

"Flash Process"

Stoneville's answer to

PLANTER-CONDITIONED SEED

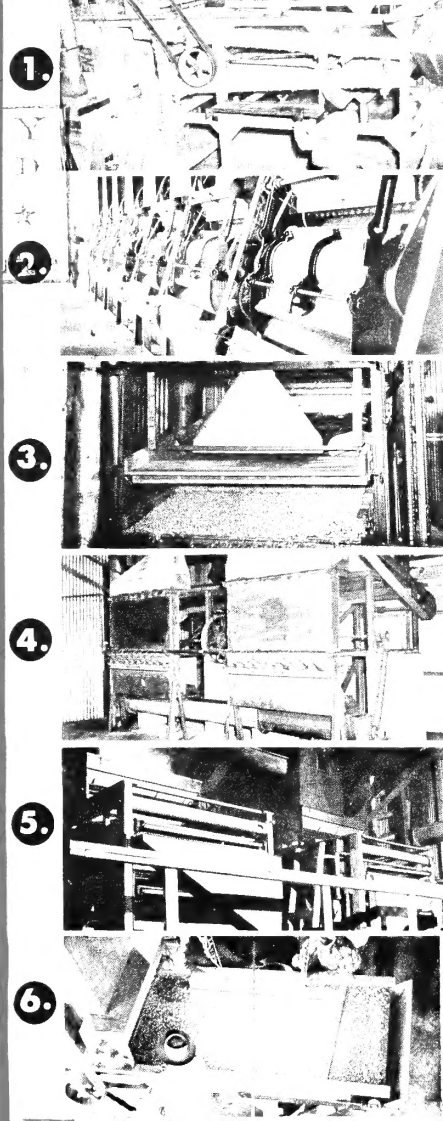
- 1. CLEAN SEED** — is the first essential in processing at Stoneville through our exclusive "FLASH PROCESS." This first cleaning is the first step in giving you MORE sound seed in every bag of Stoneville BREEDER'S REGISTERED SEED.
- 2. DELINTING** — ALL BREEDER'S REGISTERED SEED are processed through these modern 176 saw delinting machines. These more expensive stands allow looser rolls and "gentler" handling of your planting seed.
- 3. SECOND CLEANING** — Normally this is the final stage in preparing planting seed but it's "only the beginning" for Stoneville's FLASH PROCESSED SEED.

- 4. "IN A FLASH"** — the last particles of excess lint are removed leaving only the necessary linter coat.
- 5. THIRD CLEANING** — over this battery of SUPER 298 cleaners. The removal of the excess tabs of lint allows the seed to spread evenly over the screens for efficient cleaning of foreign matter.
- 6. HAND PICKED** — The final phase of FLASH PROCESSING is the hand-picking operation. Under the close inspection of trained eyes and experienced hands the last trace of foreign matter or "light" faulty seed is removed.

Stoneville

Pedigreed **Seed Co.,**

STONEVILLE, MISSISSIPPI





The Importance of

BREEDERS REGISTERED SEED

BREEDERS REGISTERED COTTON SEED are to good cottons what a registered bull is to a good cattle herd—the source of improvement and maintenance of characteristics that make for profitable operation.

Wise cotton farmers, like wise cattle men, take advantage of the latest developments of scientific breeding. Each year's release of Stoneville's Breeders Registered Seed are the result of 7 to 8 years of intensive scientific development.



The High Producing Cotton with **Extra Earliness**



MATURITY—Early—an especially important factor, in year of heavy boll weevil infestation—for late planting—in areas with planting deadlines due to pink boll worm or frost.



PLANT TYPE—Open—Smaller than most varieties. Stands up well, foliage is light making for good penetration of sunlight. These points are of prime importance in seasons of heavy rainfall or areas where rank growth is common.



BOLL—Medium Size—round with slight point, and fluffs well.



LINT PERCENTAGE (Gin turn-out)—High—Stoneville 3202 ranks near the top in gin turn-out. Percentage generally runs 36-39.



HAND PICKING QUALITIES—Fluffy, well opened bolls make for faster, easier picking.



MACHINE PICKING QUALITIES—Very Good—The seed cotton does not string out or fall out. Early fruiting means large percentage of crop is ready earlier. The plant is not limby or lazy (stands up well) which allows entire plant to pass thru the machine with a minimum of breakage of limbs.



STAPLE LENGTH—Depends on area of growth. Under most conditions will run 1-1/32 to 1-3/32.

A Scientific Answer to Better Cottons

The Story of Breeding at **STONEVILLE**

... From Hand Planting to Machine Picking

Improvements in yield, fiber and plant structure are the result of years of research and painstaking experimentation. Stoneville Breeders Registered seed bring the cotton farmer the result of each year's scientific accomplishments.

A The Breeders Registered Seed you plant this year were developed from a single plant, seed of which were planted by hand 8 years ago

B Crossing of 2 varieties by hand is one of the tedious processes followed by the plant breeder in his never ending search for a better cotton for you

C In our own advanced isolated breeding plots, the seed are grown to maturity for purposes. These are carefully supervised by experienced plant breeders.

