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1948 SEASON

Coker's Pedigreed

TOBACCO SEED



COKER'S PEDIGREED SEED CO.

HARTSVILLE, S. C.

The South's Foremost Seed Breeders

OUR TOBACCO BREEDING PROGRAM

Since 1928, when we initiated our tobacco improvement program, we have been constantly striving toward producing better flue-cured tobaccos. During this period, selected lines from standard varieties have been continuously inbred and reselected to produce uniformly good yielding varieties of superior smoking qualities. As a result, many varieties, including hybrids, are available that give dependable performance from year to year, under widely varying soil and seasonal conditions.

THOUSANDS OF INDIVIDUAL PLANT SELECTIONS MADE EACH YEAR

Each year in our breeding blocks thousands of individual plants are selected, the flower heads bagged to prevent cross pollination, and a record of the performance of each studied, especially with reference to curing quality, leaf type and texture, disease resistance and other factors that contribute to a better flue-cured tobacco. Crosses between varieties are made to bring together the most desirable characteristics of each. Selections from such hybrids are included in the breeding blocks for inbreeding and further study. In all breeding work the seed from each individual plant selection is planted on a separate bed plot and young plants transplanted to a separate row

for detailed study. Some improvement is made each year and is passed on to the grower as rapidly as is possible.

DISEASE BREEDING PROGRAM INTENSIFIED

More recently we have intensified the work of breeding for disease resistance. Crosses have been made between lines of our standard flue-cured varieties, and between these standard varieties and foreign types where such have been shown to have resistance to some particular disease or diseases when grown in our plots, located on soils heavily infested with disease-producing organisms. Such soils are artificially inoculated to maintain and increase the disease severity, and, where the disease is not soil borne, the plants themselves are inoculated to be certain that all individuals are exposed to the disease or diseases in question. A few of these disease-resistant hybrids look very promising, and, it is quite likely that one or more will be available for distribution in the near future.

The ultimate aim is to include a high degree of resistance to many of the major diseases in a single variety of excellent flue-cured type. The importance of breeding for disease resistance is shown in the fact that diseases account for an average annual loss of about 15 per cent of the flue-cured tobacco crop.

PEDIGREED AND CERTIFIED SEED

We have found that considerable confusion exists on the part of some of our customers as to the meaning of PEDIGREED SEED and CERTIFIED SEED and in order to clarify this, the following explanation is offered:

PEDIGREED SEED or REGISTERED SEED, as they are classed by State Seed Improvement Associations, are seed that are genetically pure and must have originated from individual plant selections. The progeny of these selections must have demonstrated their value in plot and field tests, and must have been recognized and approved by a certifying agency. No seed can be classed as Registered Seed unless it is produced under the direct control of the originator or breeder. The purple label bearing the words, REGISTERED SEED, which appears on each package of our pedigreed tobacco seed simply means that

the South Carolina Crop Improvement Association recognizes the quality, value and purity of our pedigreed varieties and has given them its stamp of approval.

CERTIFIED SEED are those seed which have satisfied the requirements of the Certifying Agency as to purity, germination and quality and which were produced from pedigreed or registered stock or, in some instances, from other certified seed.

Pedigreed or Registered seed must be produced by the breeder, while certified seed may be grown from registered seed or other certified seed.

Coker's Pedigreed Tobacco Seed are at least one year closer to the individual plant selections from which the variety originated than are certified seed.

Photo below shows section of plant-to-row breeding field. Two rows are planted from each plant, one bagged for breeding purposes, the other for record on yield, quality and texture. Our tobacco specialist, J. V. Williamson, is shown on left in foreground.



COKER'S PEDIGREED MAMMOTH GOLD

Faced with an almost certain reduction in tobacco allotments for 1948, tobacco growers of the flue-cured belt will give more careful consideration to production of quality leaf and most desirable cigarette types. However, since growers do not wish to sacrifice pounds per acre at the expense of quality, we have found an ever increasing demand for our Mammoth Gold variety because of its ability to produce maximum yields and high quality.

Coker's Mammoth Gold originated from a cross of Gold Dollar and Yellow Mammoth and combines the best features of each—the excellent color, quality and wide adaptability of Gold Dollar with the heavy yield and desirable type of Yellow Mammoth.

Our tobacco variety tests have shown that Mammoth Gold produces more pounds per acre than any of our other varieties and under normal conditions will make a high average quality of cigarette tobacco with a minimum of trash. It has proven to be well adapted for all except the heaviest types of soil in the flue-cured belt.

