

62

[1957]

DESCRIPTIVE LIST

No. 2

Peto Seed Co.

PURE  SEED

VENTURA, CALIFORNIA
SATICOY FARMS

LIBRARY
RECEIVED
FEB 11 1957 ★
U. S. Department of Agriculture

HYBRID VEGETABLES

CUCUMBER

EGGPLANT

ONION

SQUASH

TOMATO

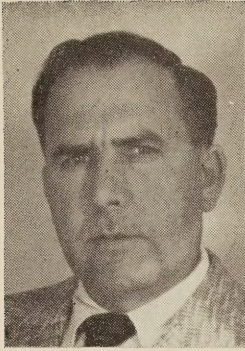
WATERMELON

SELECTED STRAINS

STANDARD TOMATO VARIETIES



PURE SEED WITH HYBRID VIGOR



DR. H. B. PETO
Plant Breeder & Owner

PURE  SEED

Foreword

The future of the vegetable seed industry lies in better quality, which is obtained by using F_1 hybrid seed. The F_1 hybrid vegetable stands for the highest quality in vegetable seeds. Quality has always been the Number 1 symbol of our company in our hybrid vegetable and tomato seed production.

Top quality is produced in the F_1 hybrid by crossing two selected inbred varieties. It is expressed in increased yield, earliness, size and uniformity. These desirable factors can be summed up in the term *hybrid vigor*. Additional factors other than vigor such as disease resistance have been added wherever possible.

We feel that as specialist growers of hybrid vegetable seeds we are best qualified to grow your seed requirements in the classes listed herein. In handling hundreds of superior inbred lines of tomatoes we also know that you will obtain the best possible standard tomato varieties from us.

In order to assure you of top quality, very large trials are conducted on our Saticoy farm near Ventura each year as well as extensive regional trials with customers and Experiment Stations throughout the United States and Canada.

Peto Seed Co.

PURE  SEED

**BREEDERS AND WHOLESALE GROWERS
HYBRID VEGETABLES**

SELECTED STRAINS STANDARD TOMATO VARIETIES

Saticoy VENTURA, CALIF.
P.O. BOX 138

SATICOY FARMS
PH. SATICOY 229

Peto Seed Co. warrants to the extent of the purchase price that seeds sold are as described on the container within recognized tolerances. Seller gives no other or further warranty, express or implied.

EARLY SURECROP

HYBRID CUCUMBER
DISEASE RESISTANT SLICING TYPE

ALL AMERICA WINNER
AAS BRONZE MEDAL FOR 1951.
ALL - TIME ALL - AMERICAN IN 1953.

58 DAYS

FRUITS — Slender, blunt ends, 8 to 9 inches long, 2½ inches in diameter, holds its dark green color well after picking. Flesh is crisp, white and unusually delicious. Small seed cavity.

VINE — Outstandingly vigorous, with large protective leaves. Its resistance to Mosaic and Downy Mildew keeps the vines alive and productive long after most varieties have wilted.

Surecrop is no longer a novelty, but one of the most widely sold varieties.

Suitable for market grower, greenhouse, as well as home-garden use. May be used for both pickling and slicing by the home gardener.

As a commercial market-gardener item it is used from Canada to Mexico on repeat orders. As a home garden favorite it has no equal.



Early Surecrop Hybrid Cucumber

PURE  SEED

HYCROP PICKLING



HYBRID CUCUMBER

DISEASE RESISTANT PICKLING TYPE

Introduced To The Trade In 1954 As An Outstanding Pickler

54 DAYS

FRUIT — $5\frac{1}{2}$ -7 x $2\frac{1}{4}$ - $2\frac{3}{4}$. This new pickling cucumber is more slender and deeper in skin color than many old-fashioned pickling types, and also blunt at the fruit tips. Very tender skin and sweet flavor. Black spine.

VINE — Vigorous, with good leaf coverage, resistant to Mosaic and may also show tendency to resist mildew and spot rust.

Hycrop is a three purpose variety as it can be used in the gherkin, dill and cutting ring stages. At the dill or gherkin stage the seeds are only about half the size of most varieties. Its quality is equally outstanding for mustard pickles or for "bread and butter" or sliced pickles.

Hycrop will equal most commercial varieties under ideal growing conditions, but it has the ability to outyield most varieties during periods of unfavorable weather. In harsh weather the use of Hycrop may mean the difference between success or failure.

One Northern grower for a large pickling firm stated that the quality of yield of the hybrid pickle was so good that he received as much for the pickles off the hybrid variety as off double the acreage of commonly used variety and also stated that the hybrid produced earlier and stronger plants than this variety.

It was introduced in cooperation with Professor T. O. Graham at Ontario Agricultural College, Guelph, and produced by us on our Saticoy farm near Ventura, California.

