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ALLEN'S

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Book of Berries



1937

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FAIRFAX

Finest of all in
quality and
flavor. Large,
firm, beau-
tiful.

The W. F. ALLEN CO., Salisbury, Md.



MASTODON

For years the leading Ever-bearer. Has a fine record with many growers.



PREMIER

Early. A sure cropper and very productive. Holds most records for yields and profits.

Changes Bring Improvement

THE fifty-two years that we have been growing and selling strawberry plants have brought about many changes. During that period we have sold plants to many thousands of people. Most of these, we believe, have found our plants satisfactory and have had good results with them. Whenever we have failed we have been sorry and have stood ready to make proper adjustments. When we have succeeded we have been glad, and have appreciated the many friendly letters from those who have bought plants from us and have found them good.

Realizing that our success as plant growers has depended very largely on the success of those to whom we sold plants, it has been our constant aim to keep abreast of the changes that have occurred during these fifty-two years. Many new varieties have been brought out. Most of these are of little value, but some very good. We have tested these as they came along and have retained only what our experience proved to be worthwhile. There have been changes in methods also. Some of the methods used in growing these crops are fundamental and remain unchanged for decade after decade. However, practical experience and scientific research have brought forth other facts about strawberry growing that the alert grower who wishes to stay in the forefront as a berry producer must recognize and adapt to his conditions. We have tried to keep abreast of these changes in cultural practices and methods and to present them to our friends and customers as soon as their practical value has been established.

With these thoughts and with best wishes to all for a prosperous 1937 we present to you our 52nd Annual catalog. If it meets with your approval and you feel that we are deserving of your confidence we hope to receive your orders for strawberry plants.

Kind Words for the Berry Book

We have faith that if it proves valuable to our friends—accurate, honest and helpful—it will also sell our plants.

Valuable and Thorough

New Haven Co., Conn., May 20th, 1936.—The very valuable and thorough information given in your catalog is worthy of all the boosting that an enthusiast can give out to those who are in search of an honest and reliable grower such as I feel that you are.—Mr. H. A. Selfridge.

Instructive and Helpful

Franklin Co., Kansas, March 15, 1936.—You have the finest berry catalog I've ever seen—most instructive and helpful.—Mr. W. E. Neff.

Worth Its Weight in Gold

Spartanburg Co., S. C., February 7, 1936.—I think your berry book for 1936 is worth its weight in gold to anyone who is interested in the culture of strawberries. I know it is going to be a great help to me. Please rush enclosed order.—Mr. Willie Warlick.

Worth Paying For

Van Buren Co., Mich., April 6th, 1936.—I got some plants of you last year and they arrived in perfect condition. It may not mean a thing to you, but I think you have the finest strawberry catalog printed. You tell the truth about all the varieties, their weak and strong points and give valuable instructions: I would willingly pay for it before I would do without it.—Mr. E. D. Scott.

Illustrations and Ideas Helpful

Hennepin Co., Minn., May 11th, 1936.—We would like at this time to let you know how helpful your catalog has been. Your illustrations, ideas and information about strawberry culture are by far the best we have seen published, and that means a lot because we have practically all the catalogs of leading strawberry growers.—Mr. C. R. Magnuson.

Good Job

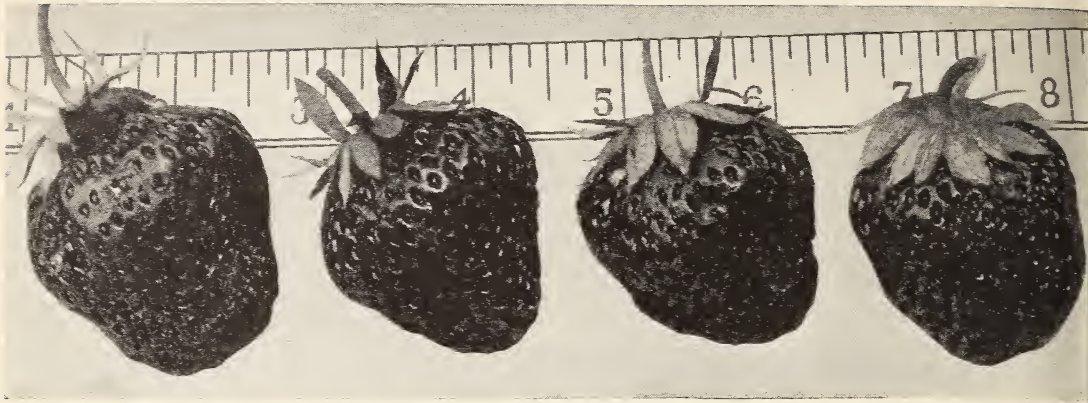
Broome Co., N. Y., January 8th, 1936.—I think I once before commended your catalog. Be that as it may, I feel now impelled to compliment the one just received. Beautiful illustrations, nice pictures of fine looking fruit, advantageous reading matter, good printing and prices that look reasonable to me. Good job! Looks to me as though the man (or men) back of it "know how" and doubtless "have the goods."—Mr. H. M. Dunmore.

Fills Needs for a Beginner

Washington Co., N. Y.—January 26, 1936.—This is to acknowledge the receipt of a copy of your wonderful Book of Berries for 1936, also to extend my sincere thanks for same. I am just a beginner and find the information contained in your book is just what I need.—Mr. J. M. DeGross.

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Catskill—The most profitable midseason berry

Strawberries Pay

Year in and year out we believe that strawberries will pay as well as any other crop and far better than most. Just how much can be expected per acre will vary widely depending on the fertility of the soil, the variety used, cultural methods, weather conditions (especially the amount of moisture at fruiting time) and the market. We believe that growers well located, on suitable land, and with a fair market have reason to expect a profit of \$200.00 to \$400.00 per acre if they intelligently make use of all the factors under their control. Much of this Berry Book has been written with the idea of helping the grower determine what these factors are, and how to control or influence them.

However, to give a basis for figuring we feel that under average conditions, with good soil, good varieties and proper care, growers can count on from three to ten thousand quarts per acre. From \$100 to \$175 per acre should cover the cost of growing the crop, including plants, land rent, fertilizer, labor hire and fair wages for the growers' time. Cost of crates and picking will vary, but will average about 1½¢ per quart for crate and baskets and 1½¢ to 3¢ per quart for picking. Except in years of extremely low prices these figures seem to leave room for a nice profit.

2800 Quarts from One-fourth Acre in a Dry Year

Gloucester Co., Va., October 5th, 1936. I got from you last year strawberry plants for one fourth an acre of Fairfax and Dorsett. With the driest spring on record I picked 2800 quarts. I shipped them to Baltimore and the wholesale market. The least I got was \$4.50, that to \$6.00 a crate and my commission man called me up every day and said I had the best berry that came to Baltimore. I don't know which is the best, Fairfax or Dorsett. Fairfax is about three

days later. Every plant lived and they were the nicest plants I ever got. I have bought from several nurseries but your plants are the best.—Mr. Walter J. Hogge.

Over 10,000 Quarts Per Acre

Carroll Co., Ind., February 1st, 1936.—My berries last year made at the rate of slightly over 10,000 quarts per acre. I had 1/10 acre which made me \$82.00.—Mr. Chester A. Kuns.

Planning for Profit

1. **Have some berries every year.** The most successful strawberry growers keep at it year after year. With berries every year you can get by in bad seasons, make a profit in average years and real money in good years with high prices. Jumping in and out of the game is not good business. Too often this means plenty of berries when prices are low and none when they are high.

2. **No crop shows a profit every year,** but we believe strawberries offer an opportunity for larger and more consistent profits than any other widely grown and easily grown crop. Cotton growers in the south, dairy farmers, poultrymen, stockmen, vegetable growers, and others, might find an acre or two of strawberries highly profitable in connection with their regular line. It is for each grower to decide, but improved varieties and better methods make strawberries a good bet at this time.

3. **Select some of your best land.** You will put relatively a large amount of labor and expect relatively a large return from your strawberries. Do not waste your money and labor on poor land. Give your strawberries some of the best, and give it careful preparation.

4. **Set fancy high-yielding varieties** best suited to your purpose. We have tried to tell you the honest truth about all our varieties. We have summarized our conclusions on page 32 under "Picking the Winners." It should not be hard for anyone to know what to plant to get the best, and it is this kind that brings the highest prices.

5. **Grow as many as you can handle properly but no more.** The amount of other work you are attempting to do, the amount of land you have available, the locality in which you live, and the methods you intend to use in marketing would all have a bearing on this question. A half acre field on good land, well cared for and handled properly in marketing might well give more profit than twice the acreage poorly cared for.

6. **Get good, dependable, well-rooted, true-to-name plants.** A good start is important in growing a good crop.

7. **Better methods.** On page 13 we discuss results from saving early runner plants, from spacing or restricting formation of late runners, and from fertilizing to build up a large leaf area per plant in the fall. We believe these things have a definite place in any program of growing berries for profit.

Picking and Packing

Careful picking can make a thing of beauty out of a quart of fancy strawberries. It can make ordinary berries very salable. Careless picking can reduce the value of fancy berries and make unprofitable less fancy but otherwise marketable berries. Careful picking will pay.

Avoid green sides and tips by selecting varieties that ripen evenly and without green tips.

Have the pickers discard undersized berries and those which have soft or rotten spots (especially after a heavy rain).

Dirty or gritty berries (after rains) can be largely avoided by using a mulch which is even more effective if plants have been spaced so the mulch can be worked down between the plants.

Berries look best in the package when the caps are left on and from one-quarter to three-quarters of an inch of stem is left.

Bruising and mashing berries detract from their value and can be avoided by careful picking and handling.

Well-filled packages not only make the buyer feel that he is getting his money's worth (even at a higher price) but they actually make the berries show up better.

After being picked berries should be carried to the packing shed in a relatively short time. One hour's exposure in the hot sunshine will sometimes ruin an otherwise fancy quart of berries.

In packing, face the berries **some** if you must but not too much, as a reputation for an honest pack will help you sell on any kind of a market.

Clean, bright packages will make your fruit more attractive to the buyer than dirty, soiled packages. Improved types of crates which do not cut and bruise the berries as much are being developed. If available it may pay you to try them out.

Part Time and Small Capital

Part-time jobs may be profitably rounded out with strawberries. A small acreage can be made to do so much that a minimum of land is necessary. If no land of your own is available perhaps a neighbor would rent you that vacant lot. Fertile land is best and rank weed growth indicates fertile land.

Little money is needed to start a strawberry garden or a small berry business. A few simple tools, a small outlay for fertilizer, and the plants, which were never more reasonable in price than now. Also, strawberries yield quicker returns and bring in money earlier in the season than any other fruit crop.

Selling the Berries

Advertise. Especially for local markets a small ad in your local paper or a sign in front of your farm may bring telephone orders or even farm buyers to your place in such numbers as to take your whole crop. We have many reports where this is done. Try to have a fancy, high quality product. If you can, selling will be much easier.

Roadside Markets. If on or near a well-traveled highway try a roadside market. Many growers are successfully disposing of their crops of strawberries as well as other things by this method. It is surprising how many automobilists like to buy fruits and vegetables right on the farm. On our own roadside market we have many regular customers who drive out from town in the afternoon to buy at the farm. Others traveling through on business or for pleasure notice the market and stop to buy on their return, sometimes days later. Attractive products, especially fruits, will be bought by tourists to enjoy as they travel. Unless you have a market already developed look into the possibility of a roadside market. Like many others, we were amazed at the results from our own, even the first year. Perhaps you will be.

Hotels and Grocery Stores. It is an old truth that any produce well grown and well packed is half sold. We have many reports from customers that they dispose of all they can grow to such outlets, much of it being engaged even before it is harvested.

Wholesale Markets. If you are well situated from a standpoint of land and labor to grow considerable acreages of strawberries, keep in mind that the motor truck or train will quickly put your berries to the large Wholesale Markets. Even in seasons of low prices, the price range is wide enough so that if you can get top quotations there is almost always margin enough to allow you a fair profit.

A sample makes a sale. We are positive that on the roadside market, in a local grocery store, or to the actual consumer, a sample of any product of superior quality will help sell it. This is true even on the wholesale markets. Try it with varieties like Fairfax and Dorsett especially, also with Big Joe, Catskill, Chesapeake and William Belt.

A brand or label will help if you are selling in any quantity. Sell only a high grade product under your brand name. We have developed a real demand for our Dorsett, Fairfax and Catskill berries in Philadelphia and New York. They were identified by variety and label and were often sold before the actual shipments arrived.



A fine crate of Dorsett berries. Dorsett is the most profitable early berry with us

Enjoy Strawberries From Your Own Garden

A small amount of expense and effort on a small garden plot will be well repaid in pleasure and profit. Two hundred plants will make a nice small garden, 500 a fine large garden.

Your own strawberry garden will mean not only plenty of fresh strawberries for table use but also plenty to can and preserve for winter use. With the new high quality berries like Dorsett, Fairfax, Narcissa and others you will be proud to show them to and share them with your friends.

Not only that, but the surplus is almost always salable at a good price.

With the Everbearing varieties like Gem, Mastodon and others you can have berries throughout late summer and fall until after freezing weather.

Read these letters from folks who have had strawberries from their own garden to use, to share and to sell.

Big Return from Small Outlay

Jefferson Co., Ky., February 20th, 1936.—I have been growing your plants in a small way for several years and have had with them more pleasure and profit, considering the small outlay of money and labor required, than with any other item in my garden.—Mr. Harry Stewart.