Mammoth Gold is an early maturing variety with unusual vitality and its thirteen years of inbreeding and testing have intensified the good qualities that brought prompt acceptance by growers throughout the Southeast when it was first introduced in 1939.

Below left—C. H. Boblitt, left, one of the owners of the New Home Warehouse in Lake City, S. C., congratulates N. V. McCain of Effingham, S. C., on the fine sale of Mammoth Gold tobacco he has just made. Mr. McCain's tobacco shown in the picture sold for an average of 62¢ a pound.

Below right—Mr. Jim Glasgow of Potato Bed Ferry section, near Conway, S. C., holding a stick of his Mammoth Gold tobacco, and Mr. Glasgow tells us that he has grown Mammoth Gold for the last two years and that this year's crop is one of the finest that he has ever had.

This year's breeder foundation stock seed represents a further refinement of those qualities mentioned above and we offer it as the nearest approach we have been able to make towards our goal of ideal cigarette type tobacco.

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.

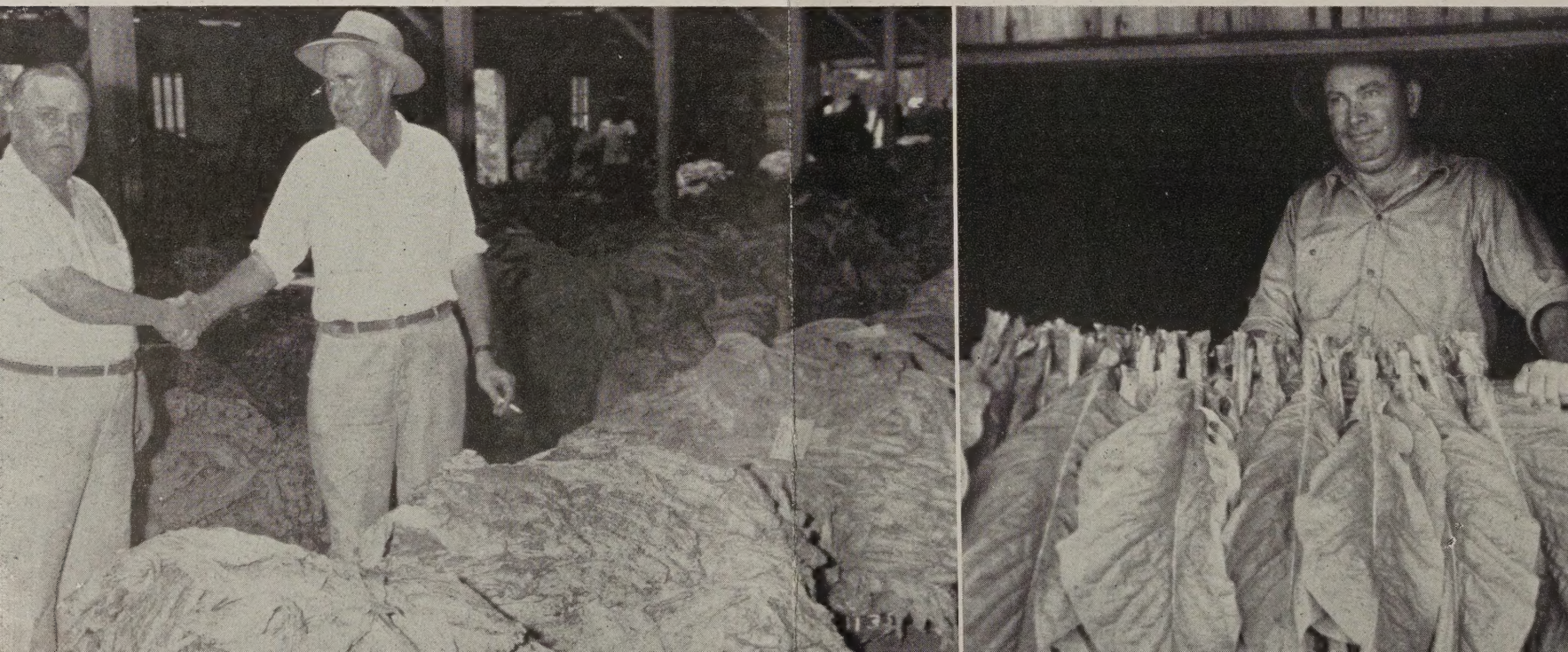
Texture: The best. Waste or trash less than 10% with fair seasons and proper handling.

