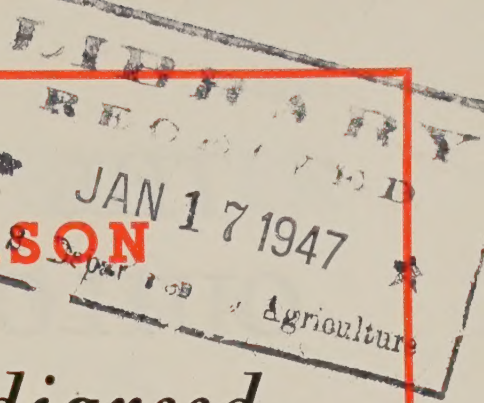


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62.77
1947 SEASON



Coker's Pedigreed

TOBACCO SEED

Coker's Mammoth Gold

Coker's Gold Dollar

Coker's Yellow Mammoth

Coker's Virginia Bright Leaf

Coker's Jamaica Wrapper

Coker's Bonanza

Also the following Selected Varieties

401, 402, Oxford 26 and

Yellow Special



COKER'S PEDIGREED SEED COMPANY

The South's Foremost Seed Breeders

Hartsville, South Carolina

THE TOBACCO OUTLOOK *for* 1947

Flue-cured tobacco production of 1,304 million pounds broke all records and when added with July 1 stocks in the hands of dealers and manufacturers, 1,147 million pounds (farm-sales weight), the total supply for the 1946-47 marketing year is 2,451 million pounds. This is about 151 million pounds higher than for the preceding year. Prices paid for types 13 and 14 this marketing season indicate the strong demand for flue-cured tobacco. Average prices are well above 1945 levels with considerably greater range of prices offered according to grade. The extent of the plantings in 1947 will be largely based on quotas and allotments, which were approved overwhelmingly by referendum for the three marketing years 1947, 1948, 1949.

1946-47 Marketing Year Disappearance To Be Large

Disappearance of flue-cured tobacco during the past year has been at high levels. Domestic disappearance for the year ending June 30, 1947, is expected to exceed that of last year, but as a result of this year's large crop, the carry-over next July is expected to be from 1,225 to 1,250 million pounds (farm sales weight) or 75 to 100 million pounds greater than July 1, 1946, stock. . . . cigarette production at the current rate will utilize a large volume of flue-cured tobacco in the next few months. This high level of cigarette production is in accord with high employment and income levels. Exports of flue-cured tobacco are also expected to exceed those of 1945. The loan to Britain and ability of other countries to import tobacco will be the principal influencing factors in the quantity of tobacco exported.

BREEDING BETTER CIGARETTE TOBACCOS

For the past eighteen years we have concentrated our efforts on the breeding of the highest type flue-cured tobaccos.

Starting with those varieties of known adaptability, we have selected from each variety many superior plants in each generation. The heads on these plants have been inbred (carefully bagged), and tagged; the seed heads examined at regular intervals, pruned and kept poisoned. The same number of leaves have been gathered from the middle section of each plant—these tagged and uniformly cured.

CURED LEAVES CAREFULLY ANALYZED

The tagged seed heads have been harvested and then these cured leaves conditioned. Then our tobacco experts have carefully and critically analyzed each sample, recording weight, leaf size, leaf shape, texture, type and size of venation, and general marketability.

The seed heads from the 5% to 10% of those plants that made the highest grade were threshed separately, cleaned, treated and planted each in a separate section of bed. These were then tested in plant to row tests and finally only those plants that bred true and made the most dollars per acre were saved and planted in isolated fields for seed purposes. These fields have been carefully checked plant by plant, and only those uniformly good plants allowed to produce seed, and these seed heads have been carefully pruned, assuring a plump, well developed seed.

UNDESIRABLE CHARACTERS ELIMINATED

Through our long inbreeding and testing program, we have been able to eliminate within each variety, lines that carried undesirable characters, and have concentrated our work on lines of proven superiority. Our Bonanza and Jamaica Wrapper have eighteen years of inbreeding and testing behind them; Gold Dollar and Virginia Bright Leaf have seventeen years, Yellow Mammoth, fifteen years, and our Mammoth Gold (a cross of Gold Dollar and Yellow Mammoth, back crossed on Gold Dollar), twelve years of inbreeding and testing.

GOOD QUALITIES INTENSIFIED

In tobacco breeding, as in the breeding of other crops, we never hope to reach perfection, but are gratified at the progress made. Each new strain of our pedigreed tobaccos has a little more nearly approached that perfection. This long inbreeding program has built up and intensified the good characters that we have striven so hard to attain. We offer these new strains, feeling that they will produce for you more quality-yield and dollars per acre.