Very Good for a Greenhorn—or Anyone Else

Baltimore Co., Md., April 18th, 1936.—In May 1934 I ordered of your company 100 Southland, 100 Premier strawberry plants. Last season there were 256 quarts of berries picked from the two varieties, of which 176 were Premier. Not bad for a greenhorn. My patch of Big Joe is looking wonderful. Came through the severe winter fine. Enjoyed your Berry Book very much. Don't forget me next year.—Mr. Jack T. Hicks.

Ready Market for Extra Berries

Campbell Co., Va., June 11th, 1936.—Plants purchased from you in Spring 1935 did exceptionally well and I found a ready market for the extra berries which I could not use.—Mr. W. G. Cartlich.

Allen's Plants or Your Own?

By using your own you save the cost of plants and transportation but you lose in other ways.

1. The expense of digging and cleaning your own plants. With inexperienced help and with soil heavy and hard this is quite a task.

2. Every row you dig decreases your own crop. With fair prices expected or thin rows to dig from, this loss counts up fast.

3. The invigorating effects that often come from a change of soil and climate. There is often a marked gain.

4. The convenience of having plants right at hand when you want them.

5. The beneficial results of early planting are well known. You can take advantage of the first "open spell" (in the north) by setting Allen's plants instead of digging your own.

6. Well cleaned plants, with evenly bunched straightened roots making setting easier, quicker and better.

7. Allen's plants are grown for plant purposes in a light sandy loam soil. Many fine strawberry beds are grown on heavy soil but the plants would be short rooted and knotty if dug from such soils. There would be less resistance to drought and mechanical disturbances. Many of our customers find that with Allen's plants they get finer stock at a lower cost that will give better results than their own.



A delightful way to finish a meal

Common Sense Methods for Growing Good Strawberry Crops

Experience, though valuable, is not necessary. Common sense methods enable even the beginner to grow strawberries successfully.

Climate

All forty-eight states of this country as well as Canada and Alaska on the north and several countries farther south produce strawberries successfully. In the far South, berries ripen and are shipped during the winter. Far north they bear in midsummer, the greater bulk of the crop from the temperate regions coming in during April, May and June. With varieties adapted to these different sections, no one need hesitate to plant strawberries because of climatic conditions.

Soil and Site

Any good garden soil can be expected to produce satisfactory crops of strawberries.

The ideal soil for strawberries is a fertile, deep, well-drained sandy loam. They are grown successfully on lighter sandy soils as well as on heavy clay. All of the soil types are made more suitable by adding organic matter, whether in the form of stable manure or green manure crops. Adequate moisture is very essential. Organic matter added to any soil types increases the water-holding capacity. Some soils are naturally springy, others may have plenty of moisture by reason of a low elevation.

In regions where late frosts are frequent, a slight slope is desirable to give good air drainage. A southern slope, being warmer, will start growth quicker and bring the crop into bearing earlier, but for that very reason is more subject to late frosts. A northern slope, on the contrary, will be later, but less likely to be injured by late frosts. On sites where erosion starts quickly, the rows should be planted with the contour of the slope rather than up and down. In regions where late frosts are not usually a serious factor, many fields of low elevation make ideal strawberry sites. This is especially true of the Coastal Plains section where the soil is largely of the sandy loam type and by reason of the low elevation has a water table fairly close to the surface. In these areas open ditches properly managed usually give satisfactory drainage.

If land that has been used for hoed crops is selected, it will simplify the problem of keeping weeds and grass out of the strawberry patch.

Although several successive crops of strawberries are sometimes grown on the same land successfully, it is not considered good practice and the site should be changed every few years if possible.

Sod land should be avoided if possible, as the white grubs winter over in such land and cut off the young plants soon after they are set the following spring. If you have no other land available, plow it in the fall, harrow it during the winter and early spring as often as you can, and many of the grubs will be killed out.

Preparing the Land

As with other crops, a loose friable soil in a good state of tilth is desirable for strawberries. In fact, on land that is moderately fertile a good mechanical condition of the soil may be just as important as an extra application of manure or fertilizer.

The roots of strawberry plants rarely penetrate further than one foot into the soil. It has been found that 90% were in the top six inches of soil with 73% of the roots in the top three inches. This emphasizes the importance of having these few inches of top soil in as good condition as possible for best results.

The matter of drainage, moisture-holding capacity and fertility are the important factors to

consider if the location of planting strawberries has not been selected in advance. If selected the previous year, a green manure crop can be plowed under in the summer and an early winter cover crop such as rye planted and plowed in early spring. Stable manure applied to the previous crop is still good for strawberries, although it can be applied to advantage in the winter or spring before planting. The land selected should be plowed in early spring. If stable manure is to be used it should be spread broadcast on the land just after it is plowed. If the land used is fairly heavy clay which would make it difficult to get the manure disced in thoroughly, it may be better to plow it under. Then the land, either with or without the manure, should be disced thoroughly and harrowed to level it so that a nice, soft, even planting bed is available.

Green Manures

As an aid in preparing the land for strawberries, green manures are about as satisfactory as applications of stable manure, although possibly results are not as quick. Clover, beans, peas, lespedeza and other legumes are fine. Oats, wheat, rye, millet are also good. Legumes are preferred if a heavy crop can be grown. However, the nitrogen creating advantages of legumes may be offset by the heavy growth possible with non-legumes under some conditions. A heavy growth of ordinary field corn sowed broadcast and plowed under green when the growth was from three to five feet in height has given fine results in a few cases and is worth considering. Rank growth of weeds and grass if plowed under green are also valuable in adding humus and retaining moisture. Weeds and grass should not be allowed to go to seed, especially if a hoed crop like strawberries is to follow. Soil preparation for strawberry plants starts so early in the spring that winter cover crops should be selected which make a large amount of growth in the fall and if possible have a fairly large root growth. For this purpose we have found nothing better than rye planted early. We have used rye to precede strawberries more than any other green manure crop. It has been found desirable, where large fields are planted, to disc the rye sod before plowing in order to get the ground in finer condition for the strawberry plants.

Time to Set Plants

EARLY SPRING IS THE LOGICAL, NATURAL, AND MOST SUCCESSFUL TIME TO SET STRAWBERRY PLANTS. DON'T NEGLECT SETTING SOME PLANTS THIS SPRING, 1937, IF YOU WANT A CROP IN SPRING OR EARLY SUMMER, 1938. FALL (1937) PLANTING (EVEN IF PLANTS LIVE) WILL MEAN LITTLE OR NO CROP UNTIL EARLY SUMMER, 1939.

EVERBEARING VARIETIES, EVEN MORE THAN OTHERS, SHOULD BE SET EARLY IN THE SPRING BECAUSE THEY BEAR THEIR BEST CROP IN THE SUMMER AND FALL OF THE SAME YEAR AND NEED THE BEST POSSIBLE START.



Early setting helped us grow beds of Premier like these even in a dry year

How Early?

Just as soon as weather permits getting ground ready. In the South, February, March and early April. In the middle states, March and April. In the Northern states, April. Also, the first half of May in late seasons and in states far north.

Why so Early? Experience has taught that strawberries live better and grow better if they can become established early in the spring while the soil is still cool and moist. Late set plants are more likely to run into hot, dry conditions which make good results unlikely if not impossible. Furthermore, investigations have shown that runner plants made early are much more fruitful than those made in late summer or fall, see page 13. Early spring planting, therefore, tends to promote a larger percentage of highly productive, early set runner plants. If ordering plants be sure to order early enough so that they can be at hand as soon as the ground is prepared. Results of experimental studies on the growth and development of strawberry plants near Washington, D. C., published in 1930, showed high growth rates for plants during days where average daylight temperatures were from 68 to 75 degrees F., while lower or higher temperatures slowed up the rate of growth greatly. This checks with the experience of growers who know that strawberry plants often start out in spring and make a very rapid growth until the first hot days of midsummer. Then the growth is checked until the cooler days and nights of late summer and early fall. This indicates one more reason for early setting to give the plants full advantage of the favorable growing temperatures of late spring and early summer.

Care of Plants

Set plants on arrival if possible. It will help if roots of the plants can be dipped in water and allowed to "plump up" for some time before setting. If plants have become quite dry and withered in transit it will help to let them stay in the water for two or three hours, perhaps longer. When this is done, however, they should be set fairly soon after being taken from the water. At any rate have them thoroughly moistened and plump when planting. If anything prevents immediate planting and the weather is cool, the top of the crate should be taken off and the plants loosened in the crate, still keeping the roots covered with the packing material. Placed where it is cool, plants will keep like this for two or three days on early shipments. When plants are received late and lots of growth has been made, or where longer delays in setting are unavoidable, plants should be heeled in in some shaded or protected place. Dig a V-shaped trench, open the bundles, spread them out in thin layers with buds just even with the surface of the ground, then firm the soil back against the roots of the plants. If necessary several layers of plants can be heeled in the same place with one or two inches of soil between each layer. Wet the soil and plants thoroughly when heeling is done. A covering of straw or other mulching material will protect these plants in case it gets quite cold before setting can be done.

If cold storage facilities are available nearby, plants received early can be kept for several weeks in excellent condition in case weather conditions have prevented immediate setting. It may be better to keep them this way and set them when ground can be put in good condition than to set them at once in land that has not

been properly prepared. A small lot of two or three hundred plants could be kept in fine condition for many days in the family refrigerator or ice box if there is room.

Clipping the Roots

Some growers clip the roots of strawberry plants before setting. If not cut too short it does no harm. However, it is not necessary nor helpful if you can get the roots of the plants in the soil without being doubled up. It is better to clip the roots somewhat than to have them doubled up in the ground. Where a horse-drawn transplanter is used it is probably better to clip the roots anyway to expedite handling the plants unless they are very small.

Distance to Plant

We recommend setting plants in rows $3\frac{1}{2}$ to 4 feet apart, or even as much as $4\frac{1}{2}$ feet if the soil is very fertile. The plants should be set 15 to 30 inches apart in the row, depending on the variety, the condition of the soil, earliness of setting and the vigor of the plants used. If these things are all favorable, plants can be set safely at least two feet apart, but if set late in the season when the plants have become weakened with new growth and blossoms, or if the soil is not in good condition they should be set as close as 15 inches to 18 inches apart to insure a good stand.

In small garden plots or where the hill system is used, distances can be varied to suit individual plots. 7,000 plants per acre is a safe number to calculate for larger plantings.

Plants Required for Various Planting Distances

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,650 plants
3 ft. "	24 "	7,260 "
$3\frac{1}{2}$ ft. "	18 "	8,297 "
$3\frac{1}{2}$ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. "	20 "	7,128 "



Too Shallow

Just Right

Too Deep

Setting the Plants

Where commercial fertilizer is to be used under the plants, rows should be run out 3 or 4 inches deep with a one-horse plow, the fertilizer drilled into these rows and thoroughly worked in. Then the soil should be thrown back into these furrows and again leveled off. Where considerable acreages are planted, a horse-drawn transplanter such as is used for sweet potatoes, tomatoes, tobacco, etc., is often used. To do a good job this way, however, requires skill and experience, if the crowns of the plants are to be left at the proper level with the roots extending straight into the ground and not set on a slant, oftentimes near the surface of the ground. This method requires a driver, two operators and another man to walk behind to fill in missing plants, reset those too high or too low and to firm the soil around the plants. A spade, trowel or dibble are the tools most often used in setting plants. Where one of these is used, they are set down the prepared row with the roots of the plants spread out as much as possible and the bud of the plant just at the surface of the ground. It is also important to press the ground firmly against the roots and to see that dirt is filled in near the crown of the plant so that the top of the roots will not be left exposed. (See sketch for proper depth of planting.) Where the fertilizer is not put under the plants, the rows can merely be laid off with a marker and the plants set by any of the methods suggested down the marked row instead of down the fertilized row.

Late Setting

To be avoided if possible. Plants dug for late setting are likely to have roots brown and withered in producing a heavy foliage growth with long leaf stems. In setting such plants, when roots are set the proper depth, the long stems and leaves make the plant seem top heavy; however, the bud must not be covered or the plant will die, and the roots must have the soil pressed firmly about them if they are to survive. If soil conditions are good, such plants set late may prove satisfactory. If soil conditions are bad they will not do well. There is some evidence that plants dug early in ideal condition and held in cold storage at about 32 degrees F. will do much better than plants both dug and set late, partly because plants held in that way can be taken out just when soil and moisture conditions are favorable.

Manure and Fertilizer

It should be noted that many fertile, well drained soils on dairy farms, truck farms and on naturally rich soil do not need the addition of any chemical fertilizers. A rank healthy growth of plants, with vigorous dark green foliage is evidence that more fertilizer is not needed. However, most soils where strawberries are grown will give some response to the proper use of additional fertilizer. Barnyard manure, supplying both nitrogen and humus is the best fertilizer for strawberries. It should be applied broadcast and disced into the soil before plants are set. Equally satisfactory results are had if this has been applied to the previous crop.

Nitrogen has more effect in influencing strawberry production than any other element. Good results are also had from phosphorus under some conditions. Potash gives little or no response. It is claimed without convincing evidence that potash increases the firmness of the berries.

As a plant starter and grower we use about 700 pounds of a mixture composed of 1500 pounds Dissolved (Acidulated) Bone and 500 pounds of Super Phosphate. We have had fine results from this mixture put in the drill before plants are set and thoroughly mixed into the soil. This mixture can be applied with good results as a side dressing soon after the plants are set and growth started in the spring. Where Dissolved (Acidulated) Bone is not available, we recommend the use of **tankage, cottonseed meal**, or some other organic nitrogen along with bone meal or Super Phosphate to give a formula fairly high in both nitrogen and phosphorus. Salts of both Nitrate and potash should never be put where they will

come in contact with the roots of strawberry plants. By using a complete fertilizer which included some of these in the drill under plants many fields of plants in the past have been killed out very badly, the dying out occurring all through the summer as the plants become gradually weakened. We do not recommend broadcast fertilizer for the young strawberry patch. Better and more economical results will be had with smaller amounts applied more directly to the plants as outlined above.