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, \$15.00 per half pound, \$28.00 per pound, postpaid.

On right—Field of Pedigreed Mammoth Gold tobacco on the C. D. Cannon farm in Hemingway, S. C. Mr. Cannon writes: "In 1929 I purchased my first Coker tobacco seed, a package of Gold Dollar. Since this time I have planted Coker Tobacco Seed every year and have found them to be outstanding. This year I planted my second crop of Mammoth Gold, I find it to be a variety that produces both pounds and quality. My experience has been that a dollar invested in Coker Tobacco Seed is a dollar that will be repaid many times in a quality crop."





COKER'S PEDIGREED GOLD DOLLAR

Coker's Gold Dollar has long been recognized as the standard of quality in cigarette tobaccos. It is the "yardstick" or check that we use for measuring the performance of our other tobaccos. Its remarkable uniformity of type, size and shape of leaves, height of plant, and time of ripening make it ideally suited for that purpose. Those desirable traits, along with its wide adaptability to soil types, have made it probably the most widely planted tobacco in the flue-cured belt.

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.

PRICE: \$1.00 per ounce, \$7.50 per half pound, \$14.00 per pound.

COKER'S PEDIGREED YELLOW MAMMOTH

Our 1948 strain of Yellow Mammoth is a desirable bright tobacco especially well suited for planting on medium to heavy sandy loam soils. This tobacco combines good weight with quality, and our pedigreed variety completely eliminates the coarseness that is characteristic of the unselected general strain.

Coker's Yellow Mammoth cures out to a good lemon with a minimum of blue butts. However, we caution our customers to use great care in

seeing that this tobacco is completely ripe before gathering instead of merely yellow, which is a characteristic of the variety.

Our newer strains of Yellow Mammoth are a definite improvement over the earlier strains in the ability to cure out better all the way up the stalk.

PRICE: \$1.00 per ounce, \$7.50 per half pound, \$14.00 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.

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.

Our tobacco seed have been carefully re-cleaned, treated against disease and tested for germination. However, under no circumstances can we be responsible for the germination of the seed after they are planted, for weather conditions, improper fertilization, and other causes can result in improper germination in the plant bed.



1

1. Our representative, Dan Cannon, examining a leaf of Gold Dollar tobacco grown by Mr. Claude Braddy, Tarboro, N. C., who has been planting Coker's Pedigreed Tobacco Seed for years.

2. Mr. S. L. McLawhorn of Greenville, N. C., shown on left, is proud of his field of Yellow Mammoth tobacco, which he estimated would yield not less than 1500 pounds per acre. Mr. McLawhorn regularly purchases new Coker's Pedigreed Tobacco Seed each year.

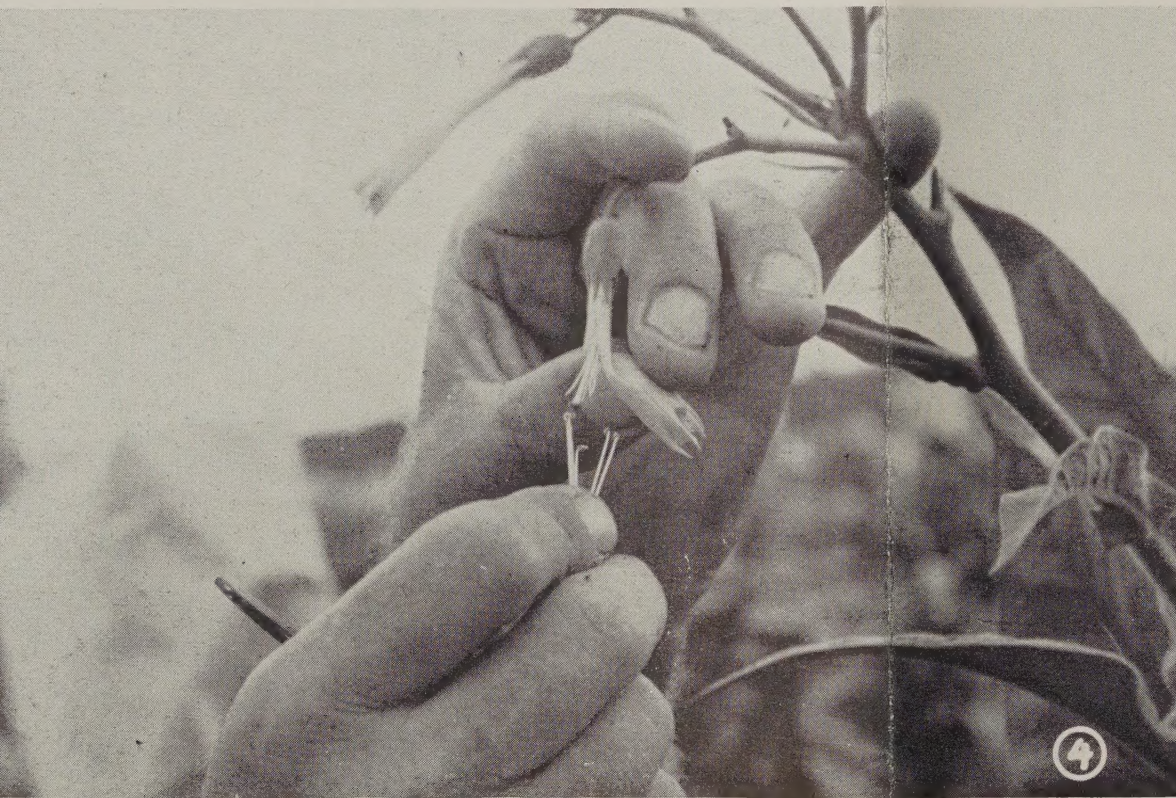
3. Mr. J. P. Bass, left, is shown in his field of Coker's Gold Dollar tobacco, with Mr. S. W. Anderson, Manager, P. L. Woodard and Company, Wilson, N. C., Coker Tobacco Seed Distributor. Mr. Bass, who has used our pedigreed varieties for the past ten years, says he is highly pleased with their uniformity and yield.



