

# FREE - A FORD and 18 Other Prizes

## Raise a Whale of a Melon and Win a Big Prize

## For The Largest Watermelon

I am offering 19 big prizes to those who grow the 19 largest fruits of my new Wondermelon. There is no reason in the world why you should not win one of these prizes if you know how to raise watermelons, or if you will follow closely the instructions for planting and producing large melons. The size of your melon patch, the location of your farm or garden, your age or sex, have absolutely nothing to do with your opportunity to produce the heaviest watermelon and win the new Ford Touring Car or any of the other 18 worth-while prizes. The only condition you must keep in mind is the weight of the prize melon you grow. Make up

your mind that you will plant at least a few hills of this Wondermelon, that you will cultivate this patch and that you will leave nothing undone to report the raising of the heaviest, finest watermelon that has ever been produced in the South. There is no telling who will be the winner of this prize. It may be the school boy who has never grown a watermelon, or it may be some fine, old planter who has grown melons for fifty years. The winners of the 19 prizes will be those who have given careful, critical and painstaking attention to every detail of planting, cultivating, spraying, etc. Read further about the contest.

### Reuter's New Wondermelon

Just imagine the finest and best flavored watermelon you have ever tasted, add to its flavor, sweetness, size and you have some conception of my New Wondermelon. Without a doubt, this is the finest watermelon which has ever been developed. Years of patient effort on the part of my expert grower has at last borne fruit, and a lifelong ambition has been realized to create and develop a perfect watermelon. My New Wondermelon has the chief characteristics of the best melons at

present on the market and yet is superior in many ways. I am not going to say much more about it, only this, there is no melon on earth that is superior to it in quality, in the rich, luscious flavor of its deep, juicy, red core nor in the fine outward appearance of the melon itself. Reuter's New Wondermelon is extremely prolific; with ordinary cultivation our grower produced 50 and 60 pound melons. With special care melons weighing 80 and 90 pounds can be produced, several on a vine. Reuter's New Wondermelon is truly a wonder.

### Rules for Contest—Open to Everybody

Contest opens January 1, 1918; closes midnight, Oct. 31, 1918. 1st Prize, Ford Touring Automobile for the heaviest Wondermelon; 2nd Prize, \$25 in gold; 3rd Prize, \$25 in gold; 4th Prize, \$10 in gold; 15 additional prizes of \$1 each. In case of a tie for any of the prizes, a prize identical in all respects with one tied for will be awarded to each tying contestant. Rules: This Big Melon Contest is open to anyone living in any part of the United States or its possessions, excepting employees of Chris. Reuter or immediate members of their families. The 19 prizes will be given to the 19 individuals producing the 19 heaviest Wondermelons. There are no restrictions as to locality, planting or cultural methods, age or sex

of contestants. Each individual will be permitted to enter the weight of but one Wondermelon, and this weight must be reported on Official Contest Blank provided with each packet of Wondermelon seed. The contest applies to all Reuter's Wondermelon Seed planted on or after JANUARY 1, 1918, and to resulting Wondermelons harvested, weighed and reported on prior to October 31, 1918. Make up your mind to raise the prize melon and win the auto. Enter the contest today. Send in for your packet of Wondermelon Seed. Prices: Packet 25c; oz., 50c prepaid. (Only one packet or one ounce to a customer.)

Send In This Coupon With 25¢

# Reuter's Big 84-Page Seed Catalogue

# FREE

I want to send you a copy of my new and greatly enlarged Spring Catalog—it is the finest seed and farm book that I have ever issued and I believe you will say it is the best ever put out for Dixie folks. It tells you why seeds are scarce; describes every shitable variety and type of vegetable and farm seeds for Southern planting; offers many special opportunities for ordering selections of seeds and plants; lists and completely describes garden tools, insecticides, nursery stock, and implements; it offers free bulletins on special crops that Southern agriculture needs for profitable farming; in short, it is a complete garden and farm guide for the home gardener, the market gardener and the general farmer. It's a real Southern catalogue for Southern people and I want to place a copy in your hands FREE of all cost and obligation.

### GET THE BEST SEEDS THIS YEAR

This year all planters should be mighty careful in buying seeds. Practically all varieties are exceedingly scarce and high priced and there is great temptation among seedmen—those who do not place a high value on the good will and reputation among their customer-friends—to substitute or to palm off inferior stocks. Reuter's Peerless Seeds were more critically selected this year than ever before in order that I might be certain that my good farmer friends would receive only the finest and choice high-germinating seed stocks. I can look you square in the face when I sell you seeds for I know that no finer seeds are produced than my Peerless brands. My old customer-friends may send me their orders knowing that they will be filled promptly and with reliable seeds. New friends who may read this announcement should send at once for my big catalogue, for it will put them in direct touch with a plen-

tiful supply of the finest strains of garden and farm seeds that is available in the South and prompt service in shipping orders is assured. Clip the coupon—right now—send for the great Wondermelon packet and a catalogue will be sent with it—or simply send for the catalogue. Either request will have my prompt personal attention.

"Plant" This "Seed" and You May Win The Ford.

#### COUPON

Chris. Reuter, New Orleans, La.  
 Offer No. 1—I enclose 25c for one packet of Wondermelon Seed with full instructions about entering the contest for the Ford Car. You are also to send me your big new catalogue.  
 Offer No. 2—Please send me your big new Catalogue telling about Reuter's Peerless Seeds and their extra quality.  
 Name.....  
 Address.....  
 Check which offer you want.  
 If offer No. 1 for Wondermelon Seed enclose 25c stamps or coin  
 (Pro. Farmer)

**Chris. Reuter**  
 "South's Foremost Seedsman"  
 New Orleans, La.

