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62137  
**TOWNSEND'S** 1934  
20<sup>th</sup> Century Catalogue

# STRAWBERRIES

*And how  
to grow  
them*



PREMIER



BLAKEMORE

**E.W. TOWNSEND & SONS** SALISBURY, MARYLAND.



# My Letter TO YOU

Dear Folks:—

Once again I want to thank each and every one of our good friends, who so greatly helped us in making the year 1933 our banner year. Notwithstanding the fact that the beginning of 1933 found us all in the midst of the greatest depression ever known in this country. With all banks closed for a considerable time, and many of them remaining closed for months. Never in the thirty-three years in the plant and nursery business, have we sold as many plants as we sold in 1933. This is a remarkable fact, and could never have been done without the assistance of our thousands of good loyal customers.

Once again I want to repeat, that we are just poor humble human beings, striving the very best we can to grow for you each year the very best quality plants, that it is possible for us to grow, and to price them to you just as low as we can, and make a living. We are not trying to get rich in this business, we never expect to. It is enough glory for us to be able to make a decent living, and to please our old customers year after year so well, that they come back again, and bring their friends. This great friendship that has been built up between us, we esteem more highly than mere dollars and cents.

Now just a word about the bargains, and better varieties that we are able to offer you this year, at no increase in price, but in most instances even lower than our 1933 prices. For never before have we sold our general list of varieties so cheaply as this time. We are really making a sacrifice in the way of prices this year. But, in view of the fact that you all have been so loyal to us through all these years, we feel that we are only doing our duty in making the price as low as we have, enabling many of you to be able to purchase plants, that could not afford it, were the prices made high enough to allow us a good decent profit.

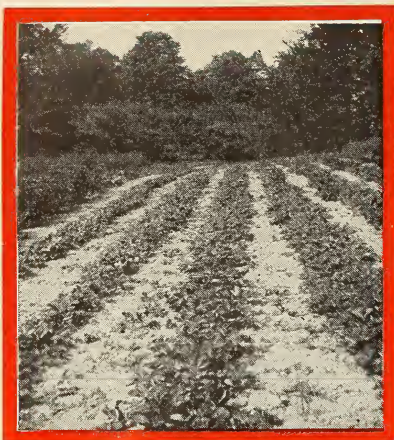
We do feel that it is a good time to increase the small fruit plantings, and say this from no selfish motive. The acreage set last year was much smaller than the average acreage set. Again with the unfavorable weather conditions in the majority of strawberry growing states, makes it almost certain that there will be a shortage of berries this spring and summer, and growers who set their usual acreage last spring are sure to reap their rewards by better prices this year. Owing to the fact that prices have ruled low, the past two years, many growers will refrain from setting again this spring, and after the berry crop is off this year it will be too late for such growers to get in on the good prices that are most sure to come in 1935.

I am sure that you will find our list of varieties up-to-date as usual. Many of our own introductions have even surpassed our own expectations. Note reports that have been sent in to us by several of the leading Horticulturists, of various states. These reports together with our own trial plots make us almost sure that we do have the best to be offered. Whether you make this year 1934 another banner year, or not, if we are able to again serve you well, and to please you so as to still hold your confidence, we shall be satisfied.

I sincerely thank all of you for your many past favors,

E. W. TOWNSEND & SONS

*E. W. Townsend*  
President.



MR. A. O. RICE, of *Himrod, N. Y.*, sends us this photo of his Townsend's Strawberry Garden taken eight weeks after setting; he says Townsend's plants are True Blue.



You can expect big crops and bigger profits on your berries by growing fields like the above. They are all Townsend plants.



MR. F. A. KENNEDY, of *Indiana*, made one of the largest yields in his State; from Premier and Chesapeake. You will find him a Townsend Booster.



E. B. GRABLE, of *Monongahela, Pa.*, is making a success with strawberries. Ask him where he buys his plants.



FRED WILCOX, of *West Lebanon, N. H.*, grows nice berries and finds a ready market for them.