2



3



1. Showing section of our extensive tobacco plant bed layout.
 2. This picture illustrates how our tobacco plant breeders grow plants from individual plant selections. In each divided section is planted the seed from one outstanding plant.

3. In order to gain valuable time in our breeding program, we make winter plantings in our greenhouse—the variety shown here is one we are breeding for resistance to disease.

4. Close-up of the delicate operation of making a cross of tobacco varieties.





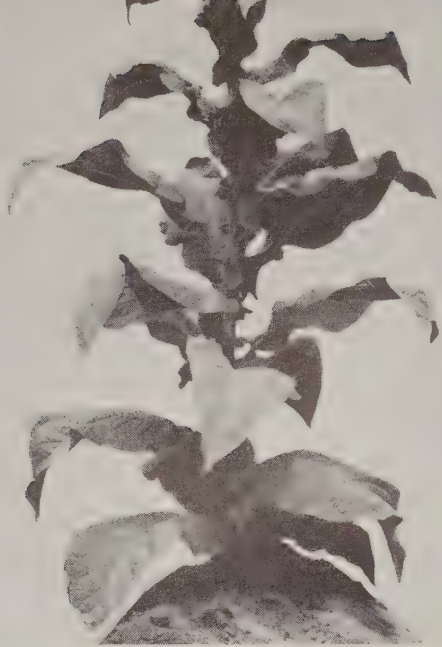
5. Complete notes are kept on all plant selections as to type, habits of growth, earliness and other important features.

6. The center leaves from each selected plant are tagged, cured separately and price determined as a yardstick for measuring their money value per acre.

7. This group of Government experts and tobacco specialists visited our breeding farms to study our tobacco breeding work. (Picture taken at Pee Dee Experiment Station, Florence, S. C.)

8. County Agents from tobacco area of South Carolina were photographed here as they completed a tour of our tobacco test plots.





Plant of Virginia Bright Leaf

Coker's Pedigreed

VIRGINIA BRIGHT LEAF

Virginia Bright Leaf has made a good record in the eastern section of the flue-cured tobacco belt. Although its yields are somewhat lower than average, it produces a good crop of quality tobacco during favorable seasons when handled by an experienced grower. Coker's Pedigreed Virginia Bright Leaf is an improved strain and our 1947 Breeder Foundation Stock cures to a good lemon color, except when planted on the heavier clay soils. The fibers in the leaves are smaller and a more uniform ripening has reduced blue butts to a minimum.

PRICE: \$1.00 per ounce, \$7.50 per half pound, \$14.00 per pound, postpaid.

Coker's Pedigreed

JAMAICA WRAPPER

Jamaica Wrapper holds the distinction of being the original variety from which we made selections. Our pedigreed strain is a marked improvement over the variety in general. Breeding and selection have produced a finer texture and the characteristic of curing to a more uniform color on both sides of the leaf than the parent strain.