D Proven rows are carefully marked and constantly supervised. Plants are tagged with data for laboratory records and tests

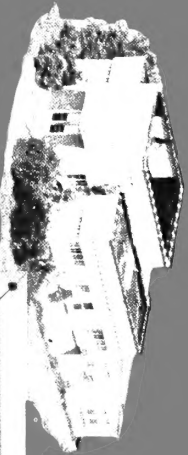
E New strains within a variety are carefully checked for plant type, fiber quality, etc. The strain selected to bear the name of the variety must retain the qualities that made the parent famous

F After maturity, and before harvesting, all cotton is inspected for its ability to remain in the boll, adaptability to mechanical harvesting—and is carefully studied for position of fruit load on the plant.

G Storage and processing at Stoneville is another important step. Stoneville's FLASH PROCESS and adequate storage facilities insure sounder seed. Handled by experienced seeds men, peak potency is assured at planting time.

H "Pickability" is one of the important phases of cotton breeding. All Stoneville Cottons are thoroughly tested for adaptability to mechanical picking before being released.

I A competent plant breeding staff is the secret of Stoneville's success in developing outstanding cottons. Here, Dr G R Walker and Dr C W Manning, head of our breeding staff, discuss cotton breeding problems with Dr A L Smith of Auburn Polytechnical Institute, Auburn, Alabama

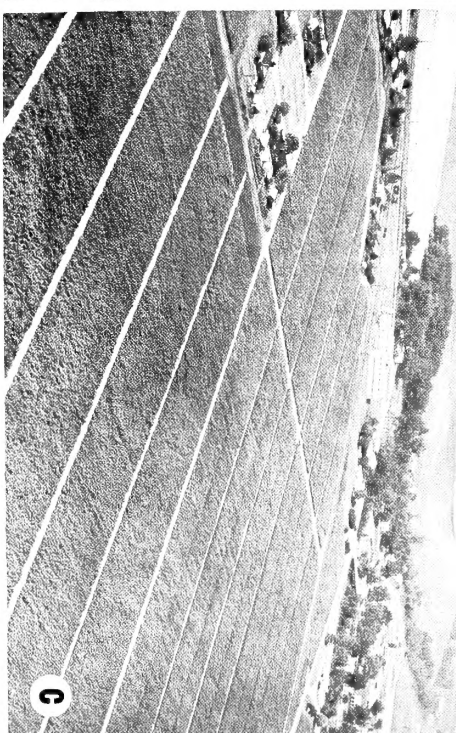


HEADQUARTERS

STONEVILLE

Bedigreed SEED CO.
BREEDERS & GROWERS

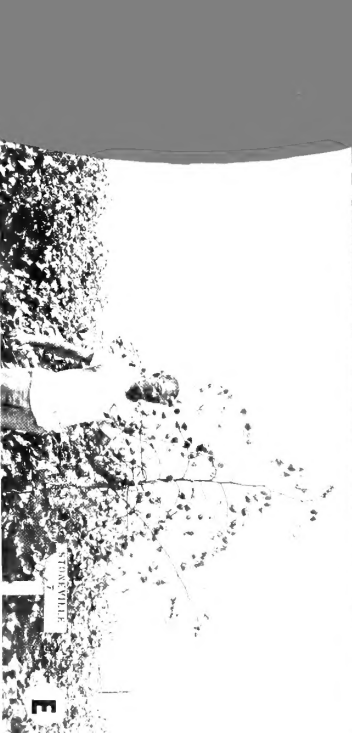
STONEVILLE & DELFOS Cottons



G



D



E



F



G

H

I



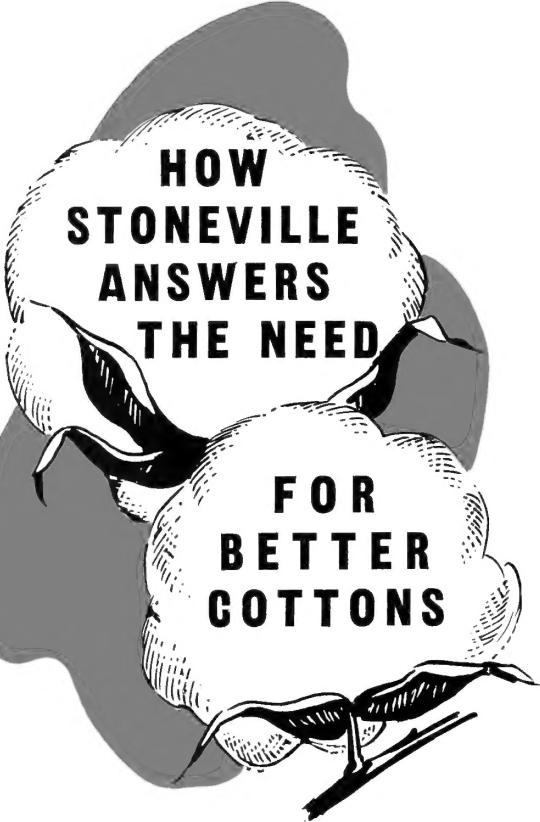
Sec. 34.66, P. L. & R.

U. S. POSTAGE

PAID

Stoneville, Miss.

Permit No. 2



**HOW
STONEVILLE
ANSWERS
THE NEED**

**FOR
BETTER
COTTONS**