SPECIAL HYBRID CUCUMBERS

Special crosses of hybrid cucumbers are grown for the wholesale trade on a customer's specific request with full guarantee of exclusive and confidential handling. Please consider us as your plant breeders.

HYBRID EGGPLANT F₁

INTRODUCED IN 1954

70 DAYS

FRUITS — Deep oval shaped, slightly tapering toward stem, dark shiny smooth skin, excellent quality.

PLANT — Vigorous, upright, medium tall, heavy yielder.

This new introduction is an excellent quality hybrid egg plant that will be preferred by gardeners to standard varieties because of its earliness, uniformity, high yield and fine appearance. An excellent hybrid for the home gardener or market grower.



GRANEX HYBRID ONION

U. S. D. A. AND TEXAS A. E. S. INTRODUCTION OF 1952

80 DAYS — EARLY

BULBS — Light yellow color, thick flat shape, mild flavor, best keeper of the Southern varieties.

Out yields Excel approximately 55%, and 94% better yield than Texas Early Grano 502. This is one of the finest introductions of the hybrid onions, especially adapted to areas where Excel onion is grown.



DR. H. A. JONES

and

DR. H. B. PETO

*Inspecting Granex Hybrid
Onion Trial*

STANDARD ONION VARIETIES

Available for the South on contract or spot sales. Write for prices.

PURE  SEED

HYBRID TOMATOES F₁ EARLY DELICIOUS

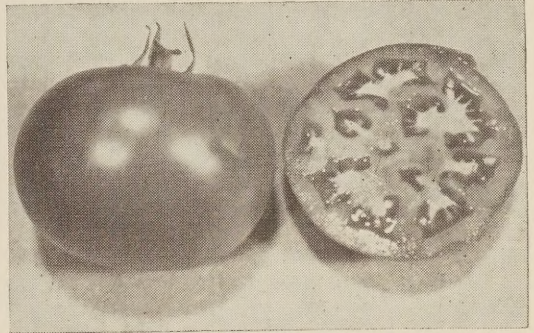
HYBRID TOMATO
EXTRA EARLY HEAVY EARLY YIELDER

55 DAYS

FRUIT — Medium large, indeterminate globe, color deep dark red, smooth and free from cracking, uniform in shape and size, thick fleshed and good mild flavor.

VINE — Indeterminate strong vigorous vine, medium cover somewhat fine foliage.

This hybrid has proved its own merit during the past five years. A.E.S. tests in Kansas, Wisconsin, Pennsylvania, Michigan, North Carolina and West Virginia show highest total yield of any hybrid or standard variety tested and to be an outstanding hybrid tomato for home garden or early market



EARLY PROLIFIC

HYBRID TOMATO
LARGE EARLY HEAVY YIELD, TOP QUALITY

60 DAYS

FRUITS — Medium to large, excellent dark red, firm fleshed, thick walls, good flavor and quality. Globe shaped, smooth and uniform.

VINE — Indeterminate, large and vigorous with medium cover. Excellent production and despite its earliness bears fruit until frost. Medium bright green foliage.

This hybrid is in the same class as Earliana for earliness, but has larger and smoother fruits and much greater yielding. Early Prolific has top ratings in State Colleges from the South to the North for high yield and general performance. Its adaptation is wide, a wonderful hybrid for the home garden and market grower. Suitable for staking and trellising. Early Prolific was introduced in 1948 and continues to be one of our best hybrids.



PURE  SEED

EARLY GIANT

HYBRID TOMATO

Our Introduction of 1953 In Great Demand As
THE LARGEST EARLY HYBRID

60 DAYS

FRUIT — Largest early fruited hybrid offered with a heavy yield. Deep globe shape, deep red color, thick walls, excellent interior, free from white core.

VINE — Indeterminate, strong and vigorous. Fruits are spaced on the vine in large clusters, bear over a long period, good coverage, medium dark green foliage.

This new introduction has been in great demand this year. It exceeds all early tomato varieties and hybrids for size and it is the best known hybrid combination of earliness and large fruit size.

In a Northern test it was two days earlier than Early Chatham and its size was 7.4 ounces as compared to Rutgers 5.1 ounces. In New York test it was largest in size with a weight of 7.8 ounces. In Illinois it was the largest size coupled with one of the heaviest yielders, and at Kentucky it ranked 1 over all varieties and hybrids and ranked 1 for size and early tonnage. It yielded 19.12 tons and Rutgers 12.68 tons in comparative trials.

This hybrid has a wide range of adaptability and should not be overlooked where size and earliness are important.

LARGEST EARLY

WIDE ADAPTABILITY

EXCELLENT QUALITY

HIGH YIELD

CATALOG FEATURE



PURE  SEED

EARLY HYCROSS

HYBRID TOMATO
MEDIUM LARGE, HIGH QUALITY FRUITS

65 DAYS

VINE — Indeterminate, medium large, open vine with good foliage cover.

