thousands of grower-customers, is to find and reproduce what I believe to be the best. In doing this, it is my aim to abide by all the rules and regulations of the Mississippi Seed Improvement Association, an organization created under the auspices of the State Agricultural College and the State Department of Agriculture, for the sole purpose of producing the best in planting seeds for the farmers of Mississippi and adjoining states.

In choosing a variety or strain of cotton, net dollars-and-cents return per acre is the criterion by which I am guided. From our experiment station tests, over a period of years, and from my own personal tests of and experience with different varieties and strains, I am led to the very positive conclusion that D. & P. L. No. 12 is the best cotton yet developed, from the standpoint of most-dollars-



THIS PICTURE SHOWS SOME OF OUR FACILITIES FOR PROCESSING AND STORING PURE SEED
From Left To Right: Office, Cotton Seed Warehouse, Gin, Fertilizer and Seed Oats Warehouse

per-acre return. And an especially remarkable feature of the No. 12 is its wide adaptation to nearly all soil and climatic conditions in the Cotton Belt. From Texas to the Carolinas, and from Missouri to the Gulf, it has, in all the tests made, been outstanding. Here are some of the points of superiority of this truly great cotton:

Heavy Yields Per Acre

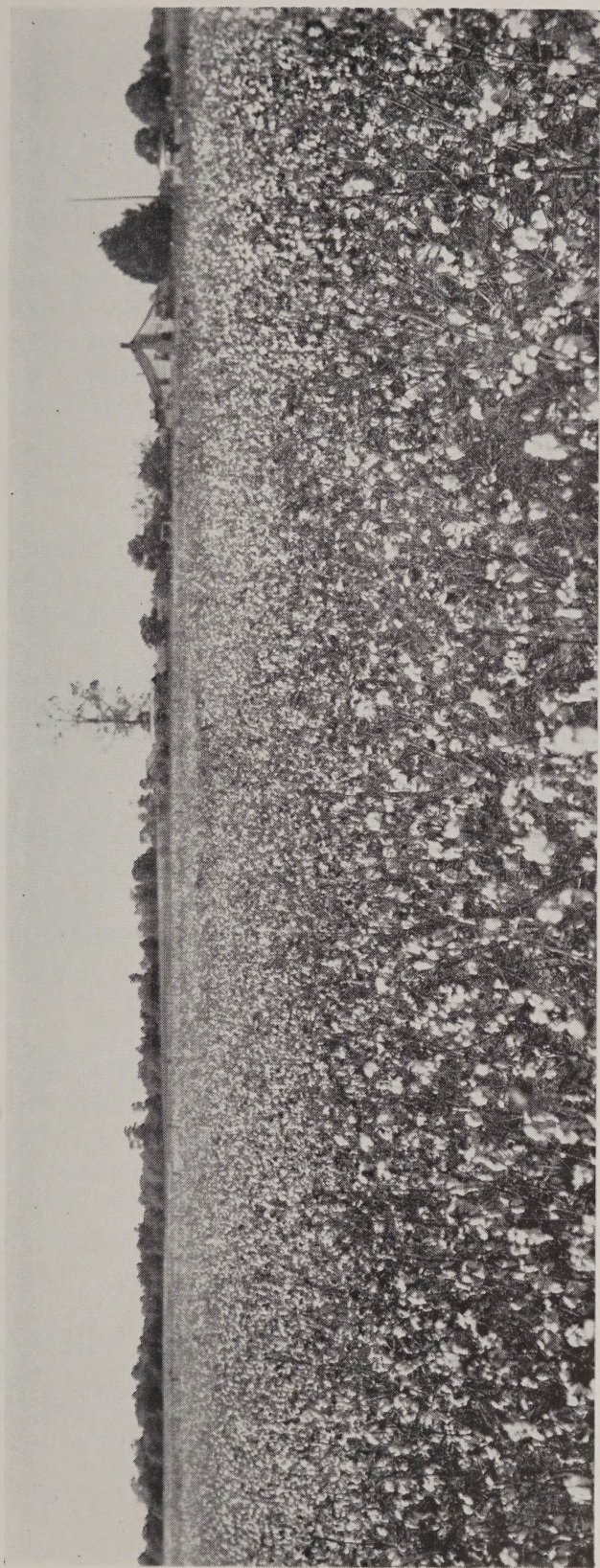
In the field, as a producer of pounds of seed cotton per acre, No. 12 stands near the top. It is very close-jointed and prolific, setting an early and heavy crop of fruit close to the ground, thus getting ahead of the weevil. On my own crop in 1942, I made over a bale per acre, on several hundred acres.

High Lint Percentage

Few cotton growers, these days, are satisfied to get a 500-pound bale from 1400 pounds seed cotton; yet this is what they are doing when they grow many varieties other than D. & P. L. No. 12. The high lint percentage, 41 to 44 per cent, of this cotton is one of its truly remarkable and valuable features. With me, the regular lint percentage has run 41 to 42, and I have often seen 1150 pounds seed cotton turn out a bale weighing 500 to 520 pounds. No. 12 will, I believe, make as much seed cotton per acre as any other cotton, and with this very high lint percentage, it is easy to see that on a crop of 10 to 12 acres we may, by growing No. 12, gain a full bale of lint; and on a crop of 100 acres we may gain as much as 8 or 10 bales of lint, over cottons requiring 1300-1400 pounds seed cotton to make a bale.

