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# COKER-WILDS COTTON


## 1948 BREEDER FOUNDATION STOCK

EDGAR H. LAWTON  
VICE PRESIDENT

ROBERT R. COKER  
VICE PRES & SECRETARY

GEORGE J. WILDS  
PRES. TREAS & GEN. MGR

**COKER'S PEDIGREED SEED COMPANY**  
DAVID R. COKER (1870-1938) FOUNDER



REGISTERED  
THE GUARANTEE OF QUALITY

HARTSVILLE, S. C.      Fall 1948

TO THE COTTON GROWERS OF THE SOUTH:

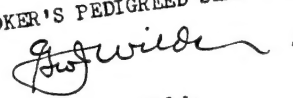
During recent years, the cotton growers of the South have largely discontinued planting the longer staple varieties of cotton because of the very low premiums which prevailed on 1-3/16" and longer staple during the 1945 and 1946 seasons. This, of course, resulted in a scarcity of American grown long staple cotton.

The acute shortage of cotton of 1-3/16" and longer staple is confirmed by the official U. S. Department of Agriculture figures of September 21st, which show that of the total U. S. August 1st carry-over of more than three million bales only 43,642 bales were of 1-3/16" and longer staple and of this amount only 37,331 bales graded middling or better.

During recent weeks it has come to our attention that a number of sales of Wilds cotton of better than 50¢ per pound have been made with one fifty-bale lot selling at 56¢ per pound.

As a result of a survey which we have made among a leading group of American fine yarn spinners, we are convinced that for the 1949 season, the growing of Wilds cotton should be profitable to those growers who understand that the growing of long staple cotton is a specialty and are familiar with the additional care in growing, picking, drying and ginning necessary to secure a superior product.

Yours very truly,  
COKER'S PEDIGREED SEED COMPANY



George J. Wilds  
President

# COKER'S PEDIGREED SEED COMPANY

*The South's Foremost Seed Breeders*

## HARTSVILLE, S. C.



Increase field Coker-Wilds cotton showing well spaced fruiting branches and wide fluffy opening of bolls which reduces weather damage and makes for ease of picking.

# COKER-WILDS (1948)

1948 REGISTERED BREEDER FOUNDATION STOCK

**A productive, early maturing variety with staple length of 1¼" to 1⅜", of high tensile strength and superior spinning value.**

## OUTSTANDING UPLAND LONG STAPLE VARIETY

Wilds cotton is recognized from Texas to the Carolinas, both by growers and manufacturers, as the outstanding upland long staple variety and as having little competition in its length class. The high tensile strength and excellent spinning qualities of this cotton occasion the highest rating by manufacturers of the finer yarns. The dependability, earliness, vigor, drought resistance, high production, gin turnout and excellent qualities give it the highest rating by growers of staple cotton.

Wilds cotton has the highest tensile strength of any commercial upland cotton and produces yarns even stronger than this strength would indicate.

## BREEDING HISTORY

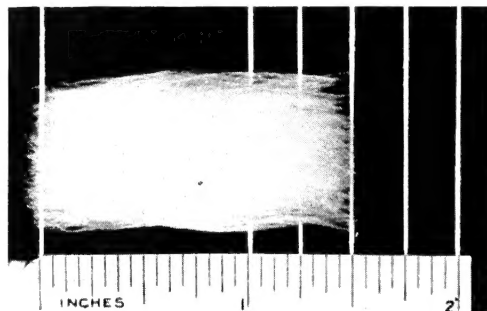
During the summer of 1920, our Dr. George J. Wilds and Dr. Herbert J. Webber (then a member of our staff) made a number of hand pollinated crosses between several of our best varieties of cotton. One of these was a cross between a strain of our Lightning Express and a strain of our Deltatype Webber cottons. After five years of

selection of individual plants of this crossed or hybrid cotton, a row of great uniformity and excellent quality showed up. The following year the seed of this row were increased and tested against our best strain of Deltatype, which had been our leading long staple cotton up to that time. In this test, which was repeated four times, the new hybrid led in each replication—producing more seed cotton per acre, larger bolls and with a staple fully as long as Deltatype. In addition the percentage of lint to seed was 2% higher and the character of the cotton better and stronger.

Coker-Wilds cotton was first offered for planting in the spring of 1928 and has been continuously bred and improved since that time. In our breeding program, which extends back to 1920 when the original cross was made, we are each year testing hundreds of

superior plants of this variety and only those plant families which are proven superior in production, type, spinning value and other desirable characteristics are increased.