FRUIT — Dark red, medium large, very smooth, deep globe, of excellent mild flavor and solid flesh, small core, highest quality.

Early Hycross has proved to be of great value as an outstanding home garden nursery tomato for central, eastern and northern U.S. It is produced from a male sterile parent which makes the seed less expensive, earlier than Earliana or Valiant, bred for highest quality fruit yield and earliness. It is one of our volume sellers.



BREEDERS

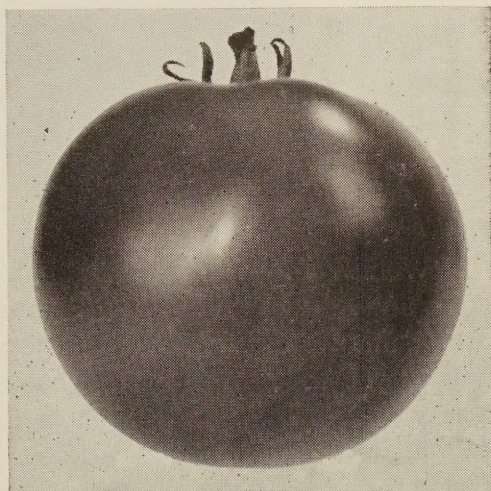
HYBRID TOMATO
MID-SEASON SHIPPING AND CANNING

70 DAYS

FRUIT — Medium to large size, round to deep globe, very smooth and solid flesh, no hard core, bright red color throughout, excellent quality and fine flavor.

VINE — Indeterminate, medium large, upright, strong and vigorous, good vine coverage, very prolific.

This hybrid, because of its fine quality fruits, is an excellent shipping and canning tomato. It is very well adapted, an excellent general F₁ hybrid used extensively over the States where Rutgers is grown.



PURE  SEED

WONDER BOY

HYBRID TOMATO

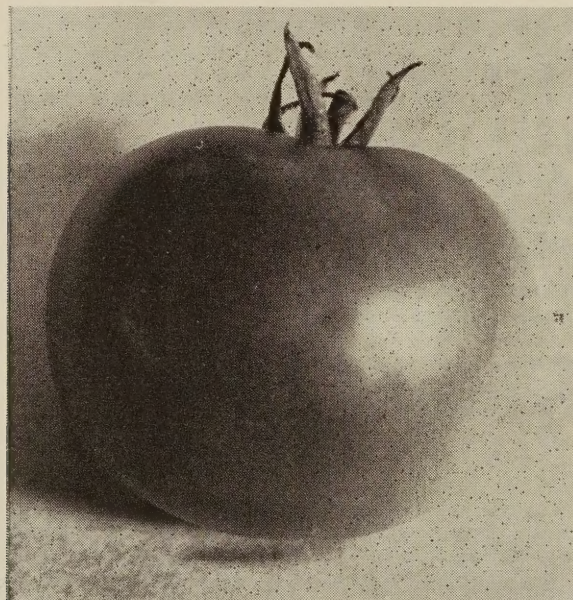
INTRODUCED IN 1954

Fills The Demand For An Extra Large Round
Mid-Season Hybrid Tomato

68 DAYS

FRUIT — *Uniform color gene*, extremely large, deep globe, smooth and of excellent flavor, small blossom scar, scarlet red, very heavy fruit sets, in large clusters.

VINE — Indeterminate, vigorous, large uniform plants, spreading and medium green foliage affording good cover, very prolific and high yields.



Wonder Boy was introduced in 1954, bred for extremely large size fruits and heavy yield. It has been tested extensively all over the United States, and we feel that Wonder Boy will be of great value to all catalog houses who sell to the critical home gardeners who want a very large, meaty smooth tomato of excellent flavor. This hybrid tomato measures full up to its catchy name; Wonder Boy should not be overlooked when you plan hybrid tomatoes for your future use.

GIANT KING

HYBRID TOMATO

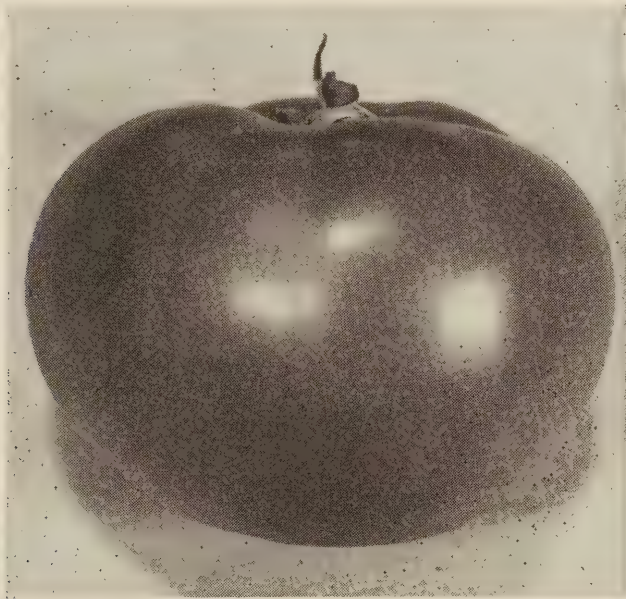
An Outstanding F₁ Introduction In 1955
A GIANT SIZE MID-SEASON HYBRID

80 DAYS

FRUIT — Colossal size, very smooth, bright scarlet color, deep globe shape, thick walls and excellent quality flesh and flavor, firm and meaty.