# EVERY BUNDLE of Townsends' PLANTS

Labeled True-to-Name and Carries Our Trade-Mark on Each Label

*This is Your Protection for True-to-Name Quality Plants*

For several years past, it has been called to our attention that Agents throughout the Country have been canvassing the rural sections, offering small fruit plants grown by us at prices much lower than our catalogue. Orders have been given them with the expectation of getting Townsends' quality plants, only to find out later that the plants purchased were not from us at all. To protect our rights, and our customers, each and every bundle of plants sent out by us will carry our trade mark on the label. When you see this, you can rest assured that you are getting true to name plants, and Townsends' Quality.



## Our Guarantee

Every plant shipped by Townsends' is guaranteed to be strictly first class, true-to-name, free from all injurious diseases, and carefully packed to reach you in a good growing condition. Any stock that proves otherwise we will replace free of charge.



*E. H. Townsend & Sons*

It does not require any great intelligence to realize that when a man advertises his products extensively and expensively he is bound TO MAINTAIN THEIR QUALITY.

The Townsends could not afford to sell poor quality plants, even if they were foolish enough to want to, which they are not. To them the eight letters that spell TOWNSEND is worth more than anything that could ever be gained by substituting goods of a lower quality. They have devoted over a quarter of a century and tens of thousands of dollars to build up the value of their name, and must maintain its value.

Similarly, all food products, and all staple goods advertised on a large scale must first of all maintain the value of the advertised name.

You could not buy the four letters F-O-R-D if you offered Henry Ford one hundred million dollars. He would simply laugh at you.

The same applies to C-H-E-V-R-O-L-E-T as well as hundreds of household articles that have gained a national reputation by extensively advertising and high quality products.

They have each put into that name a value that cannot be bought. But they would gladly give you thousands if you could show them how to make the article better.

Therefore it must be to all our interests to buy goods that have a national reputation. The cost of advertising is not added to the price of the article sold when business is properly done. But on the contrary, advertising diminishes the cost—for it makes possible the gigantic "mass production" which alone makes the lower price possible.

Intelligent advertising of quality products makes low prices possible. Often millions are invested in a name, and

that name must be protected. And by protecting that name, the public is protected.

Think of this when you buy an automobile, a suit of clothes, a pair of shoes, a pound of coffee, a bottle of ginger ale, or when you place your next order for plants or seeds.

Just consider for a moment how much more a Nurseryman, with his reputation at stake, has in the deal than you have.

No Reputable SEEDSMAN or NURSERYMAN Will Ever Knowingly Disappoint You



Strawberry Testing Grounds on our farms, where several hundred varieties are being grown.

\$559.17 From 2100 Plants

Mitchell, Ind.

From the 2100 plants set, we have sold \$559.17 worth of berries from it besides all we have used and given away to our neighbors and friends. This patch has made us lots of berry customers and made you lots of plant customers. I certainly cannot recommend your plants too highly after what they did for me.

ALBERT O. PEED.

### OUR TEST PLOTS

Constantly on the alert to keep a step ahead of our nearest competitors in the way of better, and improved varieties—The Townsends' Nurseries, for the past quarter of a century have their own trial grounds (like the scene shown at left). It is here that we are able to establish the facts and the quality of each variety that we offer. Not only this, but we carry on tests at the leading Horticultural Stations throughout the country, and from the various reports received from these stations we are in a position to check up on any variety, and thus give our customers intelligent advice.



# MONEY MAKING OPPORTUNITIES!



GROW Small Fruits and Make Bigger Profits

Mr. R. B. Archer, Watertown, New York, sends us the above Photograph; of his berry field grown from Townsend's plants set Spring 1932; and writes June 23, 1933, that he has just finished harvesting a bumper crop of fine berries that made him a good profit this year.

There is money making opportunities growing strawberries the Townsend way. Our instructions are plain and easy, simple enough for the average ten year old boy to follow. The first step is to secure healthy vigorous plants. For without the best plants, success is impossible. The average strawberry plants sold will not pay you to buy them and enter the game, or even taking them as a gift, and try to cultivate a paying crop. It can't be done that way. The Government reports state that the average crop of strawberries the country over is less than 2,500 quarts per acre. It is impossible to make money growing strawberries, at this low yield. With the best plants and proper cultivation it is easy to more than double the Government estimate, as five thousands quarts per acre is a very low yield, and our customers often more than double this quantity.

