

WATSON PUREBRED FALL GRAINS

1950 SEASON



ABOVE IS A FIELD OF ATLAS 66 WHEAT

"Those who demand the best plant WATSON seeds"

P. O. BOX 1099 **WATSON FARMS** ROCKY MOUNT, N. C.

A MESSAGE TO OUR CUSTOMERS:

Every year more and more farmers are asking, "Where can I get pure, high quality seed of the best varieties?" To fill the ever increasing demand for highest quality, adapted seed, Watson Farms has worked very closely with the N. C. Crop Improvement Association and the N. C. Experiment Station and we have spared no effort to do everything that modern science and modern methods offer to afford you the best seed obtainable.

Every seed field on our farms meets the rigid requirements of the N. C. Crop Improvement Association for Registration and Certification.

Every bag of Watson Fall Grain Seed has been carefully dried at harvest time, cleaned, graded, treated and tested to insure the highest purity and germination.

You are cordially invited to visit us at any time and see how we grow and process Watson Purebred Seed.

WATSON FARMS

VAN WATSON,

Vice President & Sales Manager

**Approved
Growing Methods
Assure Seed of
Good
Germination
and
Highest
Yield-Quality**



GRADING SIZES AND SHAPES

The growing and processing of pure seed is an exacting and scientific job. Germination and productivity depend on how well these jobs are done. All Watson seed are grown on our farms under the personal supervision of a trained plant breeder. No amount of time or effort is spared to guarantee that you get the best seed obtainable when you buy Watson seed. All Watson Purebred Seed have been carefully field inspected and tested to assure strong germination and highest yields.



GRAVITY SEPARATOR REMOVING LIGHT SEED
AND CHAFF

**Modern
Processing
Insures
Good Germination
and
Better Planting**

"Those who demand the BEST plant WATSON SEEDS"

Colonial ST. 2 Barley

Registered



Good yields with a wide range of adaptability. Short, stiff straw for easy combining.

Colonial Barley has several desirable qualities that make it well adapted to the area which is roughly South and East of a line running from New York State to Central Texas. During the past two years it has been widely tested in this area. Each year it has produced the highest yields of any variety tested, indicating a wide range of adaptation. Of special importance is the ability of Colonial to stand up until ready for combining. Colonial St. 2 is resistant to some local races of powdery mildew and has some tolerance to leaf rust. It has stood satisfactorily where Sunrise barley has lodged badly because of rust. Even under severe rust conditions it has stood to maturity, whereas other varieties lodged. Colonial has the shortest, stiffest straw of any variety now grown in this general area. Its ability to stand to maturity, even under some adverse conditions, plus its high yield ability, make Colonial one of the most ideal barleys that you can plant.

Atlas 66 Wheat

Registered and Certified

Here is a wheat for farmers that want high yields, excellent straw, and resistance to rust and mildew. As the name "Atlas" implies this wheat is noted for its excellent straw strength and stands unusually well for combining even on land that is in a high state of fertility. It has been known to stand to maturity under conditions that caused all other varieties to lodge badly. Because of its ability to resist lodging, it can be used to better advantage than any other locally-adapted variety for soils of high fertility.

In actual field tests in eight South Atlantic states Atlas 66 out-produced 9 other varieties. Yields are consistently good and 66 is adapted to the Coastal Plain and Piedmont areas.



The Foundation of a Good Crop *"Pure Seed of An Adapted Variety"*

Kentucky 31 Fescue

Registered and Certified



The above picture shows the original field of Registered Kentucky 31 Fescue in North Carolina, located on the Watson Farms.

WILL GROW ON ALL TYPES OF SOIL

Kentucky 31 Fescue is a grass that any farmer can use to advantage . . . for pastures, hay, lawns, soil building, or to control erosion. It is one of the greatest soil builders ever discovered. Kentucky 31 Fescue will grow on practically any type of soil. It is particularly well adapted to acid uplands and lowlands, and will grow in poor soil, in the shade, and in wet areas. It is also one of the most drought and disease resistant of the grasses.

It is a fast growing grass the year 'round and can be cut for hay two to three times each year. When seeded in the fall, pastures are ready for grazing in the early spring. Sod is particularly good and will smother out weeds, bermuda grass, onions and sorrell. Kentucky 31 Fescue is a true lifetime and evergreen grass, because it grows and stays green the year 'round. This grass is in no way a pest, either. It reproduces from seed and can be eradicated by plowing.

If you need a good pasture, or have some soil that needs building up, you should plant Kentucky 31 Fescue.

Arlington Oats

Registered

High yields, plus disease resistance make Arlington oats one of the most profitable oats that you can plant. In an 8 test average throughout North Carolina during the seasons of 1948 and 1949, Arlington yielded 97 bushels where Fulgrain and Victorgrain each yielded approximately 76 bushels per acre. This was an average of 21 bushels more per acre than either Fulgrain or Victorgrain.

Arlington is resistant to all known races of crown rust with the exception of race 45. It, also, carries resistance to several races of smut.