VINE — Indeterminate plant habit, and large and vigorous with good coverage against sunburn. Foliage dark green.

As the name implies, this is our mid-season, Giant King sized, high quality tomato to fill the need in the main crop for large size and quality for the home and market gardener.

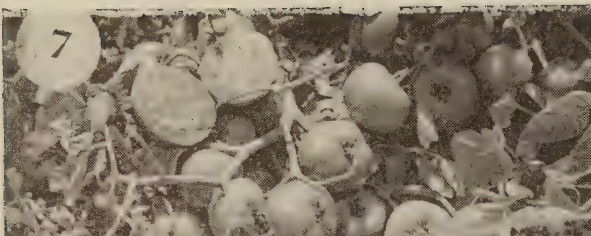


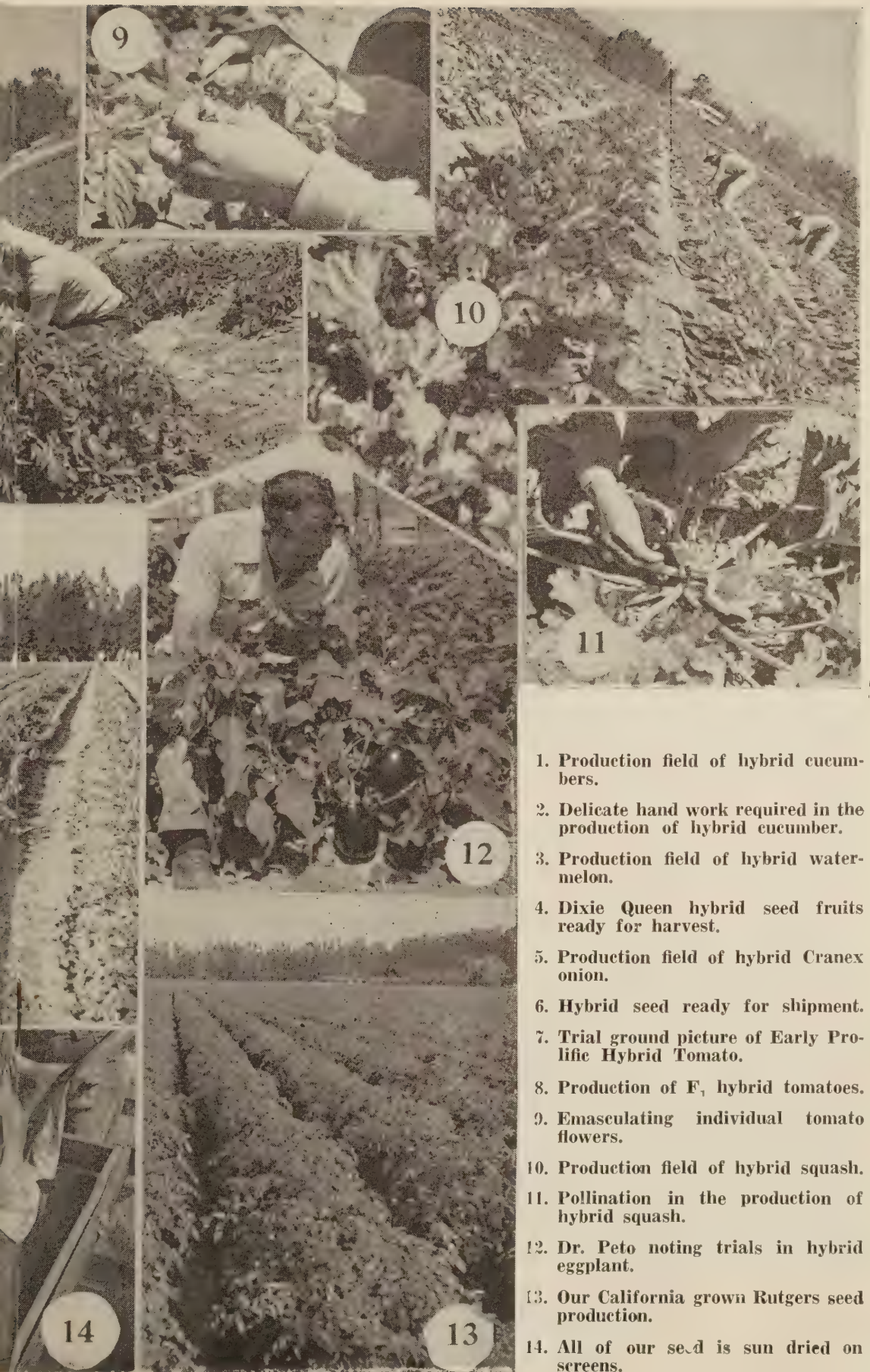
SPECIAL COMBINATION

HYBRID TOMATOES

Special crosses of hybrid tomatoes are grown for the wholesale trade on a customer's specific request with full guarantee of exclusive and confidential handling. Please consider us as your plant breeders.