Clyde, N. Y.  
I purchased 10,000 Premier plants from you last year, they look fine and every indication of a big crop from them. We have purchased plants from you for years and will not have anyone else's plants. We consider your plants to be all that could be desired in a plant.  
E. BIRD.

### 5000 Plants Set—Picked 8200 Quarts Berries

South Orrington, Maine.  
Enclose check as payment on my order of plants. The 5000 plants we bought of you last year picked 8200 quarts. There are no other plants for us but yours. Thanks you for your courtesy and fair business dealings.  
G. J. ADAMS.

### 7000 Quart Yield From One Acre

North Stratford, N. H.  
We picked and sold about seven thousand quarts of berries from one acre this year. We had no trouble selling all we could raise in the local market for a much higher price than other berries sold for. Our merchant sold our berries for 25¢ per quart.  
EUGENE JORDAN.

### 1300 Quarts Berries From 800 Plants

Croydon, Penna.  
I am writing you telling how well we liked your strawberry plants, and in fact, everyone liked them. We could not fill our orders. From the 800 plants we picked over 1300 quarts of berries. I am going to plant more this year.  
FRANCIS D. ROGERS.

### 1000 Plants Produced 1148 Quarts of Fine Berries

Lakewood, Ohio.  
I am sending an order for 2000 more plants. Would like to set out a whole acre if I could handle them, as you certainly have good plants. The 1000 plants received last year picked 1148 quarts of fine berries, an unusual yield for this section.  
G. J. PLAUNSTIEL.

## MARKET GARDNERS Here's a real money saving offer

If you are not growing strawberries, now is the time to start. Here's a Special Garden Offer made for the customer, who has a roadside market, and wants to have plenty of fancy berries to offer his trade. No matter where you live, we will select varieties, that will give you best results, and they will fruit from early to late in the season. It will require about one-fifth of an acre space to set this garden collection, and should yield at least 1800 quarts of Strawberries, and 400 pints of Red Raspberries. We guarantee satisfaction, and plenty of value in this Garden Collection.

- 250 Best Extra Early Strawberry plants
- 250 Best Early Strawberry plants
- 250 Best Midseason Strawberry plants
- 250 Best Late Strawberry plants
- 250 Best Very Late Strawberry plants
- 50 New Chief Red Raspberry plants
- 50 Latham Red Raspberry plants

ALL FOR ONLY \$6.95





# DOES PLANT SELECTION PAY ?

RECENT research has shown that the fruit buds of the strawberry are formed in the crown of the plant from September to November of the season before the blossoms appear. It is important therefore, to give the plants such care as will develop strong crowns during the first growing season. An application of a well balanced fertilizer during September will be more profitable to the crop than the usual spring application. We prefer the fall application and leave off the spring manuring. Plants should always be started as early as possible in the Spring, and the first runners that appear rooted. The first two plants that form on a runner will always produce more fruit than the later plants. For best results the late runner plants that are made after a sufficient bed of plants is grown, should always be removed either by a runner cutter attachment, or with the hoe. If allowed to grow thick on the side of the beds these surplus plants take away the moisture from the larger fruiting plants and never produce very much. Neither should these latter plants ever be taken up and reset for the same reason as mentioned above. They are only weaklings and will only produce weak off-springs. In order to keep any variety up to the standard of productivity, nothing but the strongest heavy crowned plants should be set for breeding stock. By following this rule any variety can be made more productive. While at the same time, the same variety will soon run out if no selection of breeding stock is made.

A plant grower with nothing at stake, who chooses to pay no attention to plant selection, but rather take his planting stock from the

middle or side of his rows can grow about twice as many plants per acre as the person who practices the selection of his breeder plants, but quantity is all he has, and he depends solely on prices year after year to sell his stock. Many thousands of our customers know this to be a fact. Hundreds of our customers have stated to us that plants purchased from certain growers, grow as good or better bed of plants than Townsend's plants, but when fruiting time comes they get plenty berries from our plants, and only a few small berries from the other stock. It costs just about twice as much to produce good strong healthy fruiting plants as it does to produce the common stock.