Our 1948 Wilds cotton is a beautiful flat topped, determinate, more spreading cotton, with exceptionally high tensile



Pulled lint sample Coker-Wilds cotton

**A SIGNIFICANT STATEMENT BY ONE OF THE LARGEST  
USERS OF AMERICAN LONG  
STAPLE UPLAND COTTON.**

**THE AMERICAN THREAD COMPANY**  
INCORPORATED  
260 WEST BROADWAY  
NEW YORK 13, N. Y.

August 3, 1948

OFFICE OF  
THE PRESIDENT

Mr. Robert R. Coker,  
Coker's Pedigreed Seed Company,  
Hartsville, South Carolina.

Dear Mr. Coker:

Your letter of July 17th regarding your tentative plans for an increase in the acreage of Coker-Wilds Cotton during the 1949 season is most encouraging.

As one of the largest users historically of 1-3/16" to 1-5/16" American Cotton, we are vitally interested in any project looking to the reestablishment of these cottons, which have all but disappeared.

While many factors beyond our control influence the quantity and assortment of cottons which we use in any year, I have every reason to believe that we shall use a substantial quantity of Wilds Cotton annually during the predictable future, if available, and it would seem that the world-wide statistical position of cotton longer than 1-5/32" should insure a price basis reasonably satisfactory to the growers.

While I realize that the problem of disposal of low-grade is serious, I am hopeful that ways and means can be found for alleviating this condition in the relatively near future.

With kind regards, I am

Sincerely yours,

*B. Howell*

# WHAT THE SPINNER, BUYER AND PLANTER SAY ABOUT COKER-WILDS COTTON -

## Williams Cotton Company

JOHN S. WILLIAMS  
 JOHN S. WILLIAMS, JR.  
 LYNN R. WILLIAMS  
 MEMBERS  
 MEMPHIS COTTON EXCHANGE  
 NEW YORK COTTON EXCHANGE

811 McCALL BUILDING  
 MEMPHIS 3, TENN.  
 TELEPHONE 6-0784  
 JULY 28, 1949

BRANCH OFFICES  
 CLEVELAND, MISS.  
 GREENWOOD, MISS.  
 BELZONI, MISS.  
 CLARKSDALE, MISS.  
 ITTA BENA, MISS.

DR. GEORGE J. WILDS, PRESIDENT  
 COKER'S PEDIGREED SEED COMPANY  
 HARTSVILLE, SOUTH CAROLINA

DEAR SIR:

WE ARE VERY PLEASED TO BE ABLE TO WRITE YOU AT THIS TIME WITH REGARD TO THE GREAT INTEREST AND INQUIRY WE ARE RECEIVING CONCERNING COKER-WILDS COTTON. THIS INTEREST IS BEING MANIFESTED NOT ONLY BY TEXTILE MILLS SPINNING THE FINER COUNTS BUT BY PLANTERS, COGNIZANT OF THE ACUTE SHORTAGE OF SUPPLY OF AMERICAN LONG STAPLES AND THE EXTREMELY HIGH PREMIUMS BEING PAID FOR EGYPTIAN COTTONS OF COMPARABLE LENGTHS. MOST OF THESE PLANTERS EVEN NOW WISH TO SECURE SEED FOR 1949 PLANTINGS.

IT IS EASY TO FORESEE AN EXTRA ORDINARILY HIGH BASIS PREMIUM FOR LONG STAPLES FOR SOME YEARS TO COME AND OUR FIRM, WHICH HAS SPECIALIZED IN THE MARKETING OF COKER-WILDS EVER SINCE ITS INTRODUCTION, IS EAGER TO CO-OPERATE WITH YOU AND YOUR PLANTER CLIENTELE IN HELPING TO MAINTAIN AN ADEQUATE SUPPLY OF THIS COTTON.

THOSE PLANTERS FOR WHOM WE SECURED SEED LAST SPRING INFORM US OF THE EXCELLENT PROGRESS OF THIS YEAR'S PLANTINGS AND WITHOUT EXCEPTION ARE MORE THAN PLEASED WITH ITS PERFORMANCE.