Fertilizers for fruiting Beds. The use of chemical fertilizers on fruiting beds of strawberries should be governed by the following considerations:

1. On very rich soil that has been well manured, probably no additional fertilizer is needed. It may even be harmful in making so rank a growth that conditions for pollination will be poor and the berries more likely to rot.

2. Fertilizers should be applied to strawberry beds only when the leaves are thoroughly dry. Put the material directly on the beds and then brush it off the leaves onto the soil beneath them with a cedar or pine branch swung up and down the row to keep the fertilizer on the bed.

3. Fruit buds on strawberries are formed in late summer and early fall.

4. The total yield of strawberries in the spring is governed largely by the number of leaves per plant the preceding fall.

5. Late summer applications. To help develop strong crowns with lots of fruit buds and vigorous healthy plants with lots of leaf area, we prefer late summer to spring applications. On all of our fruiting beds in late August or early September we plan to use from four to seven hundred pounds per acre of a mixture made up as follows: 700 pounds Nitrate of Soda, 300 pounds tankage, 100 pounds dried fish, and 900 pounds dissolved (acidulated) bone. This gives an analysis of about 9-5-0.

6. Spring applications may be favored with varieties that ordinarily make too little foliage. On second year beds where the foliage growth may not be as vigorous as desired or on rather poor land which normally would make only weak foliage, we would use the same mixture described above.

7. As a substitute for either the fall or spring application we recommend Nitrate of Soda, from 100 to 300 pounds per acre. If this is used, however, extra care must be taken to have the foliage dry and then brush the loose material off the leaves because Nitrate of Soda will burn them severely. Tankage or cottonseed meal, if not too expensive, are good substitutes for Nitrate of Soda and **safer**, but not so quick acting.

8. **Effect of Nitrogen.** Large berries of any variety are not as firm as small ones. The **proper amount** of nitrogen fertilizers does not make berries softer except as it makes them larger. An **excess** of nitrogen will make them softer and more subject to rot. Applications of nitrogen and phosphorus together have resulted in better quality fruit in a number of tests. One of the reasons for favoring August-September applications is that nitrogen applied then is effective in aiding fruit bud formation and building up larger, stronger crowns without apparently causing as much softening of the berries as when applied in spring. Where excessive growth and softening of the berries from nitrogen is not feared it is possible to delay ripening of any variety for several days by its use. Growers in the north sometimes do this to delay their crop until after shipments from sections further south have slackened.

9. **Potash.** Most soils have sufficient potash for strawberries naturally present in them or left over from fertilizers applied to other crops. If, however, it is felt that some Potash should be added for insurance, we recommend not more than two or three per cent.

10. Several applications either of Nitrate of Soda or a mixed fertilizer high in nitrogen are sometimes profitable in growing Everbearers either in the hill system or in well spaced matted rows. This is applied at intervals of three or four weeks and it is the usual practice with the most successful growers of Everbearing berries.

Soil Acidity and Lime

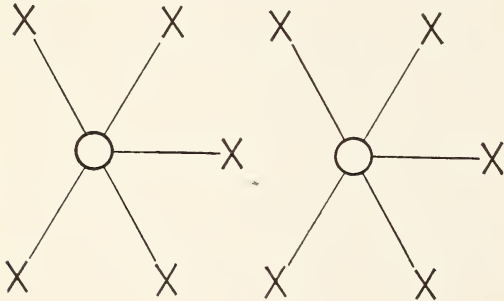
Strawberries grow best in a soil that is slightly acid. They grow satisfactorily in soils running from slightly sweet to moderately acid. They will hardly grow at all in soils that are moderately sweet or very acid. For those familiar with pH tests for soil acidity we can say that the optimum is from 5.7 to 6. The range of satisfactory growth is from 5 to 7 and they will survive within a range of 4 to 8. Experiments in Virginia and elsewhere demonstrate that strawberries will thrive under more acid conditions if there is a large content of organic matter. Where strawberries have been planted on soils that are quite sweet Ammonium Sulphate should be substituted for Nitrate of Soda in fertilizer applications. If lime is to be used to correct a very acid condition we would prefer to have it applied to the previous crop or at least during the fall preceding spring setting.

Even though strawberries are known as an acid soil crop, yet some soils are so acid that an application of lime will be of great help. On the other hand, unless excessive amounts of lime have been added, no soil need be avoided on account of its lime content.

Cultivation

Uncover the buds. The plants should be cultivated and hoed soon after they have started growth after being set out. It is very important at the first hoeing to uncover the buds of any plants which may have been planted too deep or have become covered after planting. If this is not done very early many of these plants will die. Most of them will not recover in time to amount to anything even though they might live all summer. On heavy soils this is even more important and in some cases is the biggest single factor in failing to get a good stand of vigorous growing plants.

Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down the grass and weeds. It is not necessary to practice deep cultivation. A depth of one to one and one-half inches is deep enough for the hoe, or perhaps slightly deeper with the horse cultivator. Frequent cultivation should be given even though weed and grass growth is not a serious problem. A survey of strawberry fields in Indi-



Spacing Plan to Show Method. O = Plants Set. X = New Runner Plants. Spacing for Profit Would Not Be So Exact.



Starting the Spaced Row. When Spaces are Filled Later Runners Are Cut.



Section of Spaced Row as it Looks in October. Note the Large, Robust Plants. These Crowns are Chock Full of Strong Fruit Buds.

ana reported in 1933, showed that fields which were given five hand hoeings and about eight horse cultivations produced an average of 125 24-quart crates per acre, while fields that were given 7-7/10 hand hoeings and 14-4/10 horse cultivations produced 299 24-quart crates per acre. This was for the first year. It is likely, however, that part of this increase was due to better care in other ways as well as more faithful hoeing and cultivating. In the South, where mulching is not needed for winter protection, cultivation in the spring before the mulch is applied has been recommended by some. It is important to remember that two cultivations made in time are much more helpful and much less work than one made after grass and weeds get bad.

Training

We believe the well spaced matted row is the most desirable system for getting the biggest crops of the **best berries**. From four to six plants per square foot are ample for fine results and we believe where they can be made early and strong plants developed that three or four plants per square foot would be even better. We want to point out here that we do not believe the average grower can afford to be too fussy about spacing the plants any particular distance. We do believe, however, that the grower (or his help) that does most of the actual hoeing) should realize that **from four to six early set runner plants per square foot of row is the optimum number and that any excess plants made are no better than weeds and just as harmful**. If this is kept in mind and the excess ruthlessly taken out, as weeds would be, a great deal can be accomplished with very little extra time and expense. The width of the spaced row can be at the grower's option, whether 12, 18, 24 or 30 inches wide.

Mr. Paul Gunby of Somerset County, Maryland, is a large and successful grower of strawberries, growing mostly Blakemore. Mr. Gunby spaces the new runner plants rather carefully about 8 inches apart until his rows are about two feet wide. On the later runners which are produced on the Blakemore variety quite freely, he uses a hayrake with prongs about four inches apart and rakes the runners to one side of the row, then cutting them off with a disc attached to the cultivator. He then reverses the direction of the hayrake, pulling runners from the other half of the rows and cuts them off with the disc as before.

Thickly set matted rows, although producing heavy crops with some varieties, have the following disadvantages as compared with well spaced matted rows. 1. Smaller total yield. 2. Smaller average size. 3. Berries rot worse in wet seasons. 4. Run down faster in dry seasons. 5. Allow less effective use of mulching materials. 6. Conditions for pollination more unfavorable. 7. Berries poor in quality. With thickly set matted rows, most growers notice that the largest and best berries are produced along the edges. For this reason the practice of cutting out a strip down the center of old beds when renewing is often practiced because it gives more edges.

Spacing, of course, provides the effect of having edges all through the row.

Hill System, or Hill rows. Under the hill system of training plants are set closer together, all runners are kept cut off, and the original plant depended on to bear the crop. A variation of this is the hill row. In this system the original plants are set quite far apart (about three feet) and sufficient runners for two parallel rows are allowed to set to fill in the spaces, the new plants being rooted from eight- to twelve-inch intervals and the two rows being about 12 inches apart. This system gives the benefit of growing in hills but requires far less plants than under the hill system proper. Grown this way berries will average as large or larger than the spaced row, and if rows are kept closer together the production per acre may be almost as great. Probably the work of keeping the surplus runners removed will be less. The hill row system adapts itself admirably to the use of mulching materials. The hill system proper is not recommended except for Everbearers. The chief advantages of these systems are the same as for the spaced row with probably larger average size and better grade of berries but very considerably reduced yields as compared to the well spaced matted row system.

Blossoms should be removed from newly set plants as soon as they appear. To allow them to set berries and mature them involves a drain on the vitality of the plant. Removal of blossoms aids the plants in overcoming unfavorable conditions and in starting growth and runner production quicker, as well as helping Everbearers develop the vigor required to produce a crop of fruit so quickly after being set. This has much added importance when the extra fruitfulness of early formed runner plants is considered.

Mulching

A mulch is applied for one or all of several reasons: First, to guard against winter injury to roots and crowns by protecting them from the extremely low winter temperatures. Second, to avoid lifting the plants by the freezing and thawing of the soil in winter. Third, to keep the soil cool and moist and to retard or check growth of weeds and grass during the season when fruit is being produced. Fourth, to keep berries from being spattered with dirt by rain during fruiting season. Fifth, by delaying blooming it tends to prevent injury by frost in the spring.

Time of Application. Experiments have shown that plants gain in hardiness during the winter and are much more resistant to low temperatures in March than in November. Thus the mulch can be applied early and removed early even before the last freezes are over unless it is left to delay blooming either to escape late frosts or to aim for a better late berry market.

Dr. Roberts' experiments in Wisconsin, reported in 1933, indicated that the common practice of applying the mulch after the ground is hard frozen makes the work easier but may be too late to be fully effective. He obtained complete protection from an application made before first freezing weather but much injury to both crowns and roots from an equally heavy application two weeks later after a freeze had occurred.

Generally speaking, mulches are not needed for winter protection South of Washington, D. C.

Also the danger from partial smothering is greater unless watched carefully. In some sections of the South a mulch of light straw or pine needles is applied after cultivation in the spring to give the other benefits of mulching if winter protection is not needed.

The amount of mulch required varies from one to four tons per acre. In removing the mulch the larger amounts should be raked up and removed from the field. The smaller amounts may be pulled to the center between the rows with enough left on them to work down between the plants in the row.

The practice of leaving a mulch on to avoid late frosts involves much risk, and should be attempted only by experienced growers or on a small scale.

Materials. Wheat straw and marsh grass are considered the best materials, but rye, pine needles, coarse strawy manure and various kinds of hay or roughage can be used to advantage. A good practice is to use the materials which are readily available at a reasonable price.

Irrigation

Various forms of irrigation are used by growers in different sections. Overhead irrigation is used successfully in many places. In addition to supplying moisture, proper handling of this method may enable a grower to ward off light frosts by keeping a fine mist in the air on frosty nights. The big advantage, however, is in providing adequate moisture. The main disadvantage is that it wets the foliage and plants causing them to be more likely to rot than if kept dry.

Surface irrigation is used mostly in the west where water supplies are available for this purpose. Canvas Hose Irrigation is a new and promising method of irrigating small plots of garden crops as well as larger areas of strawberries. It has several advantages over overhead irrigation, chief of which are that water can be supplied at somewhat less expense, the foliage and fruit of plants are not wet and the method is flexible enough to adapt itself to any type of water supply. We have not used this method extensively ourselves but can give some information about it and supply the name of manufacturers to those who are interested.

In conclusion we want to point out that while irrigation is helpful it is not necessary for good results. Most of the good berry crops in this country are produced on good strawberry land that has been well filled with organic matter by the addition of stable manure or growing green manure crops.

Results from our variety-spacing experiments this year indicate that plant beds that have been kept thinned or spaced can produce much larger and better crops of berries on a limited water supply, or moderate rainfall than thickly set, matted rows of the same variety on the same soil.

Perfect and Imperfect Varieties

Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. Alternating plots of different varieties made necessary by one of them being imperfect are a nuisance to the grower at harvest time. In our price list perfect flowering varieties are followed by "per" and imperfect varieties by "imp."

Spraying

Spraying is not usually necessary in growing strawberries successfully. Care in purchasing healthy plants, and in selecting varieties immune or resistant to disease and insects is much more important.



Mr. Underhill of New York State practices spacing. About four plants per square foot. A wonderful crop in prospect



These variety spacing experiments gave us some interesting results in 1936 in spite of a very severe drought

Results From Our Variety-Spacing Experiments

The berry season of 1936 was the driest on record here. Not only was there no rain during the entire fruiting season, but none for more than a month preceding it. This covered the entire period of blossoming, fruit-setting, and growing of the young berries. Naturally under these conditions, yields were very disappointing. As the dry conditions continued, just before berries began to ripen it was decided to use some irrigation, although as later results indicated the greatest amount used was started too late and was far too little for a full crop. At harvest time when the crop was well under way some water was applied to the beds which had not had any previously because the young plants were actually dying down the rows and we wanted to save them for second year tests. However, the results carefully tabulated by men from the University of Maryland, under the direction of Dr. A. L. Schrader, indicated several rather definite lessons which may be of benefit to practical growers.

1. With all varieties yields were least in the matted rows, more in rows with 7 inch spacing, and greatest in the rows with 11 inch spacing.