Coker's Pedigreed

MAMMOTH GOLD

Our 1947 Strain of Mammoth Gold results from twelve years of scientific breeding and testing. Coming from a cross of Gold Dollar and Yellow Mammoth, it combines the best characters of each—the excellent quality, color and wide adaptability of Gold Dollar and the heavy yield and desirable type of Yellow Mammoth.

Coker's Mammoth Gold produces most pounds per acre of any of our varieties and under normal conditions makes a high average quality of cigarette tobacco. We consider it a desirable variety for all except the heaviest types of tobacco soil in the flue-cured belt.

DESCRIPTION

Weight: The best of the high quality cigarette types which we have bred or tested.

Curing: Easiest to cure of all our pedigreed varieties. Holds its color better than other varieties and cures out to a rich lemon color.

Leaf: Long, rather broad, rounding out to a good tip.

Stalk: The stalks are medium to tall and the leaves are well spaced admitting ample sunlight.

Texture: The best. Waste or trash less than 10% with fair seasons and proper handling.

Disease Resistance: Best of any strain or variety we have offered.

Season: Matures a week to ten days earlier than most other varieties.

PRICES: \$2.00 per ounce; \$14.00 per half pound; \$26.00 per pound, postpaid.



CAUTION: Growers of Coker's Mammoth Gold, Gold Dollar, Yellow Mammoth and Jamaica Wrapper are cautioned to permit these varieties to ripen fully before gathering. When the tobacco leaf is fully ripe and ready to pull, all of the veins and fibers will show a white or transparent color when the leaf is examined looking toward the sun. These varieties usually require a slightly longer yellowing period during the process of curing.





Coker's Pedigreed **GOLD DOLLAR**

Coker's Gold Dollar is perhaps the most widely planted variety in the flue-cured belt and has added many millions of dollars to the value of the crop, which is evidence of its performance and dependability.

Our best recommendation of our 1947 strain of Gold Dollar is that it is a pure line selection which has all the good Gold Dollar qualities that seventeen years of scientific breeding and an expert knowledge of tobacco can combine. This variety has been inbred for more than a dozen generations in order to maintain and improve its good qualities and to furnish our customers with a dependable, uniform and safe cigarette tobacco.

DESCRIPTION

Weight: Among the best of high quality cigarette types.

Curing: Easy to cure, very few blue butts.

Texture: Excellent.

Stalk: Medium to tall; leaves well spaced, admitting maximum sunlight and insuring uniform ripening.

Leaf: Long, rather broad; fills out to a good tip.

Uniformity: Probably the most outstanding characteristic of this tobacco. Resulting from long years of inbreeding and selection. It is remarkably uniform in size and shape of leaf, height of plant and time of ripening.

Waste or Trash: Minimum, less than 10% with fair seasons and proper handling.

Adaptability: Will give good results on practically every type of tobacco soil in the flue-cured belt from Virginia to Florida.

Gathering: Can be left longer in the field after yellowing with less burning than many other varieties.

PRICES: \$1.00 per ounce; \$7.00 per half pound; \$13.00 per pound, postpaid.

Coker's Pedigreed
**YELLOW
MAMMOTH**

Coker's Yellow Mammoth is a desirable bright tobacco which has been gaining in popularity in many sections of the bright belt because of the satisfactory results it has given. It is especially well suited for medium to heavy sandy loam soils.

Coker's Yellow Mammoth combines good weight with quality, has medium long leaves, broad and filled out at tip—well spaced and of uniform ripening. It cures out a dark lemon or bright orange with minimum of blue butts.

It is important that care be taken in seeing that this tobacco is fully ripe before gathering instead of merely yellow—which is characteristic of the growth of Yellow Mammoth.

**PRICES: \$1.00 per ounce; \$7.00 per half pound;
\$13.00 per pound, postpaid.**



Coker's Pedigreed

VA. BRIGHT LEAF

Virginia Bright Leaf, as its name indicates, is a bright cigarette type and a popular variety. It grows a leaf of superior quality but fewer pounds per acre than some of our other varieties.

This tobacco has made a good record in the eastern section of the flue-cured belt and has done especially well on medium to lighter grades of tobacco soil. The quality and yield of Virginia Bright Leaf has been greatly improved by our breeders since we began working with it in 1929. This year's strain cures to a good lemon color except when planted on heavier clay soils. The fibers in the leaves are smaller and a more uniform ripening has reduced blue butts to a minimum.