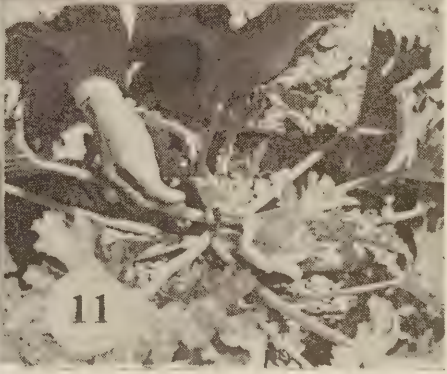
PURE  SEED



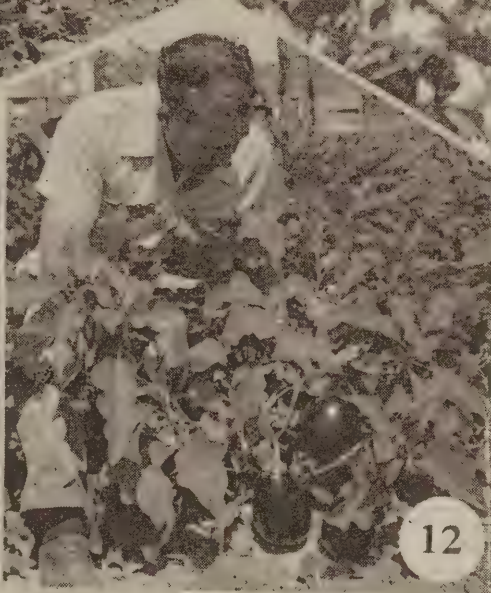


9

10



11



12

1. Production field of hybrid cucumbers.
2. Delicate hand work required in the production of hybrid cucumber.
3. Production field of hybrid watermelon.
4. Dixie Queen hybrid seed fruits ready for harvest.
5. Production field of hybrid Cranex onion.
6. Hybrid seed ready for shipment.
7. Trial ground picture of Early Prolific Hybrid Tomato.
8. Production of F₁ hybrid tomatoes.
9. Emasculating individual tomato flowers.
10. Production field of hybrid squash.
11. Pollination in the production of hybrid squash.
12. Dr. Peto noting trials in hybrid eggplant.
13. Our California grown Rutgers seed production.
14. All of our seed is sun dried on screens.



14

13

HYBRID TOMATOES F₂

Introduction.

The production of good F₂ generation hybrid tomatoes is difficult because of segregation or off types often found in the F₂ while the F₁ generation of the same cross is uniform. The hybrid vigor is also less in the F₂ than the F₁ hybrid of the same cross. However, in the tomato hybridization there are combinations in the F₂ generation where the segregation is so slight that it is not readily apparent in the field. The hybrid vigor, although not as great in the F₂ as in the F₁, is still superior to the standard varieties.

The third and important consideration is that the cost of second generation hybrid tomato seed is much less than first generation hybrid seed.

After extensive testing we offer for the first time F₂ combinations which are the best possible combinations we have found to date.

PRIZE-RED

AN F₂ HYBRID TOMATO

75 DAYS

FRUIT — Medium large, deep scarlet red, excellent quality and flavor, smooth and firm with no hard core, very small stem and blossom scar, high yield of top quality fruits.

VINE — Indeterminate, strong and vigorous, upright to spreading, very good coverage.

This is a mid-season F₂ hybrid with a wide range of adaptability throughout the United States. Because of its fine quality fruit and high yield it is ideal for the green wrap trade as well as the market gardener. It is an extremely uniform F₂ for fruit and plant habit and vigor much superior to standard varieties in the same class.

SCARLET QUEEN

AN F₂ HYBRID TOMATO

80 DAYS

FRUIT — Largest red fruited F₂, semi flattened globe with a slight tendency to ridging, flesh excellent color, medium thick walls, few to many cells and small blossom scars, very fine mild flavor.

VINE — Indeterminate, very uniform, vigorous plant habit, compact and excellent cover, medium green.

We have had many impressive reports on this new F₂ hybrid tomato and it shows great promise. It is extremely high yielding of extra large, uniform fruits and very high percentage saleable bear over a long period. Good mid-season to late hybrid F₂ for catalog and market grower trade to replace standard varieties in this class. In one 1953 A.E.S. trial Scarlet Queen obtained a final rank of No. 3, topped only by F₁ tomatoes but superior to standard varieties.