2. Under the very dry conditions, yields of all varieties increased with the amount of water used, as it naturally would, because the greatest amount used was less than the average rainfall for the period.

3. On the beds where some water was applied to save the plants during the fruiting season, the spaced rows then produced a small crop of good, marketable berries, whereas the thickly set matted rows gave very few marketable berries. This indicates that where no irrigation is available a welcome shower during berry season will be much more effective if the beds have been spaced or kept fairly thin.

4. These tests show very definitely the importance of spacing with different varieties.

Blakemore and Dorsett, which make very thick matted rows of small plants, give the greatest response from spacing, while Fairfax, which makes large, strong, plants and not so thick in the matted rows, shows the least response from spacing. Premier and Catskill are in between.

5. To show the productiveness of different varieties tested under favorable conditions, we quote the total quarts per acre for 11 inch spacing, under the irrigation which most nearly approached normal rainfall. Blakemore, 6831; Dorsett, 7004; Fairfax, 7573; Premier, 7385; Catskill, 7935. We believe with plenty of moisture throughout the seasons, these yields would have been from fifty to one hundred percent higher.

6. Canvas Hose Irrigation was used in this work and proved very satisfactory for the small area under experiment.

Big Crops of Berries

The Total Yield of Berries in the Spring is Governed by the Number of Leaves Per Plant the Preceding Fall

In experiments on controlled leaf area reported in 1934 by Darrow (U.S.D.A.) and Beaumont (Maryland), they found the same results with ten different varieties. The larger the number of leaves per plant during the fall the larger the crop the following spring. It seems logical, therefore, to follow cultural practices that will help obtain the largest possible leaf area per plant. Here are some of the most important of these cultural practices.

1. Select good soil for your strawberry planting and give it careful preparation.

2. Get good plants to start with and set them at the earliest possible date. The benefits of early setting as well as the soil and its preparation are discussed more fully under "Common Sense Methods," pages 7 to 11.

3. Save the first runners. Careful experiments conducted in Ohio in 1928 show that runner plants made in June yielded as much as fifteen times as many berries as those set in September and October.

4. Some attention to thinning or spacing will pay. Do not be too fussy about exact distances but make some attempt to restrict the number of plants made. Two well developed plants per square foot of row are about ideal but four to six is a good goal at which to aim. Keep in mind that this spacing is merely to give room for the development of the large individual plants, crowns and leaf area. A row spaced, no matter how carefully, with small, poorly developed plants will not mean much. These other principles must be followed in order to help the plants make use of the benefits of spacing. Not only do spaced rows give a greater total yield of fruit, but produce berries of a much larger average size and better shipping grade.

5. Encourage fruit bud formation which occurs in late August, September and October, depending on the latitude. This holds for nearly all regions except far south. A large leaf area per plant is practically always accompanied by large, strong crowns, which by frosty weather are chock-full of fruit buds for next year's crop. An application of Nitrate of Soda, tankage, or mixed fertilizer containing a high percentage of Nitrogen applied in late summer will be a big help in encouraging fruit bud formation and building up a large leaf area per plant.

6. Apply mulch if needed and do it early enough. Having obtained the greatest development of leaf area and crowns, protect them with a mulch in regions where winters are severe. Apply the mulch before hard freezing. Experiments during the last two hard winters indicate that much winter injury to both crowns and roots occurs during the first hard freeze in the fall. (See page 11)

Allen's Plants in the North

We are often asked if our plants will do well in the North. By way of answer we call attention to the fact that we sell thousands of plants every year to our most northern states and Canada. Evidence that they are satisfactory is supplied by the fact that we get repeat orders from the states, and also by the letters like those printed below. Notice also that many of the other letters from growers are from Northern states.

New York

Orleans Co., N. Y., April 9th, 1936. I have grown strawberries over thirty years and I have reason to say that I never received as good a lot of plants from anyone and I have had them from the west and east and north but never quite as good as yours.—Mr. A. T. Filer.

Minnesota

Roseau Co., Minn., April 20th, 1936. Even up here in the North Pole your plants stand the climate. Sure have had luck with them. We are in the most northern part of the U. S. A.—Mr. Frans Franson.

Iowa

Clarke Co., Iowa, March 30th, 1936. The plants I got of you last spring look fine. They had about three feet of snow on them all winter up until a month ago. I would like to try Catskill and if suitable for this climate and as satisfactory as Dorsett and Fairfax shall put out lots more next year. I shall always get my plants from Allen as they are best and true to name.—Mr. D. L. Hoepner.

FAIRFAX



Wonderful Quality

"Finest berry I ever tasted," "Most delicious," "Best flavored," "My favorite for the garden," "Easy to sell, they are so good,"—these are phrases frequently used by those who have known and grown Fairfax. One New Jersey grower stated that several times he made a blindfold test with several of his friends. Invariably they chose Fairfax as the best of several varieties in the test. It has been our experience that nine out of ten people who have eaten Fairfax pronounce it the best flavor and quality that they have ever known in a strawberry.

Easy to Grow, Too

Fairfax is one of several good varieties originated by Dr. George M. Darrow and his Associates of the U. S. Department of Agriculture. It is a cross between Premier and Royal Sovereign. From the Royal Sovereign Fairfax gets its outstanding quality. From Premier it gets healthy foliage and freedom from disease. In vigor of plant growth Fairfax far surpasses either of its parents. Fairfax makes a moderate number of large, strong plants rather than a great number of smaller ones. For this reason Fairfax will do well with a minimum of thinning and spacing although it responds wonderfully to them. We have seen individual plants almost as large as a bushel basket with a very heavy crop of large, beautiful berries.

Fairfax plants have a heavy crown and make large, strong fruit buds. The pollen is produced abundantly and is very strong and fertile so that unless they have actually been frozen a set of fruit is practically assured with this variety.

Fairfax plants are very productive. Yields at the rate of eight to ten thousand quarts per acre are frequent while much higher yields are sometimes made.

A berry like Fairfax, so good, so easy to grow and with so many other good qualities was certain to quickly establish itself as a leader. Read the letters on the opposite page from growers who have tried this fine variety.

Season of Ripening

Fairfax berries ripen medium early. In the latitude of Maryland they are two or three days later than Premier and Dorsett. Further north

there seems to be a greater difference in the ripening period, in some places coming in as much as a week later than Premier.

Size of Berries

Fairfax berries average very large in size, probably fully as large as Chesapeake or Catskill. They do not set quite as many blossoms or berries as Premier but when grown under good conditions the average size of Fairfax will make the total yield just as much as Premier. It has been found that this variety whether grown in matted rows or in spaced rows can make use of rather heavy applications of fertilizer and in doing so size up the very last berry on the flower cluster to a good marketable size. Fertilizer for this purpose should be applied during the summer or early fall, at least several weeks before freezing weather.

Firmness

Berries of this variety are firmer than any of the standard kinds and they stand shipment very well. Fairfax berries are never mushy—

Adaptation

Fairfax has done well in all sections of the country except the Gulf States. Local conditions rather than geographical location are more important in determining adaptation. Reports published on page 17 from three good growers on the Eastern Shore of Maryland, all within a ten mile radius, put Dorsett, Fairfax and Blakemore as favorites with the three growers. There is no question but that where a good rich garden soil is available, Fairfax should be considered ahead of any other standard variety for the home garden. Commercial growers who have a relatively small acreage but grow berries on a fancy basis will find Fairfax profitable. Growers who ship in fairly large quantities but check up on their picking carefully and send to one man on the wholesale market will also find Fairfax profitable. We do not recommend Fairfax for growers who handle very large acreages who are so rushed at picking time that the pickers cannot be carefully supervised and who sell on a local auction market. Our reason for this is that under such conditions pickers are prone to leave a certain percentage of the berries that should be picked. If the weather is warm and the field is not picked again for two or three days, some of these berries become quite dark, almost purple in color. When these are mixed with the brighter red berries which have just ripened it makes a rather unattractive package. Unless these berries are marketed through retail channels or some wholesaler whose trade knows the eating and keeping quality of Fairfax it will be severely discounted. Very definitely Fairfax is a variety for good growers with moderate acreages. For these it is a real profit maker and for the home garden it is a joy and delight. Price list, page 33.

Best Variety for Many Years

Hancock Co., Maine, February 29th, 1936. The 500 Fairfax plants I had of you last spring pleased me the best of any varieties I have grown for many years.—Mr. E. W. Wooster.

Fairfax Most Delicious Ever Eaten

Middlesex Co., Mass. Because of my great satisfaction from the Dorsett and Fairfax plants purchased from you in 1934 I am sending a small order for a friend in Connecticut. The Fairfax is the most delicious strawberry I have ever eaten.—Celestia Lapham.

Sixteen Berries Filled a Box

Providence Co., R. I., May 20th, 1936. Kindly send soon as possible 400 Fairfax and 400 Mastodon plants. Fairfax plants bought of you produced many large berries. One quart box was filled with only sixteen strawberries.—Mr. E. B. Hough.

Fairfax Best in York Co., Pa.

York Co., Pa., March 28th, 1936. Enclosed please find my order for strawberry plants for 1936 together with check of \$24.50 for same. In the Fairfax we find the best berry for us. From plants bought from you in spring of 1934 last year we picked 14 berries that filled a one quart box round full. Some of the strong points with us are best flavored berry, large size, even surface, large yield. Berries borne on strong stems up off the ground, strong, healthy plants. Now want to give the Catskill a trial. Trust that you will be able to fill an order promptly.—Mr. M. M. Hartman.

you have to bite them. They offer a pleasing resistance when eaten. When foliage and fruit are wet no berries will keep long, but Fairfax will do better than most varieties. When these are dry Fairfax will keep for several days, in fact longer than any variety we know.

Beauty

Fairfax berries are very beautiful in appearance, just like those pictured in color on the front cover. They have a bright green cap and a beautiful, rich red color. At the proper picking time they are about the color of Chesapeake. After they ripen they turn a little darker red and where well grown resemble in color and finish a piece of highly polished mahogany furniture. After that they become much darker and get almost the color of a plum before they finally break down and decay. During this period the quality is very fine but of course the color is not liked on the market.

All Available Space to Fairfax

York Co., Pa., June 2nd, 1936. I like the Fairfax so much now that it is fruiting that I shall plant all available space to them.—Mr. R. V. Dey.

Highest Yields from Fairfax in Illinois

Peoria Co., Ill., October 8th, 1936. Last year I set 8,000 plants and had a fine crop. Set 2,000 Dorsett, 2,000 Fairfax, 2,000 Big Joe, and 2,000 Chesapeake. Had 140 twenty-four quart cases. Price averaged \$4.50 per case. Fairfax yielded about one-half the berries. Dorsett was good, but did not compare with Fairfax. Big Joe was rough but had plenty of berries. Chesapeake did not do as well as expected. Fairfax is way ahead of all other berries here.—Mr. Frank B. Shoff.

Sales of North Carolina Strawberries— New York Market 1936 Season— From U. S. D. A. Market Reports

	Missionary	Blakemore	Fairfax
Thursday, May 7..	11—15¢	12—15¢	15—20¢
Friday, May 8....	10—15¢	13—18¢	18—25¢
Saturday, May 9..	10—16¢	14—20¢	20—27¢
Monday, May 11..	12—17¢	15—20¢	20—25¢
Tuesday, May 12..	12—17¢	13—18¢	18—22¢
Wednesday, May 13	5—13¢	9—13¢	15¢
Thursday, May 14.	6—10¢	9—12¢	15—18¢

SET DORSETT

FOR

BIG CROPS AND BETTER BERRIES

The most profitable early berry we have ever grown. Under favorable conditions with us Dorsett has yielded more quarts of larger, better looking berries than Premier or any other early variety. They have been firmer than Premier, carrying to market in excellent condition. They have a beautiful, bright, red color which is well liked on the market. They are extra good in quality, in fact better than any others except Fairfax. After a few shipments of nice berries, buyers call for this variety by name even on the wholesale markets.

Dorsett has about all the good qualities of Fairfax and in addition has a lighter color which the market likes. It is not quite as firm as Fairfax, although much firmer than Premier.

Dorsett, like Fairfax, is a cross between Premier and Royal Sovereign. Its high quality comes from Royal Sovereign, healthy foliage and freedom from disease comes from Premier. It has the exceptional vigor of plant growth that Hybrids often have, being a much stronger grower than either parent. Dorsett plants, unless well spaced, are inclined to be small and produced in large numbers. For this reason Dorsett, like Blakemore, responds unusually well to some thinning and spacing. Dorsett apparently does not have as strong a fruiting cluster or pollen as either Premier or Fairfax. For this reason also the plants should be kept somewhat thinned and well fertilized with Nitrogen fertilizer in late summer or early fall in order to help build up large, strong crowns and vigorous, well developed fruit buds which will be easier to pollinize for perfect fruit. The winters of 1934-35 and 1935-36 have been very severe in northern regions. Late frosts and freezes have been common. Under these conditions there are some growers who have found Dorsett rather disappointing. On the other hand in many regions, especially the Middle Western states, growers have been finding it increasingly hard to get a good fruiting bed of Premier. Numerous reports show that even under the dry conditions of recent years Dorsett is coming through better than any other variety and giving a satisfactory fruiting bed where Premier and all others fail to do so. Before this variety is dropped by any grower we hope they will try it out under conditions of thinned or well spaced rows, formed from the earliest runner plants, fertilized in August, mulched early and picked in a season of normal weather conditions, especially rainfall.

Dorsett ripens about with Premier and as compared with that variety produces larger, better looking, better quality and firmer berries. We are confident all those who have seen it at its best will continue growing Dorsett for profit.