**PRICES: \$1.00 per ounce; \$7.00 per half pound;
\$13.00 per pound, postpaid.**



Coker's Pedigreed
JAMAICA WRAPPER

Our Pedigreed Jamaica Wrapper is a distinct improvement on the general strain and our breeding work on this variety dates back to 1928. In our variety test that year, Jamaica Wrapper led its nearest competitor by \$74.49 per acre and Coker's Pedigreed Jamaica Wrapper is a product of 18 years scientific breeding and selection from that stock. The leaves are long, rather broad, well spaced, insuring uniform ripening, less inclined to disease and cures a bright yellow.

Our Jamaica Wrapper has a finer texture and cures a more uniform color on both sides of the leaf than its parent strain.

**PRICES: \$1.00 per ounce; \$7.00 per half pound;
\$13.00 per pound, postpaid.**





Coker's Pedigreed
BONANZA

Coker's Pedigreed Bonanza is an excellent tobacco of medium size with well spaced leaves. On sandy loam soils—the type for which it is especially well suited—it usually combines good weight with quality. The Bonanza on which we began our breeding work in 1928 was a fair cigarette type but had a tendency towards a red color. This undesirable feature has been largely eliminated. The leaves are long and of medium width—quite different from the old narrow leaf type we started with—and cures easily to a good orange color.

Coker's Pedigreed Bonanza is popular in the bright belt of Florida where it has made a splendid record. It is also successfully planted in certain sections of Georgia and South Carolina.

**PRICES: \$1.00 per ounce; \$7.00 per half pound;
\$13.00 per pound, postpaid.**

SELECTED 401

These selected 401 tobacco seed were produced on our farms from planting stock bred and originally furnished by the N. C. Tobacco Experiment Station, Oxford, N. C. Following is a description of this variety sent us by the breeders:

“The 401 variety of tobacco is a cross between Cash and No. 400. It is a rather broad leaf type with well shaped leaves somewhat more pointed than the 400. The bottom leaves are well developed, thereby producing good yields of high quality primings. The total yield is somewhat larger than most of the standard varieties. It is well adapted to most soils in the flue-cured area; easily cured; medium early maturity.”

PRICES: \$1.00 per ounce; \$7.00 per half pound; \$13.00 per pound, postpaid.



SELECTED 402

These selected 402 tobacco seed were produced on our farms from planting stock certified by the N. C. Crop Improvement Association, Inc., and bred by the N. C. Tobacco Experiment Station, Oxford, N. C.

402 is the result of a cross between Jamaica and 400. This variety possesses the vigor and size of the 400 parent. The leaves are of the Jamaica type, but much broader. The cured leaf is relatively thin and predominantly luggy. The leaves of this variety are spaced a medium distance on the stalk and grow with a yellowish cast, and, therefore, should be allowed to mature before harvesting. 402 is at least partially resistant to some of the common leaf spots.

**PRICES: \$1.00 per ounce; \$7.00 per half pound;
\$13.00 per pound, postpaid.**



Selected

OXFORD 26

Oxford 26 was developed by the Tobacco Experiment Station at Oxford, N. C., from a cross between a Granville wilt resistant introduction from Colombia, South America, and the 400 Variety. This variety is recommended for planting on soils infested with the Granville wilt disease. The leaves are rather widely spaced on the stalk requiring about 25% more height to produce the same number of leaves as most of the standard varieties. Although the leaves are about the same size as those of Gold Dollar, they are shorter and broader being somewhat rounded in appearance. They cure easily to a good lemon yellow color.

These selected Oxford 26 tobacco seed were produced on our farms from planting stock certified by the N. C. Crop Improvement Association, Inc., and bred by the N. C. Tobacco Experiment Station, Oxford, N. C.

PRICES: \$1.00 per ounce; \$7.00 per half pound;
\$13.00 per pound, postpaid.

OUR CLAIMS. The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

ONE PRICE POLICY: Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists and pamphlets.

EFFECT OF GROWING CONDITIONS: Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or **POOR CONDITIONS** will result in a reduced yield and poorer quality—no matter what variety is planted.

Selected

YELLOW SPECIAL

Yellow Special tobacco has been grown by the Virginia Tobacco Experiment Station since 1933, and is recommended for use on soils infested with black-root rot, a disease common in alkaline or sweet soils, but seldom found in acid soils of the Coastal Plain.

From bulletin 346 of the Virginia Agricultural Experiment Station:

“The exact origin of this variety is not known but it is supposed to have been selected from a cross between Harrison Special and a small-leafed variety, possibly Lizard Tail. In Yellow Special, certain of the desirable properties of Harrison Special, such as high yielding ability, bright color and root-rot resistance, have been combined with the finer qualities of the other parent. The leaves of Yellow Special tobacco are smooth and are well spaced on the stalk. The ripe leaves are easily cured to a golden yellow color.”

Yellow Special grows somewhat taller than varieties such as Gold Dollar or Yellow Mammoth, and produces a leaf similar to 400 or 402.