*Our warning* is to lay off the "cheap john plants." It doesn't pay to buy plants and seeds simply because they are priced low. For in the end they may mean the most expensive to you.

The fact that the average yield of strawberries taking the country over is less than 2500 quarts per acre (This is according to government figures). Many of our customers reporting yields of 10,000 to 14,000 quarts per acre and seldom any report less than 5,000 is proof that the Townsend strain of plants have much higher average yields than just ordinary plants.

A yield of only 2500 quarts of strawberries per acre will barely pay the cost of growing strawberries, while a yield of 5,000 to 14,000 quarts per acre will usually net from \$500.00 to \$1,400.00. This is a handsome profit, even the lowest figure, and much more than is being made on the average truck crop. Our customers are making bigger profits every year, because our plants are being made better all the time.

## VARIETY SUGGESTIONS

It is a pleasure for us to make selections of varieties for our customers. We have been doing this for over twenty-five years for thousands of our customers every year. Usually we are better acquainted with local conditions in your own section, than the average grower there. We say this because we not only get the reports from all the leading growers throughout the country, but from all the leading State Experiment Stations. We know the soil, and climate, in practically every strawberry section in the United States. We have been making variety tests in most of the important strawberry sections for a good many years. Generally before a variety is ever offered by us for sale, it has had years of tests right in your own locality. In this way we are better qualified to make selections of varieties for you than you would be yourself. We are not asking for the privilege to do this in every case, but simply offering our services to those who are not exactly familiar with what varieties to plant that will make them the most money.

This service is absolutely free. We are always ready to take up your proposition, and make out your list, just as particular as if we were preparing our own plantings. If you were to pay us \$100 we could not render you a more valuable service than we give to thousands every year free. We always exert every effort to make your experience in growing strawberries profitable.

In writing our descriptions we try to make them as plain as possible in order that our customers can make their own selections, but there are so many factors that enter into the strawberry growing that it is not possible for us to write descriptions in a catalogue that will fit for every section. There are many sections in every State that are as different as the East is from the West as to the behavior of varieties. This is even so many times in some counties. In order to be sure of what a variety will do in a particular section, it is necessary to have it tested there first. This is our way, and the only way. There are some varieties known as universal varieties that do well in practically all sections and in all soils. We name below a few of these favorites.

**PREMIER** has been found to do well in most sections except the far south.

**MISSIONARY** has proven a valuable variety for the entire south.

**AROMA** is profitably grown in every state of the Union.

**BIG JOE** has proven profitable in 90% of all strawberry sections.

**DUNLAP** is more profitable in the western states (but not the best).

**TOWNSEND'S BIG LATE** has proven a universal variety.

**FORD** has done well wherever Premier has been grown successfully.

**GANDY** has generally filled the bill where an extremely late is wanted.

**CHESAPEAKE** is a favorite wherever soil conditions are right, except in the far south.

**LUPTON** has proven a money maker in all the eastern states.

**BLAKEMORE:** A profitable early variety for states south of New York.

**WM. BELT** has been a favorite for market gardeners in all sections north of the Mason-Dixon line for the past twenty-five years or more.

**"TOWNKING"** has made good as a late variety in every state in the Union. There are but very few sections in any state that it has not made a better showing than any other late variety.

**"MAYQUEEN"**, while not as well known to the public as "Townking" or some other varieties of more recent introduction, is a valuable variety for home use or market in practically every state and section where tested.

**ABERDEEN** has been sent to practically every state and has been tested by thousands of horticulturists. It is almost a 100% perfect. A valuable variety for market purposes on account of its hardiness in plant growth and great productivity.

**HOWARD'S SUPREME**, while of recent introduction, it has been tested in most of the strawberry sections by the State Experiment Stations, and has been found the nearest ideal strawberry ever originated, and no grower should hesitate to plant freely of Howard's Supreme. What Leading Experts have to say about Howard's Supreme will be found on page 7.