Mr. E. B. Underhill of Dutchess Co., New York, stated that he could get \$2.00 per crate more for Dorsett than Premier throughout the season. Our sales for several years have shown Dorsett outselling Premier by a wide margin. The experience of other growers in many sections is just the same. Price list, page 33.

Dorsett Most Perfect in Every Way

Erie Co., N. Y., May 2nd, 1936. Received the plants in good condition. Very glad I got the Dorsett two years ago for they are the most perfect berries I ever grew in every way. I always recommend your firm.—Mr. F. J. Ebel.

Very Productive Berries Large, Beautiful and Delicious

Henry Co., Iowa, April 4th, 1936. The Fairfax and Dorsett we received from you two years ago were very fine, all so large, beautiful and so delicious, and considering the seasons very productive.—Mrs. Sadie H. Barton.

Dorsett and Fairfax at the Top

Hennepin Co., Minn., April 30th, 1936. We have had as high as 42 varieties in our trial beds in days gone by, but so far for early berries I would put Dorsett and Fairfax at the top.—Mr. F. W. Locke.

Produced a Fine Crop. Will Set No Others

Washington Co., Mo., January 7th, 1936. In the spring of 1934 I purchased of you 100 plants each of Dorsett and Fairfax. In 1935 they produced a fine crop of berries. In my fourteen years of experience in producing strawberries I haven't seen one that I believe can compare with Dorsett and Fairfax for my part hit or miss. I expect to set no other plants in future unless a better kind can be found.—Mr. D. L. Simpson.

Better Than Premier in Both Wet and Dry Season

Knox Co., Ohio, April 14th, 1936. The Dorsett and Fairfax strawberries in a favorable season were the best I have ever grown or seen, equal to Premier in yield and superior in every other respect. During extremely wet and cloudy weather they were firm, good color and superior in size, quality and appearance to any I have ever seen. After two years' trial can say that they withstand frosts both years equal to Premier and in very dry and very wet seasons they were better than any I have ever grown.—Mr. B. C. Conway.

Dorsett Plants in Good Shape

Lake Co., Tenn., April 22nd, 1936. My 300 Dorsett strawberry plants I bought from you were wonderful. Came in good shape. Also the Ever-bearing Gem were likewise. I have not lost a plant.—Mrs. Thurman McCain.

Test the Best Ones

Dorsett, Fairfax and Blakemore are all fine, early varieties which every grower should try out. To indicate the necessity for each grower to try them out for himself to see which is best under his conditions, we quote the experience of three growers in Eastern Maryland, all of whom are good growers and make money in the business. They live within a radius of ten miles of each other:

Mr. W. J. Connor, Marion Station, Md., reports very satisfactory crops from Dorsett. He said it produced about three times as much per acre for him as Blakemore and sold for better prices throughout the season.

F. J. Dukes & Brother, Girdletree, Md., told us during our field day May 1936 that in 1935 their Fairfax yielded at the rate of 11,000 quarts per acre. Up to that date Mr. Dukes reported Dorsett, Fairfax and Blakemore almost exactly equal in yield, but said that Fairfax apparently had more berries left and he thought it would again outyield both Dorsett and Blakemore.

Mr. Paul Gunby of Marion Station, Maryland, reported a fine crop and good prices from Blakemore. Was well pleased with Dorsett, although not as good as Blakemore with him. He did not like Fairfax because of its dark color when full ripe.



Beauty, size, firmness and quality make Dorsett a real money maker for us



Ten Reasons Why It Will

1. True to name. You get the kind you want and pay for.

2. They are good plants with strong crowns and well developed root systems, full of pep and vigor.

3. Good soil is used to grow them, a well drained sandy loam, well adapted to strawberries and from which plants can be removed with a minimum injury.

4. Full count of good plants is assured by our system of grading out the weak, poorly developed ones.

5. Careful handling keeps them from undue exposure to sun and wind and thus they retain their vitality.

6. Clean and straight. Plants with dead leaves and runners removed, bunched evenly with roots straightened makes setting easier, quicker, and better.



You to Buy Allen's Plants

7. Proper packing enables the plants to reach you in good growing condition, fresh and moist, but not rotten nor dried up.

8. Promptness. Plants are usually shipped within a day or two of date specified, but as they must be freshly dug bad weather may occasionally hold up shipments for a few days.

9. Prices are fair for the quality of plants shipped. Good plants at reasonable prices are best for everybody.

10. Experience. Fifty-two years' experience in growing and selling strawberry plants helps us in our efforts to send you good plants which will give you good results. Let us have your order and we will not disappoint you.



Ten Reasons Why It Will Pay You to Buy Allen's Plants

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PREMIER

Frost Proof **HEAVY YIELD ALWAYS**

A Sure Cropper

Premier was introduced in 1915. It has so many good qualities that it spread in popular favor very rapidly, soon replacing most other early berries except in the far West and far South. Premier is still recognized as the one early berry which any new variety has to surpass in order to become established. For sheer hardiness and persistence in producing a crop every year regardless of conditions, no variety, early or late, ranks with Premier. It is a sure cropper, widely adapted and tremendously productive. At their best Dorsett and Fairfax will equal Premier in productiveness and surpass it in quality, size and appearance of the berries. However, Premier will produce satisfactory crops under severe conditions that have cut the production of both Dorsett and Fairfax. We think growers who raise strawberries regularly should try out Dorsett and Fairfax with cultural practices suited to those varieties. The possibilities of them are too great to overlook. However, we think growers who have made money consistently with Premier should continue to grow it for their main crop until others prove superior by actual test. Premier is a grand old variety, well worth the high place given it.

Plant Growth

Under favorable conditions Premier makes plenty of plants for a well set matted row, even where no thinning or spacing is practiced. In some parts of the mid-west, however, it is becoming increasingly hard to get a satisfactory bed of this variety. Under those conditions the earlier the plants can be set and the better the soil prepared, the greater the chances of getting a satisfactory growth. The foliage is very healthy, no variety being more free from foliage diseases.

Frost Proof

Of all the varieties now being grown, Premier stands at the top in sheer hardiness and ability to stand low temperatures. In the twenty years we have been growing Premier it has never missed a crop. The blossoms are protected by the leaves close to the ground. They are produced in great abundance and they are very hardy and easy to set. With this combination of qualities Premier plants seem bound to set enough for a good crop under practically any weather conditions.

Size and Productiveness

Premier stands at the top in productiveness. In fact, unless something happens to reduce the number of blooms there are entirely too many set. On poor land or in dry years many will be so small that they cannot be marketed. On good land with plenty of moisture during the fruiting season, when all of the berries attain a good marketable size, Premier produces record breaking crops. The berries average medium in size, but run down toward the end of the season unless the ground is rich and plenty of moisture is available.

Color and Appearance

Premier berries are a medium red in color, getting quite dark as they get riper. They have a medium size green cap which generally stays green throughout the season. They are very handsome in appearance, and show up well in the package.

Firmness

Premier berries are moderately firm. They will hold up for local market and shipping considerable distances by truck. They go down very quickly when shipped under ice. They are not as firm as Blakemore, Bellmar, Missionary, or Klondyke. Fairfax and Dorsett are both much firmer and in home garden or commercial planting will stand up in a fruiting season that is very wet or very hot much better than Premier.

Quality

Premier berries are of good quality. They rank up well with most of the old standard varieties, but are not quite as good as Wm. Belt or Chesapeake. They are far inferior in this respect to Dorsett and Fairfax, but for markets where quality is not considered they sure do produce the quarts.

Premier is Safe

For the grower in localities subject to late frosts where winter temperatures are severe, Premier is safe because it will bear a crop under those conditions. To make the crop better we suggest some thinning if the rows get badly crowded, and early mulching to prevent injury from early fall freezes. We have an excellent lot of Premier plants which we are confident will produce good results for those who are still growing this fine old variety. Price list, page 33.

SOUTHLAND

The Home Garden Local
Market Berry for
the South

In the southern states where Klondyke, Missionary and Blakemore are grown in large quantities and shipped to northern markets, there has never been a large, high quality berry adapted to the warm climate. In 1932 the U. S. Department of Agriculture introduced Southland which results had shown was particularly adapted as far south as North Carolina. Southland berries are very large and very high quality, equaled among the regular sorts only by Dorsett, Fairfax and Narcissa. The berries average large in size and are very attractive in appearance. The flesh is very firm but the skin somewhat tender. They can be shipped considerable distances but will not hold up as well as Blakemore. Southland should be a very valuable local market berry for many sections of the South, and an ideal home garden berry for families where high quality in strawberries would be appreciated. In the North the foliage stays greener through the winter than any other variety. In the South it stands up under hot suns unusually well, which probably accounts for its adaptability to southern conditions. In this latitude Southland is one of the earliest berries we have when the crown bud crop is not killed. These blooms come out so early, however, that in the North they are very likely to be caught by frost. Farther South the Southland comes in a little later than Missionary and Blakemore. Our sales of this variety are increasing each year as growers in various sections from North Carolina to Texas are finding it adapted to their conditions. Southland always makes a nice plant that will grow and thrive if given a reasonable chance. Price list, page 33.

These Growers Like Premier

Wonderful Yield

Rockingham Co., N. H., May 20th, 1936. Please send me 1,000 Premier plants at once. Those plants I got from you two years ago were wonderful plants and we had a wonderful yield from them.—Mr. H. L. Kingsley.

Money Makers

St. Clair Co., Mich., April 17th, 1936. I got plants from you three years ago, Blakemore and Premier, 5,000 in all. I still have them but just wanted some new ones for the garden. They sure have been money makers. Blakemore not so large but lots of lovely berries.—Lottie Ferguson.

Fine Yields from Premier

Kanawha Co., W. Va., January 23rd, 1936. I bought 800 plants, four of Premier and four of Mastodon. The first summer I kept the blooms all picked off and they sure did make fine healthy looking plants. In 1934 we picked 668 quarts of the finest berries I ever saw, mostly

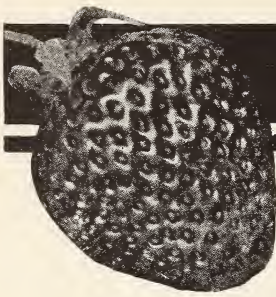
from the Premier as the Mastodon did not produce nearly as many berries as the Premier. In 1935 we picked over 600 quarts. People came for miles to see our strawberry garden and to buy strawberries. We could have sold every quart if we wanted to, but my wife canned a lot and preserved some. They sure do make fine jelly. You sell the nicest plants I ever saw. Here's wishing you the best of success.—Mr. Leslie Stanley.

200 Plants—400 Quarts

Summit Co., Ohio, April 1st, 1936. I planted 200 of your Premier plants in the spring of 1935. Last spring I picked 400 quarts of berries from this little patch.—Mr. Clair E. Bowers.

Premier—Best Ever

Allegheny Co., Pa., December 5th, 1936. The Premier did fine. I had a patch of them 25 feet by 25 feet and I picked 200 quarts of them. The Premier strawberry is the best I ever saw.—Mr. George Kleitz.



BLAKEMORE

EARLY
SOLID • PRODUCTIVE
A Great Shipping Berry

Blakemore is a U. S. Department of Agriculture cross of Missionary and Premier, ripening a day or two earlier than either of its parents. Throughout the southern shipping areas where Klondyke and Missionary have been so widely grown, Blakemore has spread almost like wildfire. It has even worked north into the territory where Premier formerly was the main early shipping berry. The following facts explain why its spread has been so rapid and what the limiting factors are.

1. It is a vigorous grower, making lots of plants and a rank, healthy foliage that stands up through the fruiting season whether it is wet or dry.
2. The plants are very productive, often producing as much as ten thousand quarts per acre, and the record indicates that it is fairly frost resistant.
3. The light color and firmness of the berries make them very attractive to buyers. If picking has been delayed by rain or other causes the berries retain their light color so well and stand up for so long that the crop can easily be harvested with very little waste.
4. In size, Blakemore berries do not run large unless the plants have been kept thinned or spaced. They make so many plants normally that the berries are medium to small, especially in a dry season. They are rather tart in quality, making them very desirable for jams, jellies, etc., although not of high quality when eaten fresh. Blakemore is one of the favorites with commercial firms who use strawberries in various manufactured products.
5. Blakemore is adapted to the southern and middle states and has been generally unsatisfactory in the north but could probably be grown to advantage farther north than it is if the plants were kept well spaced on the rows. They get so thick that some must be removed for best results.
6. Blakemore is subject to yellows, or golden leaf as it is sometimes called. Certain stocks of Blakemore containing an infestation of crimps or bud nematode have also been disseminated widely. Our own stock is entirely free from crimps, but like all others will still show some yellows although we have rouged it carefully and believe our stock would be much more free from this than the average.
7. Blakemore has proved to be a money maker for most strawberry growers. Its vigor, productivity, color and shipping qualities make it an ideal shipping berry for the average grower who sells his berries at a local auction or ships them to the general market without attempting to produce a fancy product which will bring an extra high price. Price list of plants, page 33.

Other Early Varieties

Bellmar

like Blakemore, is a seedling of Premier and Missionary. It ripens about the same time as those varieties. Under favorable conditions it makes a rank, healthy growth of foliage and a very large crop of berries. The berries are long conical in shape with a large, dark green cap, somewhat firmer than Premier but darker in color. They usually sell about with Premier. Under unfavorable conditions, especially when too dry, Bellmar foliage does not stand up as well as either Premier or Blakemore. When the foliage fails, the berries, of course, run down quickly. Small berries of Bellmar are somewhat unattractive because the caps are so large.