Good Staple, of Uniform Quality

Buyers like D. & P. L. No. 12, both because of its longer staple and the quality and strength of its staple. Of course, length of staple depends to some extent on seasonal and soil conditions; but No. 12, with me, has consistently run $1 \frac{1}{32}$ to $1 \frac{1}{16}$ inch. A cotton with this long a staple, and an average lint out-turn of 41-42 per cent, combined with heavy production of seed cotton in the field, has long been wanted by breeders and growers; and in No. 12 it has at last been found.



VIEW OF ONE OF MY FIELDS MAKING OVER 700 POUNDS OF LINT PER ACRE

Strongly Wilt-resistant

Cotton wilt or blight is more or less a problem in most of the Cotton Belt, and in its resistance to this disease D. & P. L. No. 12 is ahead of any other strain of D. & P. L. that I have tried. In fact, it is so disease-resistant that it may safely be planted on any moderately wilt-infested soils with the certainty, under fair seasonal conditions, of high and profitable yields. In wilt tests in Alabama, "Delta-pine 12 has the highest 2-year average yield of the tests conducted at 8 stations in various parts of the state, with 23 varieties selected for wilt-resistance or tolerance."

All my Seed Ceresan-treated

For several years, all my cotton seed for planting have been ceresan-treated, for I have found this treatment an excellent means toward helping to get and hold good stands in cold, wet springs, when young cotton is likely to die. Ceresan is a mercury dust poison, and treating seed with it kills the disease germs or organisms that cause seed to rot in the ground, or the young plants to die after they come up. An average of a great many tests indicates that ceresan treatment alone may be expected to increase yields as much as 10 per cent.

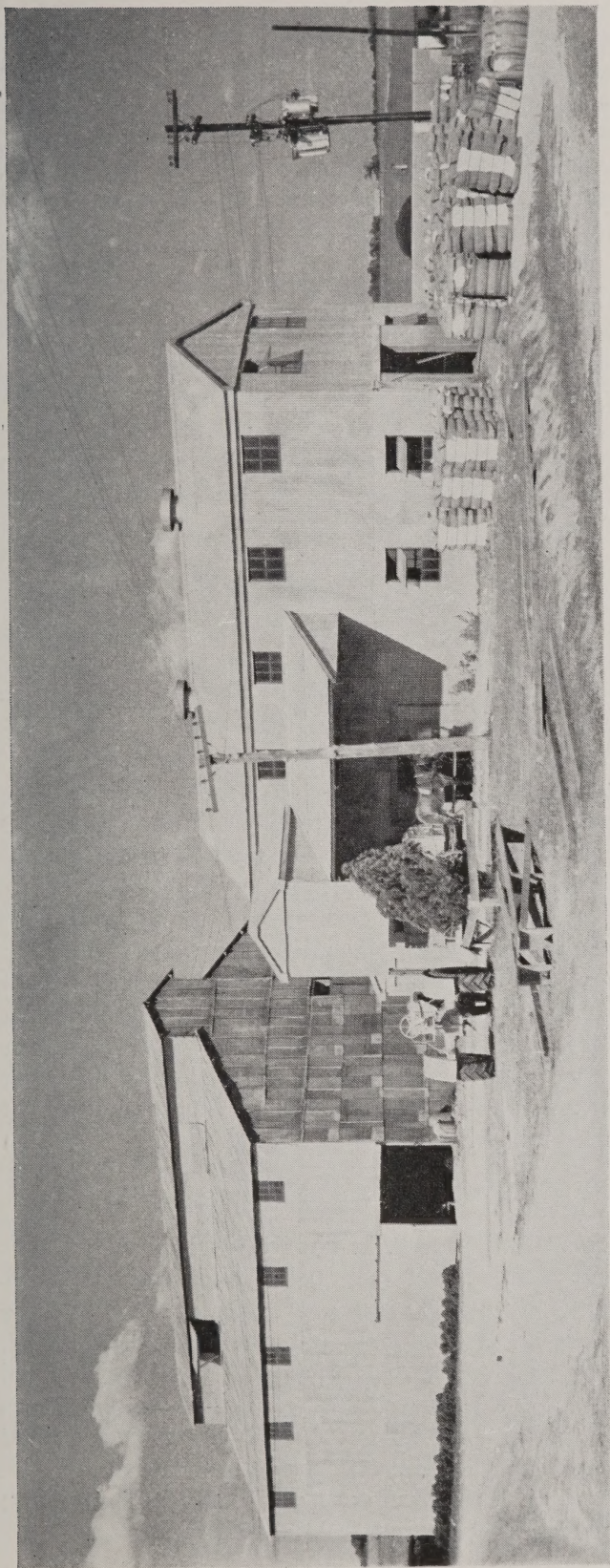
In addition, my seed are State-inspected for purity and germination, delinted, graded, and packed in new 100-pound cotton bags.

Give This Cotton a Trial

Give this really great cotton a trial, and I believe you will find, as I have, that it is the best you have ever grown. Out of 20 years' experience in producing good planting seed, I unhesitatingly put it at the top among all the varieties I have seen or tried.

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B. L. MOSS, SOSO, MISS.



CONCRETE AND STEEL GIN AND COTTON SEED WAREHOUSE ON B. L. MOSS FARM