PURE  SEED

JUMBO PINK

AN F₂ HYBRID TOMATO

85 DAYS

FRUIT — Extremely large, firm, meaty flesh, bright pinkish color, more uniform and smoother than Ponderosa, very remarkable flavor.

VINE — Indeterminate, extremely vigorous, heavy upright, medium green foliage and good coverage.

This new Jumbo Pink F₂ Hybrid Tomato is the most uniform, outstanding pink tomato on the market today for the home garden use. Its size and flavor combined with high yield, compared to Ponderosa, makes it a very desirable item to offer your Ponderosa customers.

PETO PRIDE

AN F₂ HYBRID TOMATO

**Outstanding F₂ Introduction In 1955
For Green Shipping, Ripe Pack And Canning**

80 DAYS

FRUIT — Large, smooth, very deep round, deeper than Pearson, thick skin, ripens well, very heavy yielder, excellent deep scarlet color.

VINE — Determinate vine habit like Pearson. Excellent coverage, compact, dark green foliage. Very vigorous and extremely uniform for an F₂ hybrid tomato.

It is 10 days earlier, higher yield and finer quality fruit than Pearson. Thoroughly tested and approved by large grower shippers in areas where Pearson is grown.



Scarlet Queen



Peto Pride

PURE  SEED

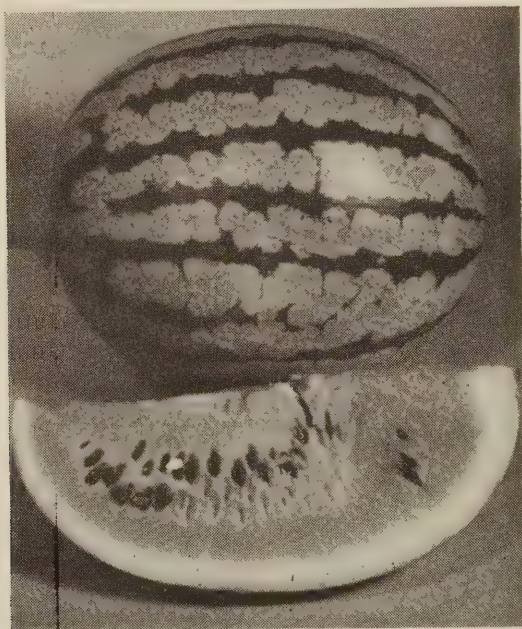
DIXIE QUEEN HYBRID WATERMELON F₁

WILT RESISTANT

82 DAYS

FRUITS — 30 - 50 lbs., medium light green skin with narrow, dark green wavy stripes, a little darker than Dixie Queen. Very thin but extra tough rind. Flesh crisp, low fibre, deep dewy red, especially fine, sweet flavor. Seeds dark color.

This is a true first generation hybrid produced by hand controlled hybridization; the cross of two carefully inbred and selected parent lines. Slightly earlier than Dixie Queen. Very uniform, vigorous growing. Strong resistance to fusarium, the common wilt of watermelons. It produces from mid-August until frost.



SPECIAL COMBINATION

HYBRID WATERMELONS

Special crosses of hybrid watermelons are grown for the wholesale trade on a customer's specific request with full guarantee of exclusive and confidential handling. Please consider us as your plant breeders.

PURE  SEED

HYBRID SQUASH STORRS GREEN F₁

A new, early productive F₁ hybrid dark green summer squash introduced by Storrs Agricultural Experiment Station, Connecticut, 1953.

Very attractive, cylindrical, smooth, dark green squash, good storage, flesh white, crisp, fine textured. Very fine quality, excellent flavor. Mature fruit shows striping character yet edible stage dark green. Equal to Caserta squash in earliness in trial tests but exceeded all others in total yield in Storrs Experiment Station summer trials, 1952. This hybrid squash looks very attractive in vegetable stands and excellent item for catalog and market grower. Seed from this true F₁ hybrid squash should not be saved for replanting. Customers should obtain fresh F₁ seed each year.



SPECIAL COMBINATION

HYBRID SQUASH

Special crosses of hybrid squash are grown for the wholesale trade on a customer's specific request with full guarantee of exclusive and confidential handling. Please consider us as your plant breeders.

PURE  SEED

STANDARD TOMATO VARIETIES

The tomatoes described here are grown from our own selected strains through careful breeding and selective work done by Dr. Peto every year to insure you of top quality seed, and we invite you to try them in comparison to all other strains offered on the market today.

Days

EARLIANA 498

64

FRUIT — Deep scarlet red, nearly globular in shape. Fine flavor, solid interior, medium large.

VINE — Indeterminate, vigorous, open and spreading. Fine cut foliage.

Earliana 498 is undoubtedly the smoothest and best in the Earliana class, adopted for an extra early cropper in the Northern and Western States.