**"JUPITER"** has made good wherever tests have been made. It is valuable as a commercial variety or for home use. It is of the Gandy type except that it is earlier to ripen and is predicted by all who have seen it in fruit or grown it to become the leading standard market variety in a short time.



# SENSATION OF THE STRAWBERRY WORLD!



## HOWARD'S SUPREME

(imperfect) This new introduction is rightly named, because it stands supreme over the most promising new standard varieties. It has not only proved itself superior in a few localities, but has shown the same high quality, and superiority over the best leading varieties in all the strawberry growing sections of the country.

Mr. Howard, its originator, has stated that it has surpassed the Premier, Howard 17 in seventeen ways. This fact, alone, is proof enough of its worthiness. Howard's Supreme is a strong vigorous grower on all soils and in all climates. Stands at the top of all varieties in productiveness. Fruit large to extra large in size, firm enough to be classed as one of the very best shipping varieties. Quality unequalled, in fact quality is the most outstanding point. Color, a dark red to the center, and

fruits a very long season, beginning just after Premier, being just a few days later than Premier, both in starting to ripen, and finishing. Produced on our own fields the past season, 12,000 quarts per acre, while the Premier produced 8,500 in alternate rows along side of it. Fruit averaged from fifty cents to a dollar per crate over Premier during the whole season.

Howard's Supreme, being an imperfect bloomer, and a heavy producer, should be well polinized by planting equal rows (two rows of each) of such varieties as Premier, Aberdeen, Jupiter, Fruitland or some other extra good perfect flowering sorts of its season. If you have not planted Howard's Supreme, try some this season. We are sure that you will not be disappointed.

### Howard's Supreme Deserves the Name Supreme

Milo, Maine  
August 9th, 1932

Let me tell you that the Howard's Supreme deserves the name you have given it, as it is Supreme over all that I have ever grown. Large delicious berries and plenty of them.

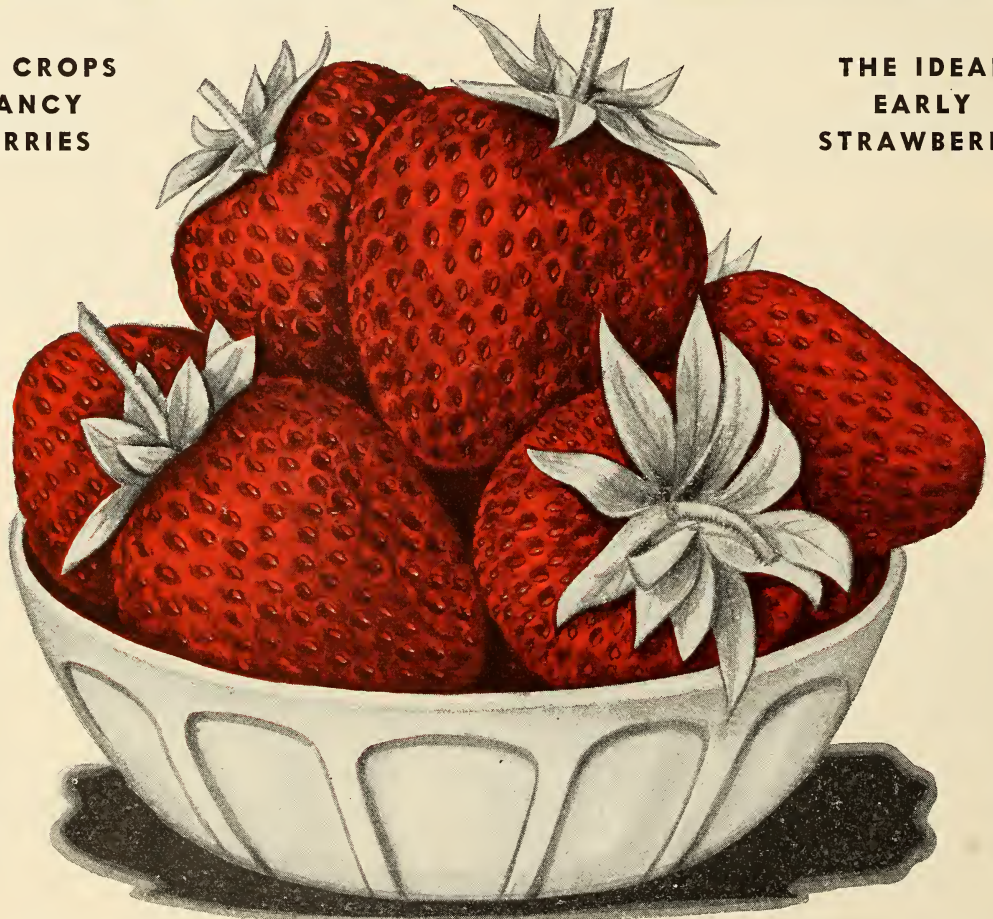
ROSCOE C. WOODARD.