Very fine crops of Bellmar have been grown, especially in Connecticut, New York, and some parts of the Middle West. However, we feel that the special care and attention required to grow a large crop of fancy Bellmar would be more profitable spent on Fairfax, Dorsett or Catskill. We have a nice stock of plants for those who like them. Price list, page 33.

Clermont

A New York Station seedling of Marshall and Premier. It has been highly praised in some sections of the North. In New York state it bears a heavy crop of large, smooth, bright glossy red berries with an attractive green calyx. With us it makes a strong vigorous fruiting bed but the foliage does not stand up, nor do

the caps remain green. Well worth trying in the North but not recommended for regions further South than Pennsylvania. Culver is better and Catskill far better in this latitude than any others of the New York Station seedlings, most of which rust badly this far South. Price list, page 33.

Howard 17 (Premier)

This variety is identical with Premier and the same description applies. Many growers feel that Mr. Howard, who originated this variety, has not received the credit due him for it, but the facts are that it was introduced as Premier and advertised extensively under that name, so that most growers, except in New England, know it and buy it as Premier. For full description see Premier, page 20. Price list, page 33.

Klondyke

The leading market berry in many sections of the South. Uniform in shape, medium size, light in color, and an excellent shipping berry. Plant growth is vigorous but only medium in productivity. Berries ripen evenly all over and this, with the uniform shape and firm texture, has made Klondyke a favorite with canners and preservers. We believe Blakemore to be superior to Klondyke in every particular. However, if you want Klondyke plants we have some good ones. Price list, page 33.

Missionary

Leading berry in Florida and popular in other Southern States. Missionary will do well on almost all soils, but will do better than most on the lighter soil types. The berries are medium in size, dark red in color, rather tart in quality and attractive in appearance. It is a very good shipper and also a favorite with the "cold pack" or "juice" men. We believe that Blakemore will prove better than Missionary in all the Missionary territory except Florida, where Blakemore in many cases is not living up to early indications of superiority over Missionary. Price list, page 33.

Narcissa

Released in 1933 by the U. S. Dept. of Agr., it is a seedling of Howard 17 and Royal Sovereign, the same parentage as Dorsett and Fairfax. It has not been tested widely in the East, but is said to be showing up well in the Northwest. Narcissa makes as many plants as Dorsett and Blakemore. It is thought that this

variety will prove valuable in the East where plants are kept well spaced with runners restricted to four to six plants per square foot of row. In quality the berries rank about with Fairfax and Dorsett. Berries rather small under thick row conditions but worth trying on account of the vigor of the plant and quality of the berries. Price list, page 33.

Senator Dunlap (Dr. Burrell)

An old standard variety that has been widely grown in the middle and northern states for many years. It has partly been replaced by Premier because Premier berries are larger, better quality, and more handsome in appearance. Dunlap is still grown by many of its old friends and we have a nice stock of plants for those who know and want it. Berries are medium in size, bright rich red clear through, and fair to good in quality. Excellent for canning. Price list, page 33.

Midseason Varieties

ABERDEEN

Aberdeen makes a vigorous, healthy plant and produces very large crops of good sized berries. The berries have a bright green cap and a light color which makes them very attractive when they reach market in good condition. The light color continues even after the berries start to break down. However, the berries are so soft that they should only be grown where the market is close at hand. They do not stand shipping very far. A prominent New Jersey grower with whom Aberdeen has been a most profitable berry, writes, "When Aberdeen first colors, the flesh is of light color and every little bruise shows through the transparent skin." Let it hang for a day or two longer and the bruises are not so evident, and the flavor is also much improved. We rarely find a rotten strawberry in our Aberdeen patch. The chain stores pay us a premium on the Aberdeen in spite of the fact that they do not stand refrigeration very well." We have had others who grow Aberdeen successfully tell us that it is distinctly a berry for heavy ground. In this latitude (Eastern Maryland) most of the berries are grown on sandy loam soil and the sun often gets quite hot during harvest season. Under these conditions Aberdeen is not a berry to recommend. It gets soft so quickly, does not stand shipping and sun scalds easily. Many growers in the North, where soil conditions are right and the market close at hand, find that the great productiveness and light, attractive color of Aberdeen and large size of the berries make it one of their most profitable kinds. We have a nice stock of plants for those who know and want Aberdeen. Price list, page 33.

Culver

Another New York State introduction. Does better here than any of the other New York State varieties except Catskill. The plants are very vigorous and healthy and the berries are large, beautiful red color with bright green caps. Our small test showed the berries to be fairly firm, considerably darker in color than the Clermont, and red to the center. Culver is certainly worthy of a trial. Price list, page 33.

Glen Mary

An old standard variety, well and favorably known to many strawberry growers in the North. Not recommended generally but for those who know and like it we have a nice stock of plants. Price list, page 33.

Marshall

One of the oldest varieties now being grown. Has always been known as a fancy garden berry, rather hard to grow but well worth the effort. However, with both Dorsett and Fairfax easy to grow and better quality, why grow Marshall? Still, we have some good plants if you want them. Price list, page 33.

Red Heart

A development of the U. S. Department of Agriculture. Introduced in 1932. The plant makes a vigorous, healthy growth in summer and fall. In most places in the East the foliage in the spring is subject to disease and will not stand up through the fruiting season. It is recommended primarily as a canning berry for the Pacific Northwest. The berry is the firmest of any variety known, being even firmer than Fairfax. They are rather tart, which makes them desirable for canning and preserving, and are of a deep, rich red clear through. Price list, page 33.

Beauty

In many ways Beauty is like Aberdeen. It makes a large, strong, vigorous plant which produces heavy crops. The berries average large in size, are very light in color and are high in quality, better than Aberdeen. However, like Aberdeen the berries are very soft and in this latitude subject to sun scald. The foliage does not hold up as well as Aberdeen, especially in a dry year, and offers little protection to the fruit. There are some good reports from Beauty grown in Northern states but it should not be planted farther south than Pennsylvania. Price list, page 33.

Healthy Looking, Well Rooted Plants

Atlantic Co., N. J., April 29th, 1936. I received the strawberry plants ordered from you. They arrived in very good condition and are healthy looking, well rooted plants. Thank you.—Mr. Philip Finney.

Plants Were Fine

Fayette Co., Ohio, April 11th, 1936. I have had remarkable success with plants received from you. A failure could only be attributed to the handling or the ground.—Mr. John F. Evans.



The Surest Cropper and Money Maker of All the Midseason Varieties

Catskill was originated at the New York Experiment Station at Geneva, New York. It is a cross of Marshall and Premier. We have been watching it since 1931 when we first saw it as a seedling in a field of several thousand new seedlings. We were then impressed by the vigor of plant growth and the size of the berries. Catskill makes a large, strong plant, but is so vigorous that under good conditions it sets too many and would respond to some thinning or spacing. The small amount of leaf spot which appears on the foliage has never been serious enough to be a factor. The flower stalks and blossoms are very strong and they set enough to produce a tremendous crop. The berries are borne on very strong, rather long fruiting stalks. Catskill will produce a larger crop of big berries than any midseason variety we know. Of course in a dry year midseason and late varieties are handicapped as compared with early varieties, but in a year when moisture is adequate we believe Catskill will produce more quarts per acre and berries of larger average size than Premier. Many of the larger berries have a rather rough, uneven surface, but their size, color and brightness makes them very attractive. The light color is retained to a marked extent long enough for them to reach market. In quality the berries are good, fully as good as Premier although not equal to Dorsett or Fairfax. The bright green cap, size,

light color and showiness of Catskill make it sell well on the market either wholesale or retail.

In the very dry season of 1936 no berries in this section produced good crops but in 1935 when moisture was adequate at fruiting time we had one three-acre field of Catskill from which we picked 32,000 quarts, averaging almost 11,000 quarts per acre on a commercial scale.

Catskill starts ripening about midseason but the crop is so large and is borne over such a long period that some growers are planning to use it both for midseason and late. Catskill will still be bearing nice berries when some of the later varieties are about gone.

Catskill is widely adapted. From reports that we have had it is doubtful if any variety, even Premier, has given any more general satisfaction for the time it has been grown. Our reports from other growers as well as our own experience puts Catskill in the lead among the midseason kinds for its many good qualities, but especially for its productiveness and large average size. Price list, page 33.

Plant CATSKILL for Great Productiveness, Large Average Size and PROFIT

BIG JOE

A *Leading*
MIDSEASON *Berry*

Big Joe has been a money maker for many growers for many years. Where it is adapted Big Joe makes a vigorous fruiting bed with a few large, strong plants rather than an over-abundance of small ones, badly crowded in the bed. It is quite productive and the berries average very large in size. They have a bright green cap, the quality is fine, and the selling price is usually at or near the top. Growers who have been successful with Big Joe will be loath to consider any other variety for midseason. Where not adapted the chief criticism of Big Joe is that it is not sufficiently productive and that the blossoms are quite subject to frost injury and even in a normal year has many hard, green tips. We would still rate Big Joe as best of the midseason varieties except for the fine performance of Catskill during the last two or three years.

Big Joe has been one of those varieties that growers either swear by or swear at. If its behavior has been such that you want to swear by it we want to recommend Catskill in a small way only until it proves itself better. For those who need a midseason berry and have found Big Joe a variety to swear at, we can recommend Catskill for the main midseason crop. With growers who have grown fine crops of Big Joe and made money with them this variety will not be replaced quickly. Big Joe always makes a nice plant and we have a fine stock of them. Price list, page 33.

The ARISTOCRAT
OF
STRAWBERRIES

CHESAPEAKE



Chesapeake outsells all other late berries. Over a period of many years on many markets we believe this would be found true if accurate records could be had. The large average size, brilliant red color with prominent yellow seeds and shiny surface, together with high quality and firmness which enable them to arrive in market in perfect condition, have put Chesapeake at the very top in selling price. They are not as productive as some of the other varieties, but the extra value of the crop produced often makes a profit as much or more. Below we discuss in detail some of the reasons why Chesapeake has held its place for so long as the most popular of all late varieties.

Size. The berries are very large and hold their size well to the end of the season. In this respect it is the best late berry known. Unlike many other leading varieties, Chesapeake sets only moderate numbers of fruits, and for this reason it is able to size up practically every one to a good marketable size.

Quality. Chesapeake is unsurpassed in quality among the midseason and late strawberries, and is equaled only by Wm. Belt. Occasionally a staunch friend of Chesapeake will insist that the quality is just as good as Fairfax or Dorsett.

Firmness. The berries are firm enough to stand shipment to distant markets. Carload lots at commercial shipping centers have for years sold for consistently higher prices than other large late berries.

Growth. To get sufficient plants for a good fruiting bed, Chesapeake needs land that is well manured, and needs good care. Frequent cultivation and hoeing are a big help in growing Chesapeake, as this helps keep the plants growing all the time without any checks. Given good manure and good care, Chesapeake usually responds with a nice, well spaced fruiting bed, especially where plants have been set early.

Healthy Foliage. This is essential for profitable crops. Chesapeake makes plenty of strong, vigorous foliage which maintains its health and vigor through the fruiting season.

Frost Proof. Premier withstands frost by its very hardiness, and the abundance of its bloom. Chesapeake escapes frosts by its habit of late blooming. It must be admitted, however, that in regions far north where winters are extremely cold, Chesapeake needs winter protection. We would caution growers to apply the mulch early before first freezes occur as that is when much damage is often done.

Profit. In sections where Chesapeake is adapted it has been for many years the most profitable late berry. During the past season, 1936, Chesapeake showed up well. In this county the Chesapeake section is near Pittsville, Maryland, where most of the strawberry soils are low, black sand. Under 1936 drought conditions nearly all the berries on high land dried up. Chesapeake being on low land near the moisture supply came through with a fine crop, and many of our local Chesapeake growers made good money with it this year. Price list, page 33.

Late Varieties

LUPTON

Lupton is a fancy late shipping berry very profitable with many growers. It usually makes plants freely. Some attention to spacing and late summer fertilizing with nitrogen fertilizers would pay with Lupton. The plants are very productive when grown on good strawberry soil. The berries average very large and are very pretty, resembling Chesapeake in many respects and being just as good as a shipping berry. In quality they are somewhat tart and quite dry. This fact, however, probably helps explain why they ship so well. It is not considered a high quality berry, but its size, condition and appearance make Lupton a profitable berry for market purposes. It is grown largely in New Jersey, also in Delaware, Maryland and Pennsylvania and other eastern states. Lupton is also sold as Town King, although if bought under that name the plants usually cost more. Price list, page 33.

Aroma One of the best late shipping berries. Grown in large acreages in Missouri, Kentucky and Tennessee. A vigorous grower, making lots of small plants rather than smaller numbers of strong plants. Spacing and fall fertilization would probably increase yields of Aroma. Berries are light in color with a bright green cap and very attractive in the package. They will ship long distances and go to market in practically perfect condition. We have a nice stock of Aroma plants. Price list, page 33.

Big Late This variety makes a strong, vigorous, upright growth and an ample fruiting bed. Under unfavorable conditions it does not always stand up sufficiently well to mature its entire crop of berries. We feel that it is most valuable north of the Mason and Dixon Line. The berries are very beautiful, being light in color, with a bright, shiny, red surface, and prominent yellow seeds. The berries are very fine in quality, but the blossoms are somewhat tender. The flowers are imperfect. Under favorable conditions Big Late yields are very satisfactory. Price list, page 33.

Gibson (Parsons Beauty) An old favorite in many strawberry-growing sections. Plants very productive, berries very good in quality and excellent for canning. One proof of its worth is the

fact that it has been used so much as a standard of comparison with so many varieties which have been newly introduced. Price list, page 33.