THE LONG OVERDUE AWAKENING IN GOVERNMENT CIRCLES TO THE INADEQUACY OF AMERICAN EXTRA STAPLE SUPPLIES FOR ANY KIND OF DEFENSE PROGRAM WILL IN THE LONG RUN PROVE AN EXTRA BOON TO THE PRODUCER. WE CERTAINLY HOPE THAT THERE WILL BE ENOUGH SEED AVAILABLE NEXT SPRING TO SATISFY THE 1949 DEMAND.

YOURS VERY TRULY,

WILLIAMS COTTON COMPANY

BY *John S. Williams Jr.*

## HENRY RIVER MILLS COMPANY

Super Quality 70's to 80's  
 Long Staple Combed Peeler Warps, Skeins, Tubes, and Cones

HENRY RIVER, N. C.  
 July 19, 1948

Coker's Pedigreed Seed Company  
 Hartsville, S. C.

Gentlemen:

We are pleased to have your letter of the 17th, advising of the development of the 1948 breeder stock Coker-Wilds cotton for the 1949 planting season, and we sincerely trust that more growers will realize the value of growing this finer long staple cotton.

For the past twelve years, we have used nothing but 1 1/4" Strict Middling American peeler cotton, averaging around 1500 bales a year, and we expect to continue buying this same grade and staple in the future. We feel that the premium price this cotton carries is and will be during the next several years sufficient to justify the planters giving their crops the extra attention the long staple growths require.

Thanking you for your interest in improving the quality and production of this fine cotton, we are

Yours very truly,  
 HENRY RIVER MILLS COMPANY

*D. M. Aderholdt*

## WELLINGTON MILLS, INC.

GLUCK MILL DIVISION  
 OPERATING DEPARTMENT

ANDERSON, S. C.

July 19, 1948

Mr. Robert R. Coker, Vice-President  
 Coker's Pedigreed Seed Company  
 Hartsville, South Carolina

Dear Mr. Coker:

Thanks for your letter of the 17th, and we are vitally interested in a supply of extra long staple cotton.

Necessarily, there has been some foreign staple substituted for American which we regret to see, and we very much favor that suitable cotton for our work be grown domestically.

At one time the Mississippi Delta and the lower part of this state had almost a monopoly on the finest cotton grown in the world, and I am sorry that the farmers have favored the shorter lengths at its expense.

We are a fine goods mill, use cotton from 1-3/16" to 1-1/4" staple, and would always give preference to domestically produced varieties. The price of which will, of course, be governed by the supply and demand situation and other factors beyond our control.

We appreciate your Company's interest in this kind of cotton and shall always be more than glad to do anything that we can to help you promote it.

Yours very truly,

WELLINGTON MILLS, INC.

*Curby Marshall*  
 President

## W. W. DRAPER MERCHANT AND PLANTER LAKESIDE FARMS

(ON THE ST. FRANCIS)  
 R. F. D. NO. 2  
 FORREST CITY, ARKANSAS

September 30, 1948

Coker Pedigreed Seed Company  
 Hartsville, South Carolina

Dear Dr. Wilds:

We are very much pleased with our Coker Wilds cotton. I do not think that there is any cotton in our territory that yields more per acre than ours is yielding. There is one block of cotton of about one hundred acres that I have had more pleasure showing than any crop I have ever made. My farmer friend adjoining me offers to bet me we will make two bales per acre on this block. However, I do not think we will make more than one and a half bales on this cotton.

Our cotton has an average of 1 3/8 inches and some has an average of 1 1/2 inches. We have got a fabulous price for our cotton to date.

This new strain of Coker Wilds is easy to pick, is more determinate than any Wilds we've ever grown and the average growth in field is delightful. Our yield is 33 1/3 and I look for it to be better on the next picking.

Yours truly,

*W. W. Draper*  
 W. W. Draper





## COKER-WILDS (Continued)

strength and spinning value. Its bolls open wide and fluff nicely making it easy to pick, and maintain a better grade under adverse conditions.

### DESCRIPTION

**PLANT**—Semi-dwarf, open, determinate, flat topped, 1 to 3 vegetative branches and well spaced fruiting branches.

**FOLIAGE**—Thin, medium small leaf.

**SEASON**—Very early.

**BOLLS**—Round ovate, slightly pointed, 60 to 65 to pound. Open wide, fluff beautifully, storm resistant, looks and picks like short cotton.

**PICKING QUALITY**—Excellent.

\***LINT LENGTH**—1¼" to 1¾" under good conditions.

\***LINT PERCENT**—33% to 35%.

