

"Flash Process"

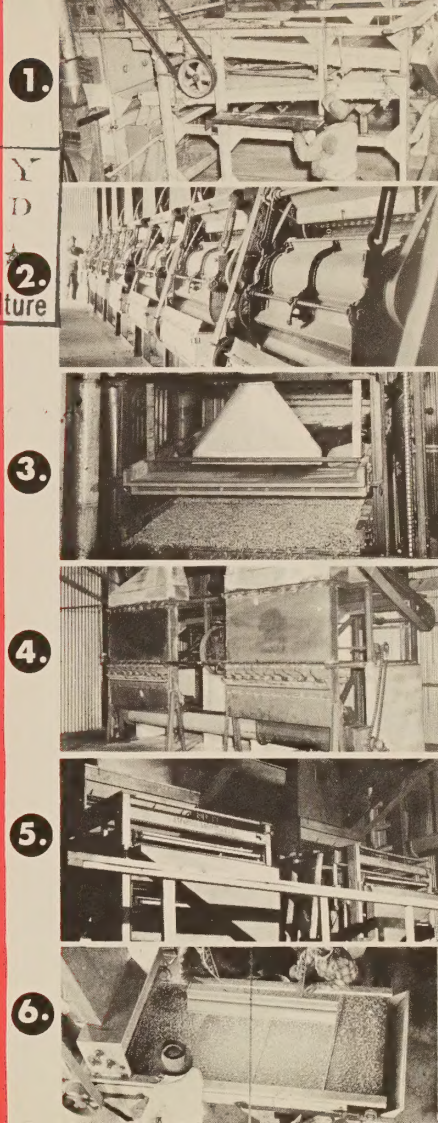
Stoneville's answer to

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 BREEDERS 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.

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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 Gin Turn-out**

1. **LINT PERCENTAGE** (Gin Turn-out) . . . Very good.
2. **PLANT TYPE** . . . Upright, with sparse foliage for better penetration of sunlight.
3. **STAPLE LENGTH** . . . A good 1 1/32 to 1 3/32.
4. **MATURITY** . . . Medium to medium late.
5. **HAND PICKING** . . . Good. Well-opened boll makes for faster, easier picking.
6. **MACHINE PICKING** . . . Good. Lightly foliaged, upright plant permits spindles to engage cotton more efficiently.
7. **FIBRE FINENESS** (micronaire) . . . Medium coarse, usually runs 4.0 to 4.6.

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** Scientifically arranged, isolated breeding plots are the seed beds for cotton breeding purposes. These are carefully supervised by experienced plant breeders.
- D** Progeny rows are carefully marked and constantly supervised. Plants are tagged with data for laboratory records and tests.



HEADQUARTERS

STONEVILLE

Breeds **SEED CO.**

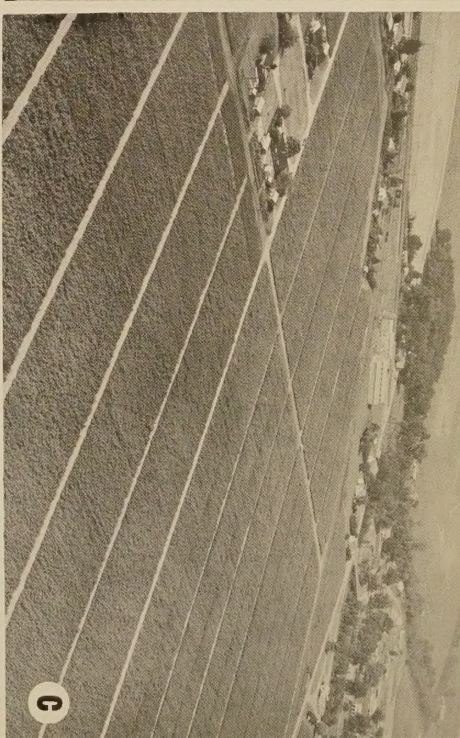
BREEDERS & GROWERS
STONEVILLE & DELFOS Cottons

- 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.

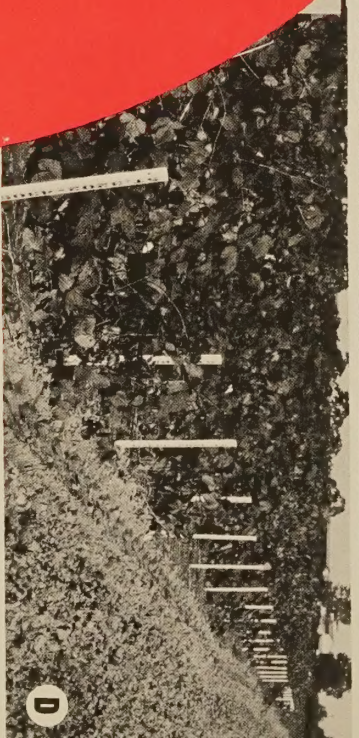
STONEVILLE
Breeds **SEED CO.**

STONEVILLE, MISS.



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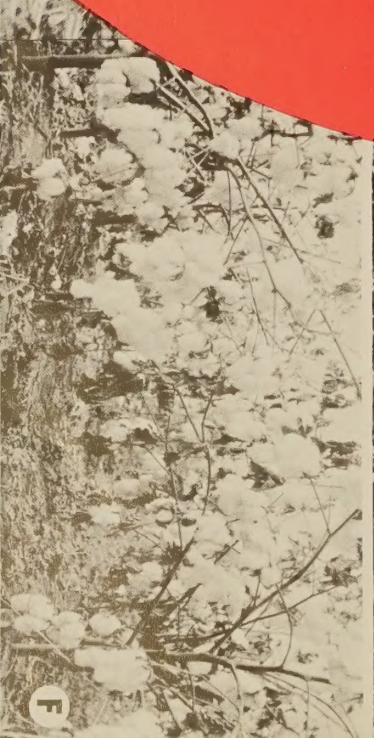
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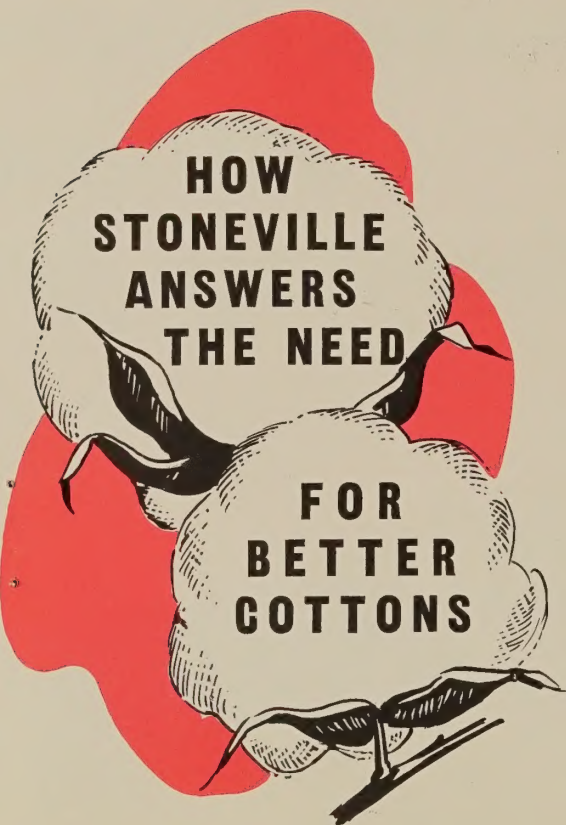
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**HOW
STONEVILLE
ANSWERS
THE NEED**

**FOR
BETTER
COTTONS**