EARLIANA FIRST EARLY

62

FRUIT — Bright red, flattened globular shaped. Quite smooth, slightly larger than Earliana 498.

VINE — Indeterminate, open plant. Spreading, fine cut foliage, medium small.

This strain is slightly earlier than Earliana 498 and because of its ability to set fruits in cool weather it is used extensively in the Imperial Valley and Southern California for the early spring market. We invite you to try our strain.

EARLY PAK

78

FRUIT — Globular, thick walled and firm. Excellent bright scarlet color, very smooth and attractive.

VINE — Determinate, short and compact. Very productive, good foliage cover, dark green color.

We offer a selected strain of this variety. It can be used as a canner as well as shipper for the fresh market.

HOMESTEAD (STEP 89)

80

FRUIT — Red, medium to large, smooth, globe shaped, thick walls, firm interior. A lighter green shoulder than Rutgers.

VINE — Semi-determinate plant habit, dense foliage. Somewhat compact, has near-immunity to Fusarium wilt.

We offer the original strain released by U.S. Vegetable Laboratory at Charleston, South Carolina. Homestead has in its short time shown great promise for the South as an excellent shipping tomato and should not be overlooked when planning your tomato variety list.

J. MORAN

FRUIT — Scarlet, slightly larger and a little flatter than Improved Pearson. Noted for holding its size late in the season. Small core.

VINE — Determinate plants very similar to Improved Pearson.

This variety is used extensively in California, particularly as a canning tomato. Very productive and tough stems are readily detached from fruits at picking stage.

MARGLOBE

77

FRUIT — Deep scarlet, large globular shaped, uniform, thick skinned and solid. Excellent flavor.

VINE — Indeterminate plant habit, vigorous, heavy, dark green foliage which shades the fruits well.

Marglobe shows tolerance to Fusarium wilt and nail head rust. It produces heavily. One of the leading canning varieties. Try our strain as we know you will be pleased.

PEARSON DEEP FRUITED

FRUIT — Same color and firm quality of Improved Pearson but much deeper and smoother. (Illustrated below, at left)

VINE — Determinate, large and vigorous. Very similar but more uniform plant habit than Improved Pearson.

We grow a very fine, deep fruited, selected strain of Pearson used extensively as a green wrap and canning tomato in California. Noted for its high yield and fine quality fruit.

PEARSON IMPROVED

90

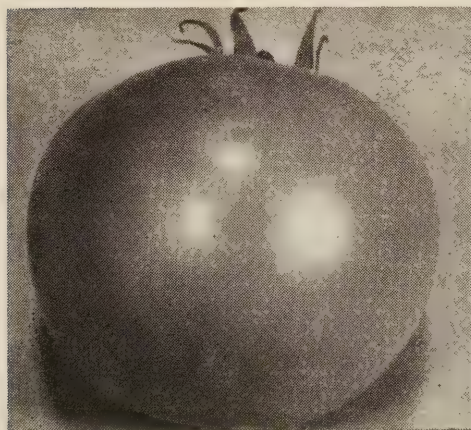
FRUIT — Scarlet, medium large, flattened globe. Smooth, thick skin, ripens well at stem. (Illustrated below, at right)

VINE — Determinate, large and vigorous. Dark green foliage, dense, affording good protection.

Improved Pearson was developed by California Agricultural Experiment Station at Davis and has for many years been the leading shipping and canning variety in California. Try our own select strain.

PETO PRIDE F₂ HYBRID TOMATO

Do not overlook this outstanding improvement over the regular Pearson strains. It is recommended for all Pearson areas. (See description under F₂ Hybrid Tomatoes.)



Pearson Deep Fruited



Improved Pearson

Days
90

PONDEROSA or BEEFSTEAK or BRIMMER

FRUIT — Pink, extremely large and flat. Somewhat irregular, interior very fleshy, few seeds, mild non-acid flavor.

VINE — Indeterminate, large spreading, medium green foliage.

Ponderosa is one of the largest varieties and is still a great favorite with the home gardener. Our improved selected strain is superior in trial tests.

JUMBO PINK F₂ HYBRID TOMATO

It is recommended over the Ponderosa tomato and we suggest you substitute for same. (See description under F₂ Hybrid Tomato.)

RUTGERS (Selected Strain)

80

FRUIT — Large globular shaped, smooth deep scarlet color. Thick walls, very firm.

VINE — Indeterminate, large plant with thick stems and vigorous growth. Partially resistant to Fusarium wilt. Dense, green foliage affording very good protection. Prolific.



Rutgers

This is an excellent, all-purpose variety of wide adaptations and we offer a very fine strain of California grown Rutgers. Very uniform and most desirable.

SAN MARZANO

80

FRUIT — Deep scarlet red, 3½ long x 1½, elongated two celled. Thick flesh and little or no juice. Very mild flavor.