**LINT CHARACTER**—Best, strong, silky.

**PRODUCTION**—Very high for cotton of its length.

**CAUTION**—This is not a wilt resistant cotton.

### PRICES

\$14.50 per 100 lb. bag, \$255 per ton, f.o.b. Hartsville, S. C., Memphis, Tennessee, or Forrest City, Ark.

### ALL SEED REGINNED AND TREATED

\*This description is written to cover the expected performance of Coker-Wilds cotton under average conditions throughout the cotton belt. When planted on fertile soils, such as those of the Mississippi River Valley, this cotton normally produces a longer staple and slightly lower turnout.

**IMPORTANT NOTE:** Growing long staple cotton is a specialty. We do not recommend its planting by any new growers who are not willing to take the additional care in growing, picking, drying and ginning necessary to secure a superior product. Middling or better, smoothly ginned lint must be produced for its growing to be profitable.

*The following article on the growing of long staple cotton was written by the Founder of our company, the late Mr. David R. Coker, on September 23, 1936. We feel that this information is as pertinent and timely now as when it was written. We are reprinting it for the benefit of the many growers who, because of the excellent demand and high premiums now being paid for long staple cotton, will plant our Coker-Wilds variety for the first time.*

### SOME ITEMS FOR LONG STAPLE COTTON GROWERS TO CONSIDER

"1. Seed. The breeders of long staple upland cotton are making constant progress in the improvement of these varieties in yield, length and character, and it is, of course, of vital importance for you to have a highly productive strain suited to your soil.

"2. Staple cotton of a given variety will vary greatly on different types of land, under varying weather conditions and with the number of plants per acre. By crowding the plant you usually sacrifice ¼" or more in staple.

"3. Staple cotton must be properly conditioned before ginning. If harshly dry many fibres will break in the gin and if too damp the cotton will be rough or gincut. Staple cotton should only be ginned on up-to-date gins with good cleaning equipment and a soft gin roll should always be used in ginning.

"4. It is very important to pick staple cotton promptly and with as little trash as possible. If allowed to remain in the field and take several rains the value is little if any greater than for corresponding grades of short cotton.

"5. Staple cotton may be highly profitable to farmers who use every precaution with seed and handling and who have access to a well operated gin and good staple market. We do not recommend the planting of cotton 1¾" and longer staple by farmers who do not have or cannot provide the best facilities for production, preparation and marketing."

COKER'S PEDIGREED SEED COMPANY

Sept. 23, 1936

By: David R. Coker, Pres.

Coker-Wilds bolls are large, averaging 60 to 65 to the pound.



The lint is of especially high tensile strength and spinning value, and is rated highly by fine yarn spinners.





# MILLS URGE INCREASED PRODUCTION LONG STAPLE COTTON

*The following replies were received in response to a letter which we wrote to a group of leading fine yarn spinners asking for their opinion as to the future demand and probable premiums which would prevail on long staple cotton of the type produced by our Coker-Wilds variety.*

" . . . We use about 25% of our production in the 1¼" staple and had a very hard time getting this during the past season. This is used for thread purposes and a 33⅓% premium over inch cotton is not objectionable. We hope the farmers will raise more of this staple cotton so that we will not be forced off of the quality of product we manufacture from it. . . ."

GROVES THREAD COMPANY, INC.  
E. E. Groves, Treas.

Gastonia, N. C.  
July 26, 1948

" . . . With the present high price for Egyptian cotton, plus the exhausted supply of domestic long staple cotton, it would seem that the cotton farmer had a pretty sure bet in planting extra staple cotton for at least the next five or six years. . . ."

BERKSHIRE FINE SPINNING ASSOCIATES, INC.  
H. S. Newcombe

Providence, Rhode Island  
July 28, 1948

" . . . We are very much interested in a program of being able to buy more of our long staple cotton in this country, instead of having to import it from Egypt. . . ."

LILY MILLS COMPANY  
J. W. Schenck, President

Shelby, N. C.  
July 19, 1948

" . . . With the price of Egyptian cotton where it is today we have every reason to believe that the demand for this staple will be much greater next year than it was this year. We certainly hope that the farmers will produce ample cotton of this type to take care of the requirements of the spinners. . . ."

CHINA GROVE COTTON MILLS CO.  
C. J. Beaver, Sec. & Treas.

China Grove, N. C.  
July 19, 1948

## **COKER'S PEDIGREED SEED COMPANY**

DAVID R. COKER (1870-1938) FOUNDER



THE GUARANTEE OF QUALITY

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