Of particular importance is its stiff straw, which makes it ideal for combining. Arlington is adapted to the Coastal Plain and Piedmont and has been found sufficiently winterhardy for the upper Piedmont and possibly the lower Mountain sections.

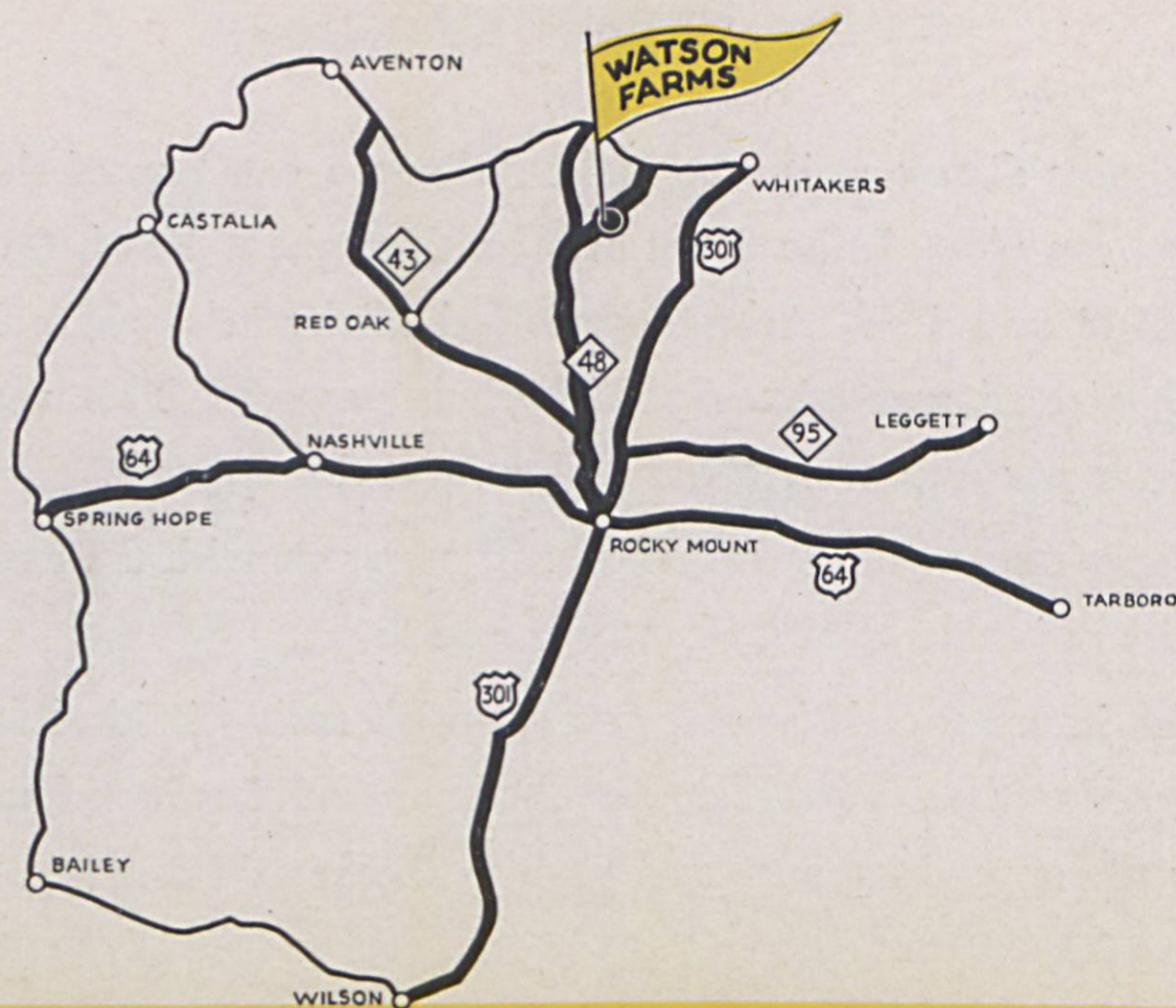


The above photograph shows one of our fields of Arlington Oats. Notice how well they stand at maturity.

All WATSON Seeds Are Grown on WATSON FARMS

VISIT OUR FARMS!

You are cordially invited to visit our farms and modern seed processing plant, located 8 miles north of Rocky Mount at the Goldrock Community. You are always welcome.



We are also growers of:

Kobe Lespedeza
Roanoke Soybeans
N.C. 27 Hybrid Corn (Y)
Dixie 17 Hybrid Corn (W)
Dixie 18 Hybrid Corn (Y)

N.C. 1032 Hybrid Corn (Y)
Dixie Bright 101 Tobacco
Dixie Bright 102 Tobacco
Dixie Bright 27 Tobacco

402 Tobacco
Yellow Special Tobacco
Bottom's Special Tobacco
Golden Harvest Tobacco
Hick's Broad Leaf Tobacco

WATSON FARMS

P. O. BOX 1099

ROCKY MOUNT, N. C.

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U. S. POSTAGE

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Rocky Mount, N. C.
Permit No. 144

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