VINE — Indeterminate medium large, rather open, very prolific, bears fruit in clusters.

This small type tomato is used for canning, solid pack and puree.

SUNRAY

80

FRUIT — Golden orange, large deep oblate. Very smooth, mild flavor, small seed cavity.

VINE — Indeterminate, sturdy, compact with heavy foliage. Medium green color.

This variety is very similar to Jubilee but with high resistance to Fusarium wilt. Especially noted for its mild non-acid flavor.

SUPER SIOUX

70

FRUIT — Scarlet, medium size. Almost globe shaped, thick walls and practically free from hard core; firm flesh, uniform color gene.

VINE — Indeterminate, relatively open with finely divided leaves. Very productive.

Developed by Nebraska Experiment Station from a cross between All Red x Stokesdale. We offer a very fine strain of this tomato.

VALIANT

70

FRUIT — Large, deep globular, bright scarlet. Meaty, mild flavor.

VINE — Indeterminate, spreading and open. Vigorous, fine foliage and productive.

An early home and market variety.

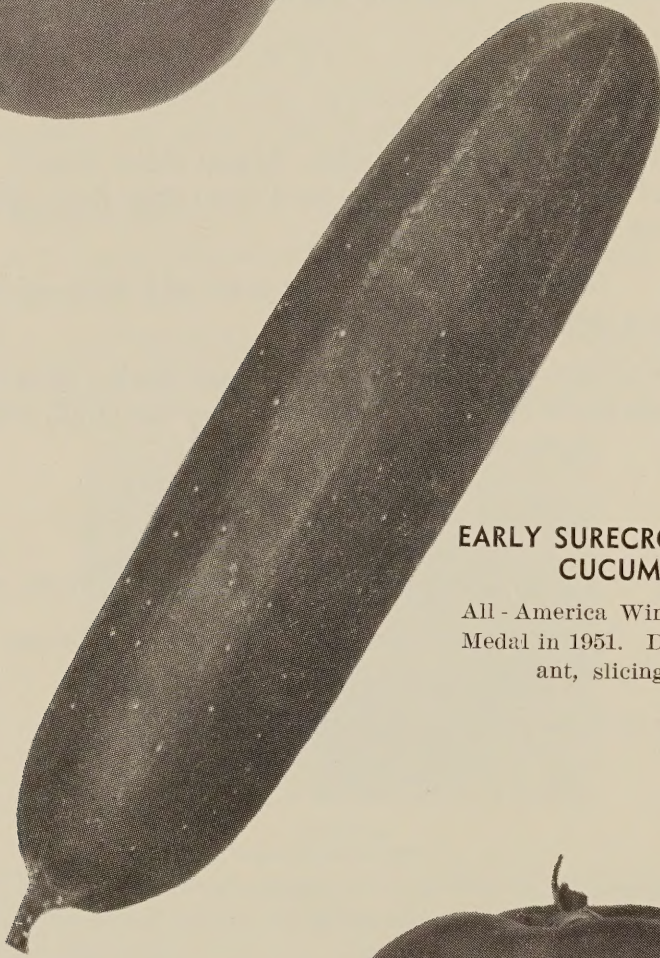
All our tomato fields are inspected by the Department of Agriculture and a letter is supplied us after inspection stating freedom from disease on each crop grown. Copies of same can be supplied our customers on request.

WE OFFER ALSO ON QUANTITY BASIS SPECIAL GROWING ON CONTRACT OF YOUR OWN SELECTED TOMATO STOCKS OF ANY VARIETIES AND WILL MAINTAIN SAME FOR YOUR USE ONLY.



EARLY GIANT HYBRID TOMATO

60 days. Introduced in 1953. Largest early hybrid. High yield, excellent quality.

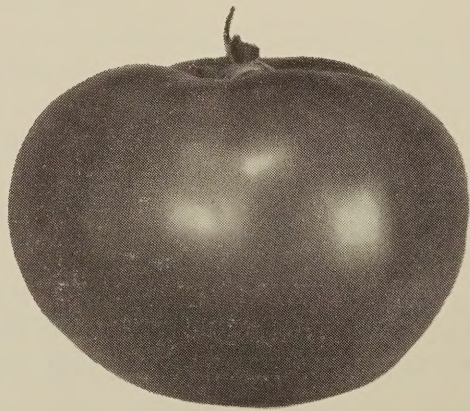


EARLY SURECROP HYBRID CUCUMBER

All - America Winner. Bronze Medal in 1951. Disease resistant, slicing type.

GIANT KING HYBRID TOMATO

80 days. A giant size mid-season hybrid.





PURE SEED WITH HYBRID VIGOR



Peto Seed Co.

PURE  SEED

BREEDERS AND WHOLESALE GROWERS

SATICOY FARM
PH. SATICOY 229

VENTURA, CALIFORNIA
P.O. BOX 138