Coker's Pedigreed Jamaica Wrapper has long, rather broad, well spaced leaves that ripen uniformly, and cure to a bright yellow. This fine cigarette type tobacco can be grown on light to medium heavy tobacco soils and, with average growing conditions, can be depended on for a better than average crop.

PRICE: \$1.00 per ounce, \$7.50 per half pound, \$14.00 per pound, postpaid.

Typical Bonanza Plant



Coker's Pedigreed

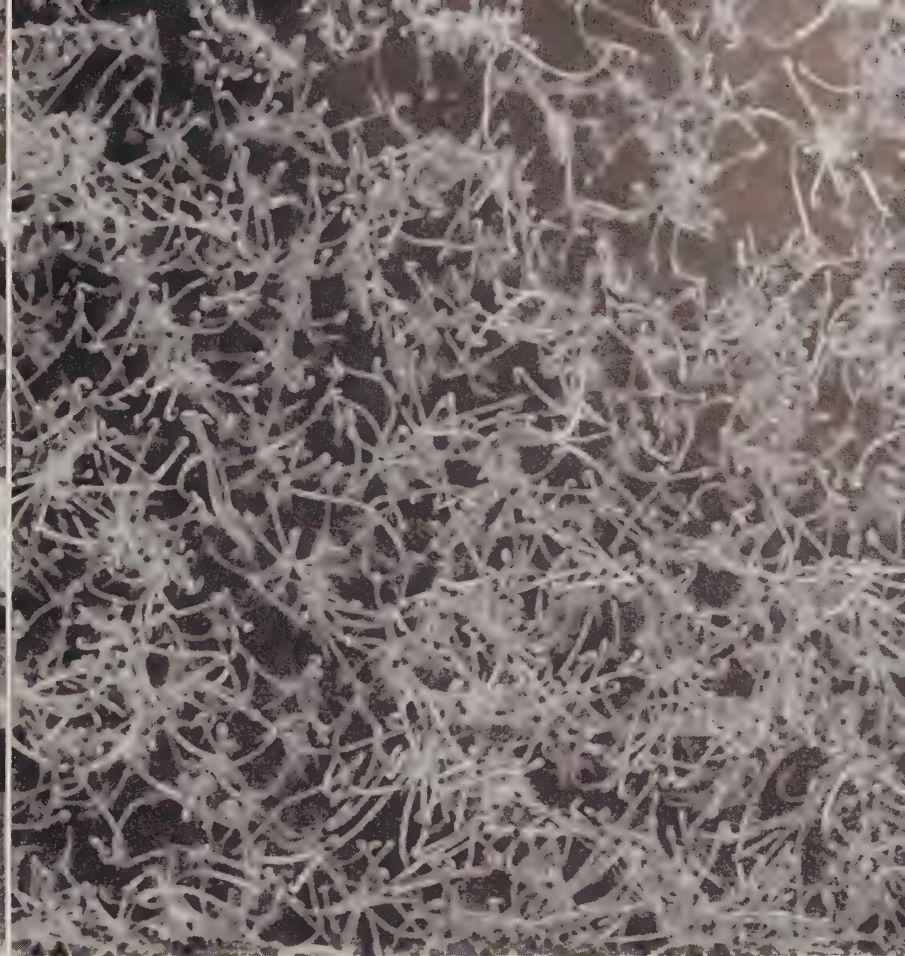
BONANZA

Bonanza is well suited for sandy loam soils and this has probably been a factor in its splendid record in the Florida Bright Belt. Certain sections of Georgia and South Carolina have also found this to be a profitable tobacco to grow. The pedigreed variety is an improvement over the old Bonanza in that it has longer and wider leaves and it cures to a good yellow color, instead of having the tendency to redden that made the general strain unpopular. Although we do not claim the 1947 strain to be superior to our preceding strains, we believe that growers who are familiar with this tobacco will find it to have the same high quality and yield.

PRICE: \$1.00 per ounce, \$7.50 per half pound, \$14.00 per pound, postpaid.



Top left—Our triple cleaning process removes all lightweight seed and trash leaving only plump healthy seed like those shown greatly magnified in picture.



Top right—Here are tobacco seedlings just as they came out of germinator. Note uniformity of size and high degree of germination.

Below—Quality seed, careful plant bed preparation and proper fertilization mean vigorous, healthy plants.