These selected Yellow Special tobacco seed were produced on our farms from planting stock certified by the Va. Crop Improvement Association, and bred by the Va. Tobacco Experiment Station, Chatham, Va.

PRICES: \$1.00 per ounce; \$7.00 per half pound; \$13.00 per pound, postpaid.

VISITORS

No. 1 Shown in this photograph are, left to right, Mr. J. M. Lewis, Assistant S. C. Extension Tobacco Specialist, Mr. Hill, Tobacco Expert of Canberra, Australia, our Dr. C. H. Rogers, and Mr. H. A. McGee, S. C. Extension Tobacco Specialist.

No. 2 Mr. C. C. Feng, Chinese Agricultural Specialist, and our Mr. J. W. Talbert inspect our tobacco breeding work.

No. 3 Mr. Abdul Haq, Assistant Director of Agriculture, Hyderabad, India, looking over tobacco test work with Dr. Rogers.

No. 4 Dr. H. P. Cooper of Clemson College and Mr. B. D. Clonanger of Clemson College, and group of fertilizer experts visited us to study our tobacco breeding program.

No. 5 Dr. George J. Wilds, Dr. C. H. Rogers, Dr. E. E. Clayton, in Charge of Tobacco Disease Research, USDA, and Dr. T. W. Garham, Tobacco Disease Specialist of the Pee Dee Experiment Station, study the progress of our tobacco breeding program for disease resistance.



Tobacco Plant Production

TOBACCO PLANT BED SOILS

Plant beds are located on a wide variety of soil types, but this in no way minimizes the importance of selecting the correct soils for the production of the right kind of plants. The desired soil characteristics are that the top one-half inch layer never hardens or bakes, the soil never becomes waterlogged but at the same time holds moisture, is not unduly leachy, and is relatively free from weed seeds and diseases. The leaf mold soils found in woods usually have these characteristics.

Entirely satisfactory plant bed soils are rarely found in the open fields except where they have been built up through years of effort.

PLANT BED LOCATION

Care must be used in selecting the plant bed location in order to get the best use of natural heat and moisture.

Full sunlight is essential to the rapid growth of tobacco plants. Therefore, the site should be so chosen that the direct rays of the sun will reach it as nearly all day as possible. A gentle southern slope is best, as this affords the greatest amount of sunlight, thereby producing more early plants. Partly shaded beds are more susceptible to blue mold.

PREPARATION OF BED

After clearing the area of any undesired vegetable matter or trash, it should be thoroughly broken about three to four inches deep, with care not to turn the topsoil under. After the soil is broken, it should be smoothed and leveled by several rakings or harrowings. If organic matter such as manure or compost is to be added, it should be applied at this time and should be thoroughly mixed with the soil. The plant bed should again be leveled. The area is then ready to be sterilized to kill weed seeds and diseases or fertilized and sown in the usual way. Full information on sterilizing beds may be secured from your County Agent.

FERTILIZING PLANT BEDS

Tobacco plants require large quantities of readily available plant food in order to make quick growth. The most common rate of fertilization is two pounds of a complete fertilizer per square yard. Where chemical treatments have been used, only one pound per square yard will give good results.

A fertilizer containing 6 percent nitrogen, 9 percent phosphoric acid, and 3 percent potash is recommended. The nitrogen in plant bed fertilizer should be obtained from more than one source, which should include both organic and inorganic forms. Phosphoric acid may be derived from any material carrying phosphorus in the readily available form. Sulphate of potash and sulphate of potash-magnesia have proven good sources of potash. Sulphate of potash-magnesia is preferable because it furnishes both potash and magnesia.

The fertilizer should be so applied as to obtain a uniform distribution and should be thoroughly mixed with the top three or four inches of soil. After the fertilizer is thoroughly mixed with the soil, the bed should be leveled in order to keep seed from settling in low places.

SEEDING THE PLANT BED

One-third of an ounce (one rounded tablespoonful) of good cleaned seed is sufficient for 100 square yards of bed area. Seed should be thoroughly mixed with dry sand, or sifted ashes for sowing. After the seed are sown, the bed should be firmed well with a board, a roller, or the feet.

GENERAL SUGGESTIONS

It is a safe policy to sow a few more yards of plant bed than will likely be needed. One hundred yards of bed area for each three acres of tobacco should be ample, provided good plant bed management practices are used throughout the plant bed period.

Covers should be removed at short intervals throughout the growing season to keep up with growth of plants and to check for possible insect damage.

For complete information on tobacco plant production consult your County Agent or write to your State Agricultural College Extension Service.

The above information is taken from Clemson College, S. C., Extension Circular No. 291, TOBACCO PLANT PRODUCTION IN SOUTH CAROLINA.