Haverland A fine old standard variety, handicapped by imperfect blossoms. However, they are very hardy and Haverland ranks very high in productiveness. Berries are large, long conical in shape, light in color and firm enough for market if kept picked closely. Price list, page 33.

New York This is the sweetest strawberry grown. The plant is a vigorous grower, producing a moderate number of large, healthy plants. The berries are medium to large in size, dark red in color, but only moderately firm in texture. New York is a home garden berry. It is the only strawberry we know of that is sweet before it gets red. We have many calls for New York from those whose health does not permit them to eat berries which are in any way tart or acid in quality. Price list, page 33.

Sample An old standard variety still popular in many sections of the middle and northern states. Plants are vigorous growers and very productive. Berries are uniform in shape, medium to large in size, of good flavor and attractive in appearance. Blossoms are imperfect. Pollenize with Aroma, Big Joe, Gibson or Dunlap. Price list, page 33.

W^M BELT

This variety has long been the standard of excellence in quality for all varieties and still remains such for all late varieties. There seems to be little question that the new early berries, Fairfax and Dorsett and Southland, have a richer, fuller flavor even than Wm. Belt. On most markets the size and appearance determine the selling price, but where quality is counted in addition to large size and handsome appearance, Wm. Belt should be grown as a late variety. The berries average large in size, somewhat irregular in shape, but they have an attractive cap and the berries themselves are a bright, glossy red, which makes them very handsome. This variety does its best in the middle and northern states, and is fine in the garden for local market or nearby shipping. For quality in late berries set Wm. Belt. We have some fine plants. Price list, page 33.

Had Fine Chesapeakes

Hamilton Co., Ohio, April 6th, 1936. I received the strawberry plants on the 4th of April. All were very fine plants and were in good shape the same as all plants I have gotten from your company in other years. Last year one of my neighbors saw some very fine Chesapeake's I had just picked and I can say he expressed a compliment on the Allen berries.—Mr. John Laffey.

Finest Plants We Ever Had

Buncombe Co., N. C., April 1st, 1936. Three years ago we got plants from you and not only were they the finest plants we have ever had, but they produced the best berries we have ever grown. Thank you also for making your catalog a handsome book of helpful, practical suggestions for berry culture.—Mr. Oliver C. Perry.

GANDY

A fancy late shipping berry, large, solid, handsome, moderately productive. Needs liberal fertilization. Berries often sell with Chesapeake. Makes plants freely but needs springy land for big crops. Gandy is an old favorite which many growers refuse to give up. Where it does well it is a real profit maker. We recommend limiting of Gandy plants in the row to four to six plants per square foot and fertilizing in late summer. Gandy needs moist conditions for best results anywhere and with this treatment on moist soil or under irrigation Gandy would probably surprise even those who know it is a fine old berry. Our Gandy plants seem unusually vigorous this year. Price list, page 33.

Very Late Varieties

Orem The latest berry we have. Berries average large in size, fairly good quality and nice appearance. They often sell well because they come after other fancy late berries are past their prime. Price list, page 33.

Pearl Like Chesapeake, this variety blooms late and escapes frost. Pearl makes plants so freely that it often needs thinning. However, for fruiting, Pearl needs rich, moist ground and liberal applications of nitrogen and phosphorus fertilizer in late summer. The season is very late. Our stock of Pearl came from Michigan growers who praise the variety very highly. Also with us it resembles Gandy very closely and like Gandy it often brings top prices on the market. Price list, page 33.

How to Grow Good Crops of Everbearers

The same cultural practices that are used in growing good crops of standard varieties also apply to growing Everbearers. However, the fact that Everbearing varieties, to be successful, must not only make a good, strong, vigorous plant growth but must bear a crop of blossoms and berries the same year they are set, makes it desirable to pay even more attention to having conditions and practices just right for them. For best results they should be planted on good soil, well manured, set early, using good plants, and given plenty of moisture and feeding. More details about the exact care desirable for them are given below.

1. **Set plants early** while both plants and soil are in good condition. Strawberries start better if the soil is cool and moist and if they have not become too much devitalized by a heavy growth of leaves and blossoms before setting is done.

2. **Good strong plants** should be used. One reason why Mastodon has done so well over a wide territory is because the plants run large. Gem makes a smaller plant than Mastodon, but when set early has been found superior in many places.

3. **Blossoms should be cut off** until about July 15th to 20th. As it takes about one month from blossoms to ripe berries, picking would start about August 20th. Cutting all blossoms until August 15th would probably increase the average size of berries produced but would decrease total yield.

4. **The hill system is best.** Lack of total production in the fall has been the chief criticism of Everbearers. Careful experiments show that removal of runners not only builds up stronger individual plants, but increases blossoms and fruit production. This checks with years of observation that Everbearing plants in matted rows which have made few runners or none always have the most berries. However, good results are often obtained from matted rows unless they have been allowed to get very thick and crowded. If a matted row system is used it is recommended that each plant set be allowed to make only a few runner plants, say from three to six new runners per plant. These can be spaced from eight to twelve inches apart and will produce very satisfactory results.

5. **The second fall crop** will be far better if the plants are not allowed to produce the regular spring crop. Blossom cutting which would be necessary is far easier if plants are grown by the hill system or in very thin narrow rows. This practice may not be profitable, however, so try it in a small way until you know. A heavy frost at blooming time which would materially cut the spring crop of Everbearers would be of considerable benefit as far as the second fall crop is concerned.

6. **Mulching.** Experiments indicate that summer mulching increases total yield little or none. However, by helping keep down weeds it reduces labor and by keeping berries clean and bright it increases the value of the fall crop. Mulching can be used much more effectively if grown in hills or in very thin rows. When used it should be applied about June 20th—July 1st, by which time most of the new runner plants, if any, will be started. From two to three tons of wheat straw, marsh grass, or other fine material should be used per acre.

7. **Fertilizer.** Everbearing varieties which are expected to do so much so quickly need heavier fertilizing and more frequent applications than regular kinds. A heavy application of barnyard manure disced in, or on heavier soil plowed under before setting would be fine. Fertilizer as recommended on page 9 should be used at planting time, either under the plants or as a side dressing just after plants have been set. In addition two or three applications of tankage or nitrate of soda made at intervals of about one month will help greatly in the production of fall berries. Great care must be taken to see that

fertilizer is applied when the foliage is thoroughly dry, and that any which lodges on the leaves is brushed off at once.

8. Ample moisture increases size and yield of Everbearing strawberries. It also increases the efficiency of fertilizer applied. It is important, therefore, to select land naturally springy or well filled with organic matter. Many good crops are produced without irrigation, but one of the largest and most successful growers of Everbearers says: "I do not really think there would ever be a season with enough moisture but that irrigation would almost double the yield of berries and give a much better quality." Any method of getting the water applied would be satisfactory.

9. Planting distances. Everbearers are grown in wide or narrow matted rows, in hill or hedge rows, or by the hill system. With matted rows, plants are set about 18 inches apart in rows 3½ feet apart. In the hill or hedge rows plants are set somewhat further apart and the rows about

three feet apart. Runners are trailed down the rows to fill in the hill rows or somewhat thicker hedge rows. In the hill system rows should be about 2 feet apart with plants 12 to 15 inches apart in the row. Any system is satisfactory where plants are kept well spaced, although we recommend not more than five or six new runners from each plant set. Probably the hill system, with all runners removed, although requiring more plants, will give the greatest total yield per acre for the fall crop. This is especially true if the growing conditions have been good so that the plants have been able to do their best.

10. Yields of two or three quarts per plant are sometimes made but they are unusual. A yield of one quart per plant set is quite common but far above the average which is probably not over one half quart per each plant set. These yields refer to the crop produced the first summer and fall after the plants are set in the spring.

Grow Them for Pleasure and Profit

Everbearing varieties do bear nice crops of luscious berries out of regular season, from late August until after freezing weather. Often in late fall berries can be found protected under the leaves even after several hard freezes. A nice plot of Everbearing berries make an addition to the home garden that will be much enjoyed.

Just a few weeks after the plants are set they start bearing. Setting is done in March, April or May, and picking started in late August, extending through September, October and in many sections throughout November. Returns are quicker than from many vegetable crops, and much quicker than any other fruit crop.

Extra crops. In addition to the crop the first fall, a full crop is produced in the spring, just the same as with other varieties. Under good conditions where plenty of moisture, cultivation and feeding has been done a crop can be had the second summer and fall, making three crops within a period of about eighteen months. With some varieties like Green Mountain it has been found that the second fall crop is both larger and better than the first.

A real money crop. Many growers have made and are making fine profits growing Everbearing strawberries. Where good land is available and good methods used returns per acre often equal or excel those from regular spring varieties. Any community will buy at a good price a moderate number of Everbearing berries. Where large acreages are grown some thought should be given to marketing, although this is not much of a problem because it is out of season and the competition is usually not great. Profits as high as \$2,000.00 per acre have been reported, by a responsible grower who had good soil, used good methods and had a fine market. We have had some very fine returns of several hundred dollars per acre even where the plants were grown for plant purposes and many of the extra things necessary for best crops were not done. With the fine varieties now available, Everbearing strawberries are very promising as a cash crop for growers who have good soil and moisture conditions, and a good market.

Gem and Green Mountain as well as other varieties have given us fine returns shipped in small crates. Where shipments can be made by truck we have found the 15-pt. flat with no covers a profitable package for marketing Everbearers.



GREEN MOUNTAIN

A FINE NEW EVERBEARER
FOR COLD CLIMATES & HEAVY SOIL

Green Mountain was originated and introduced by the Aiken Nurseries in Vermont. It has made a fine record there for productiveness and profit, producing good crops in both the first and second years. The plant growth is more vigorous than any other Everbearing variety we have grown. It makes large, strong plants like Mastodon and almost as many plants as Gem. The berries are medium to large in size, have a bright red glossy skin and prominent yellow seeds, which make them very attractive. The quality is very mild and sweet; the texture is firm and somewhat dry, making them excellent for shipping. We have found Green Mountain best on fairly heavy soils. It does not start bearing quite as early in the summer as Gem, Champion and Wayzata, but it has proved to be as heavy a producer as any with us. It has been equalled by Gem, but in a long, moderate fall or autumn would probably outyield gem because its productiveness is greatest late in the season whereas Gem starts early and unless heavily fertilized lets up a little as freezing weather approaches. Green Mountain is a patented variety, the patent being held by the introducers. It is understood when you purchase plants of this variety that you purchase the right to the fruit crops produced and to propagation of plants for your own use but not to sell nor give away. We are selling Green Mountain under special arrangement with the introducers and we recommend it for heavier soil types and for latitudes from Virginia north. Price list, page 33.



Heavy yields, fine quality and good appearance make Green Mountain a valuable new Everbearer

MASTODON

The Most Popular
EVERBEARER

Mastodon is the first good Everbearing variety that had commercial possibilities. It was very extensively advertised and was sold and planted over a wide territory. The ruggedness of Mastodon plants and the vigor of its growth partly account for the uniformly good results that were obtained with it. For this reason Mastodon became and still remains the most popular and widely grown Everbearing variety. The berries average large in size, attractive in appearance, good in quality and are firm enough to ship moderate distances. Under certain conditions other varieties have proved superior. Gem, in a number of states, widely separated; Green Mountain, in the heavier soils and colder climates of New England; Wayzata, under intensive care in Minnesota, Wisconsin and other Northwestern states. However, Mastodon is the universal variety, like Premier in the standard kinds, which has given uniformly good results and is a safe one to plant. Price list, page 33.

Loads of Good Sized Berries

Baltimore Co., Maryland, June 11th, 1936. The Mastodon we bought from you last year are doing fine, yielding loads of berries of good size.—Mr. Joseph L. Randles.

All Lived and Produced Abundantly

Suffolk Co., N. Y., November 3rd, 1935. Last spring I purchased 100 plants of Mastodon Everbearing strawberries from your nursery. Not even one has died. I had never expected to have all of them live and produce so abundantly. So far they've produced three crops (cycles) and are still going strong even though there have been two heavy frosts. The measurements of some berries which are still ripening on the plants are $1\frac{3}{4}$ inches in diameter and exactly 2 inches in height.—Dorothy Aslaksen.

Finds Mastodon Fine-Flavored and As Large As Premier

Rockingham Co., Va., March 28th, 1936. Mastodon Everbearers purchased from you surely gave me a surprise. Have tried other varieties of Everbearers with no satisfaction. They were always small and inferior fruit, but Mastodon set out first week in April began bearing in July and continued to give fine large fine-flavored fruit equal in size to our best Premier. Picked last on November 6th for on that night we had an ice storm that froze the blossoms with which they were yet filled for continuance. Sold enough berries to pay for plants and trouble tending them and had family shortcake every week all summer, from 100 plants purchased. I am including in this letter money order for \$7.00 for which please send me 1,000 Mastodon plants just like those of last year. Have noticed in a few catalogs that some quote them for a little less this spring, but I want your plants now that I know the type and character of those you propagate.—Mr. C. A. Watkins.

Mastodon Berries Gigantic in Size

Big Horn Co., Wyo., March 12th, 1936. Enclosed is my order for 12,000 Mastodon plants. We only lost about fifty of the 10,000 we got from you last year. Our berries were gigantic in size and won popular acclaim wherever seen.—Mr. W. H. Douglass.