This field of 402 tobacco grown from our certified seed. Shown in photo are, left, A. B. Parker and B. C. Johnson, owners, M. M. Porter, grower, on right, of Dunn, N. C.

CERTIFIED 402

These Certified 402 tobacco seed were produced on our farms from planting stock originally 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.

PRICES: \$1.00 per ounce, \$7.50 per half pound, \$14.00 per pound, postpaid.

CERTIFIED 401

These certified 401 tobacco seed were produced on our farms from planting stock bred and furnished by the N. C. Tobacco Experiment Station, Oxford, N. C.

According to the originators of the 401 variety, it is the result of a cross between Cash and 400. The plants grow taller than some of the other standard varieties, and produce a fairly broad heavy leaf that is somewhat more pointed than the 400 parent.

PRICES: \$1.00 per ounce, \$7.50 per half pound, \$14.00 per pound, postpaid.

CERTIFIED YELLOW SPECIAL

According to 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-leaved variety, possibly Lizard Tail. It yields similar to 402, and, like this variety, grows with somewhat of a yellowish cast which should be taken into consideration in priming.

PRICES: \$1.00 per ounce, \$7.50 per half pound, \$14.00 per pound, postpaid.

CERTIFIED 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.

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

PRICES: \$1.00 per ounce, \$7.50 per half pound, \$14.00 per pound, postpaid.

COKER'S PEDIGREED SEED CO.

Hartsville, S. C.

Date _____ 19____

Please enter our order for seed listed below:

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT	

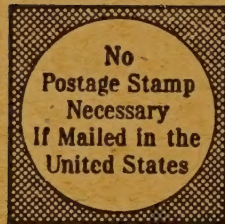
Name _____

Address _____ R.F.D. No. _____
or Street Address _____

Shipping Address _____

() Check here if you wish seed shipped when ready, otherwise give shipping date you prefer. Shipping Date _____

SHIP BY FREIGHT () EXPRESS () PARCEL POST ()



BUSINESS REPLY CARD

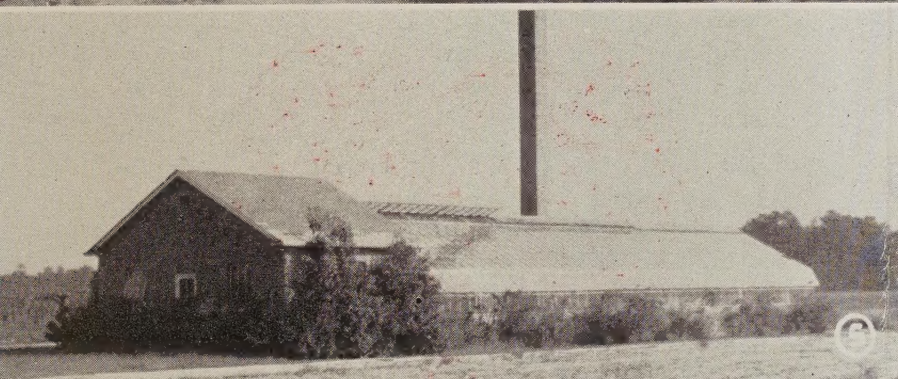
First Class Mail—Permit No. 3 Sec. No. 510 P. L. & R., Hartsville, S. C.

COKER'S PEDIGREED SEED CO.

HARTSVILLE,

SOUTH CAROLINA





1. Business office of Coker's Pedigreed Seed Company, Hartsville, S. C.
 2. Showing section of our tobacco seed shipping room. 3. Our modern tobacco barns shown here are equipped with thermostatically controlled coal stokers maintaining uniform temperature controlled curing of our tobacco plant selections. 4. Our recently installed 6-stand gin plant is equipped with latest cleaning machinery to handle machine picked cotton.

5. It is possible to produce two crops a year and save valuable time in our breeding program by using our greenhouse for winter plantings.
 6. Showing a unit of our storage and seed processing buildings. 7. Here is a field of our Coker 100 Wilt Resistant cotton, of which more than two million acres is now planted in the Southern Cotton Belt. 8. Coker's Victorgrain oats have stiff straw, are resistant to cold, rust and smut and are ideal for combine harvesting.



COCKER'S PEDIGREED SEED COMPANY

DAVID R. COCKER (1870-1938) FOUNDER



Hartsville, S. C.

Authorized Distributor

PLACE
1 1/2c
POSTAGE
HERE