GEM

STANDS AT THE TOP

Gem stands at the top under our conditions. If we were limited to one variety to plant for profit, Gem would be our choice. The plants are not as large as Mastodon usually, but if given a good start by planting early and having soil in good condition, Gem makes a very rank, vigorous growth and unless kept thinned will produce a thick matted row. With us it will bear more berries than Mastodon and they will average fully as large, rather more attractive in appearance, and with better shipping qualities. The light color, which holds even after they begin to get soft, is attractive to the buyer and they make a somewhat better appearance than other varieties on account of their smoothness and uniformity. We have reports from such widely scattered states as Maine, New York, Virginia, Michigan and Minnesota that Gem is proving to be a more desirable variety than Mastodon. The berries are somewhat more tart than Green Mountain or Wayzata, possibly about equal in quality to Mastodon. Growers will make no mistake in planting Gem either for the home garden or as a money crop. Price list, page 33.

Gem Did Well

Cumberland Co., Maine. April 27th, 1936. Strawberries arrived in fine condition and owing to cold weather left them in cellar. The Gem plants I ordered last year did well and I feel these will.—Mrs. O. O. Stover.

WAYZATA

A PERSISTENT PRODUCER

One of the finest of the Everbearers. Wayzata makes large, strong plants, but very few new ones. Often a plant will make a large crown consisting of several plants which are separated into divisions. The scarcity of runners often makes it desirable to use these divisions for new plantings. This habit makes them especially adapted to growing berries in hills or narrow spaced rows.

Wayzata enjoys its greatest popularity in Minnesota and Wisconsin, but is rapidly spreading to other sections. A grower on Long Island, New York, reported yields of over two quarts per plant set. The berries are very high in quality, being the best of all the Everbearers in this respect. It is claimed by some to be as good as Fairfax, but we doubt if it is so considered generally. The berries are quite firm, a deep red in color and very attractive in appearance. We recommend Wayzata for home gardens and commercial plantings in a small way.

Champion (Progressive) Sweetest of all the Everbearers and the first really good one. Berries rather small, but very productive. Not as strong a grower as Mastodon but has done well in most states and is one of the best for the South. Mastodon and some of the others make a good crop in the spring. Champion is no good for the spring crop. Sweetness and productiveness are the strong points of this variety. Price list, page 33.



Gem—our favorite everbearer for profit on account of productiveness, light color and fine shipping quality

Picking the Winners

Early Premier

A grand old variety. A sure cropper under all conditions. Very productive, very profitable, widely adapted. Planting Premier is playing safe.

Fairfax

Highest quality of all. Very productive—beautiful, large berries, becoming dark when full ripe. Buyers come back for more. Best for home garden, very profitable for quality trade.

Dorsett

Most profitable early berry we have ever grown. Under favorable conditions excels Premier in productiveness, size, beauty and profit, but not as widely adapted. Very fine quality. Try it.

BLAKEMORE (light) is a fine early shipping berry grown mostly from Maryland South although with proper spacing it may do well farther North. **SOUTHLAND** is a fine home garden, local market berry for the South.

Midseason Catskill

Largest and most productive. Resembles Premier in size and sureness of crop, but berries are larger. Good quality, good shipper, good appearance. Best of midseason varieties. Seems more widely adapted than Big Joe.

Big Joe

The best all around midseason berry except Catskill. A money maker for many growers, fine quality for the home garden. As the name implies, Big Joe berries average large in size. Brings top prices on the market. Where Big Joe

is not at its best try Catskill. **ABERDEEN** is very productive, berries large, light color, soft. Does best on heavier soils, nearby markets.

Late Chesapeake

The aristocrat of strawberries. Where it grows well no late variety will surpass it as a profit maker. Equally good for shipping, local market or home garden. If your soil does not suit Chesapeake, plant **LUPTON** for a large late ship-

ping berry, **WM. BELT** for high quality, **GANDY** (with spacing) for extreme lateness.

Everbearing Mastodon

Most popular and widely grown Everbearer. A strong grower. Berries large, good quality, good shippers, excellent for home use and most generally used when planting for profit.

Gem

A newer variety. With us far better than Mastodon. More productive, more profitable, berries prettier, better shippers, equal in quality. Try Gem.

GREEN MOUNTAIN and **WAYZATA** are both fine. Their strong points are vigor, productiveness, appearance and quality.

DELIVERED PRICES ON REQUEST—We hope that berry growers who may be uncertain about transportation costs will send us the list of varieties and quantities they are interested in. We will be glad to quote delivered prices.

PRICE LIST FOR 1937

Description Page	25	50	100	200	300	400	1000	5000
	Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants
Early Varieties								
22 BELLMAR (Per)	\$.25	\$.40	\$.65	\$1.10	\$1.50	\$1.80	\$4.00	\$17.50
22 BLAKEMORE (Per)25	.40	.60	1.00	1.35	1.60	3.50	15.00
22 Clermont (Per)30	.45	.75	1.30	1.80	2.20	5.00	22.50
23 Dr. Burrell (Per)25	.40	.65	1.10	1.50	1.80	4.00	17.50
16 DORSETT (Per)30	.45	.70	1.20	1.65	2.00	4.50	20.00
14 FAIRFAX (Per)30	.45	.75	1.30	1.75	2.10	4.75	21.25
22 Howard 17 (Per)30	.45	.70	1.20	1.65	2.00	4.50	20.00
22 Klondyke (Per)25	.40	.60	1.00	1.35	1.60	3.50	15.00
23 Narcissa (Per)30	.45	.75	1.30	1.80	2.20	5.00	22.50
23 Missionary (Per)25	.40	.60	1.00	1.35	1.60	3.50	15.00
20 PREMIER (Per)30	.45	.70	1.20	1.65	2.00	4.50	20.00
23 Senator Dunlap (Per) ..	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
21 SOUTHLAND (Per)30	.45	.70	1.20	1.65	2.00	4.50	20.00
Midseason Varieties								
23 ABERDEEN (Per)25	.40	.65	1.10	1.50	1.80	4.00	17.50
23 Beauty (Per)30	.45	.70	1.20	1.65	2.00	4.50	20.00
25 BIG JOE (Per)30	.45	.70	1.20	1.65	2.00	4.50	20.00
24 CATSKILL (Per)30	.45	.75	1.30	1.75	2.10	4.75	21.25
23 Culver (Per)30	.45	.75	1.30	1.80	2.20	5.00	22.50
23 Glen Mary (Per)35	.50	.85	1.50	2.10	2.60	6.00	27.50
23 Marshall (Per)35	.50	.85	1.50	2.10	2.60	6.00	27.50
23 Red Heart (Per)30	.45	.75	1.30	1.80	2.20	5.00	22.50
Late Varieties								
27 Aroma (Per)25	.40	.65	1.10	1.50	1.80	4.00	17.50
27 BIG LATE (Imp.)30	.45	.70	1.20	1.65	2.00	4.50	20.00
26 CHESAPEAKE (Per)30	.45	.75	1.30	1.80	2.20	5.00	22.50
27 Gibson (Per)30	.45	.70	1.20	1.65	2.00	4.50	20.00
27 Haverland (Imp.)30	.45	.70	1.20	1.65	2.00	4.50	20.00
27 LUPTON (Per)30	.45	.70	1.20	1.65	2.00	4.50	20.00
27 New York (Per)40	.60	1.00	1.70	2.40	3.00	7.00	32.50
27 Parsons Beauty (Per)30	.45	.70	1.20	1.65	2.00	4.50	20.00
27 Sample (Imp.)25	.40	.65	1.10	1.50	1.80	4.00	17.50
27 WM. BELT (Per)30	.45	.70	1.20	1.65	2.00	4.50	20.00
Very Late Varieties								
28 GANDY (Per)25	.40	.65	1.10	1.50	1.80	4.00	17.50
28 Orem (Per)30	.45	.75	1.30	1.80	2.20	5.00	20.00
28 Pearl (Per)25	.40	.65	1.10	1.50	1.80	4.00	17.50
Everbearing Varieties								
31 Champion (Per)35	.50	.85	1.50	2.10	2.60	6.00	27.50
31 GEM (Per)40	.60	1.00	1.70	2.40	3.00	7.00	32.50
30 *GREEN MOUNTAIN (Per)	.60	1.00	1.70	3.00	4.00	5.00	12.00	50.00
30 MASTODON (Per)40	.60	1.00	1.70	2.40	3.00	7.00	32.50
31 Progressive (Per)35	.50	.85	1.50	2.10	2.60	6.00	27.50
31 WAYZATA (Per)	1.50	2.50	4.50	—	—	—	—	—
Asparagus Roots								
34 Mary Washington 2 yr....	.50	.90	1.50	2.50	3.40	4.20	10.00	45.00

500 plants or more of a variety at the 1,000 rate.

All plants f. o. b. Salisbury, Maryland, at prices quoted.

Send us your list and we will be glad to quote delivered prices.

* Green Mountain plants are bought with the understanding that they are not to be propagated for sale without permission of patent holder.

Asparagus Roots—Mary Washington



The improved rustproof Mary Washington Asparagus is generally recognized to be the best variety to grow. Leading Asparagus growers say that it starts earlier, produces more and larger stalks, shows a higher rust resistance and will net more money per acre and more satisfaction in the home garden than any other variety.

The roots should be planted in early spring just as early as you can work the land. They should be set in furrows 5 to 7 inches deep with the roots spread out somewhat in the furrow. A good practice is to open the furrow 8 to 12 inches, apply a liberal amount of well-rotted stable manure, well mixed with the soil filling the furrow to 5 or 7 inches deep before the roots are set. They should be covered with about 3 inches of soil until the young shoots start to come through. Then the furrows should be gradually filled in as the young plants grow, until the ground is level. In the garden, set in rows 3½ feet apart, with roots 12 to 15 inches apart in the row; in large commercial plantings rows 4 to 5 feet apart are generally used. Asparagus needs good cultivation, with plenty of manure and fertilizer.

We have a nice lot of strong two year roots which we are confident will give you good results. Price list, page 33.

Instructions to Purchasers

Terms. Cash with order. Remit by Money Order, Bank Draft or Cash in Registered Letter. No C. O. D. shipments.

Packing. No extra charge made for packing at prices quoted on page 33.

Time of Shipment. We ship plants from November 1st to May 1st. See paragraph on page 7, "Time to Set Plants."

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants.

Late Shipments. All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchasers' risk.

Our Guarantee. We guarantee all plants ordered shipped before May 1st to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

When to Order—And How to Ship

Order as soon as you have decided what varieties and how many you want. **Write plainly**, so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. **Be sure to fill in your County on the order sheet.**

Express is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great.

Parcel Post. Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. **One-year asparagus roots 8 lbs. per 100.** Make up your order, calculate the approximate weight and if you do not know your zone from Salisbury, Maryland, use distances given herewith, or ask your postmaster. **NOTE** carefully weight of asparagus roots.

With zone rate published here you can easily calculate the amount of postage to send.

Be sure to send postage enough as any excess will be returned.

If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post C. O. D. for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.

Zone	Miles	1st pound	Each additional pound or fraction
1st	0 to 50	8 cts.	1 1/10 cts.
2nd	50 to 150	8 cts.	1 1/10 cts.
3rd	150 to 300	9 cts.	2 cts.
4th	300 to 600	10 cts.	3 1/2 cts.
5th	600 to 1000	11 cts.	5 3/10 cts.
6th	1000 to 1400	12 cts.	7 cts.
7th	1400 to 1800	14 cts.	9 cts.
8th	1800 up	15 cts.	11 cts.

WE HAVE NO AGENTS—If you want to be sure of getting Allen's plants, order direct from this catalog. Many agents buy their plants where they can get them the cheapest, regardless of quality, and sell them for as much, or in many cases more, than the cost of the best. To be sure of getting **ALLEN'S QUALITY PLANTS** at the best price, **MAIL** your order to us.

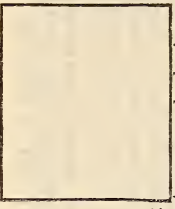
QUANTITY	VARIETY OF STOCK ORDERED	PRICE	
		DOLLARS	CENTS

FORM No. 6001

POST OFFICE DEPARTMENT
THIRD ASSISTANT POSTMASTER GENERAL
DIVISION OF MONEY ORDERS

No.

Stamp of Issuing Office



The Postmaster
will insert

here...
the office drawn on, when the office named by
the remitter is in Alaska, and does not transact money order business.
Spaces above this line are for the Postmaster's record, to be filled in by him

Application for Domestic Money Order

Spaces below to be filled in by purchaser, or, if necessary,
by another person for him

Amount

Dollars Cents

Pay to } **THE W. F. ALLEN CO.**
Order of }

(Name of person or firm for whom order is intended)

Whose }
Address } No.
Is }

Street

SALISBURY,

State **MARYLAND**

Sent by

(Name of sender)

No. }
City }
and }
State }

Street

PURCHASER MUST SEND ORDER AND COUPON TO PAYEE
(FOR FEES SEE OTHER SIDE) 65-7165

This Money Order Application Blank Is Enclosed
For Your Convenience

TRUE TO NAME—While we use every precaution to have all plants, etc., true to name (we believe we come as near doing this as anyone in the business), we will not be responsible for any sum greater than the cost of the stock should any prove otherwise than as represented.

PLEASE WRITE BELOW the names and addresses of any acquaintances or friends who might be interested in, or buyers of, strawberry plants, and we will send them our catalog.

CHESAPEAKE

A fancy late variety. Chesapeake berries top the market.



The W. F. ALLEN CO.
Salisbury, Md.

BIG JOE

The leading mid-season berry for years. Now rivalled by Catskill in many localities.





DORSETT

The best and most profitable early berry we have ever grown, although not as widely adapted as Premier.

CATSKILL

Widely adapted—very productive—very large. The most profitable mid-season berry.

The W. F. ALLEN CO.
Salisbury, Maryland