HOWARD'S SUPREME Patented July 25th, 1933, Plant Patent No. 71.

Reproduction of plants of this variety for sale is forbidden.

**BIG CROPS  
FANCY  
BERRIES**

**THE IDEAL  
EARLY  
STRAWBERRY**



IN PRODUCTION, BEAUTY, AND TASTE HOWARD'S SUPREME IS A WONDER



# HOWARD SUPREME

*"Out Yields"*

## THE BEST KNOWN VARIETIES

OFFICIAL TEST

CONN. AGR. STATION

The checked results on the following varieties of Strawberries were obtained by the Connecticut Agricultural Experiment Station on the Station's Farms at Mount Carmel, Conn., Spring 1932, from plants set Spring 1931, a total of 26 varieties were tested at that time.

**HOWARD'S SUPREME GAVE THE LARGEST YIELD**—Holds its size remarkably well to the last picking when properly pollinated, and is certainly well worth trying in this territory. Standing as to yield, Howard's Supreme first, followed by Bellmar, Premier, Aberdeen, Townking, Blakemore, Fruitland, Wil-Son, Lupton and Chesapeake.

### VARIETIES RECOMMENDED FOR YIELD

HOWARD'S SUPREME                      HOWARD'S PREMIER  
BELLMAR                                      ABERDEEN

VARIETIES RECOMMENDED FOR EARLY PICKING  
BLAKEMORE                      PREMIER                      BELLMAR

VARIETIES RECOMMENDED FOR LATE PICKING  
CHESAPEAKE                      PURCELL  
WIL-SON                                      STEVENS

### DATE OF PICKINGS

	First	Largest	Last	Yields in Quarts Per Acre
Aberdeen	June 10	June 21	July 1	11,979
Bellmar	June 8	June 19	June 27	13,068
Blakemore	June 8	June 19	June 27	7,623
Chesapeake	June 13	June 23	July 7	5,080
Fruitland	June 10	June 21	June 27	6,806
Howard's 17 (Premier)	June 8	June 23	July 1	12,524
Howard's Supreme	June 10	June 21	July 1	15,110
Jupiter	June 13	June 23	June 27	7,759
Lupton	June 17	June 22	July 1	5,173
Purcell	June 17	June 27	July 7	9,529
Steven	June 13	June 27	July 7	8,031
Town King	June 13	June 21	July 7	6,398
Wil-Son	June 17	July 7	July 7	8,440

## REMARKS AND CRITICISM BY LEADING STRAWBERRY EXPERTS

### HOWARD'S SUPREME GAVE LARGEST YIELD

Enclosed find report on the strawberries grown at our Experiment Station. You will note that Howard's Supreme gave us the largest yield, held its size until the last picking, and is certainly well worth trying.

(Signed) D. F. JONES,  
Conn. Agril. Exp. Station, New Haven, Conn.

Strawberry test conducted by Mr. Wm. Kehr, Perkasio, Pa., in co-operation with Bucks County Agriculture Extension Association and E. W. Townsend & Sons. Plants set Spring 1931, yield checked Spring 1932. Howard's Supreme led the list as to yield and quality, followed in order by Premier, Aberdeen, Jupiter, Marqueen, Fruitland, Blakemore, Townking and Chesapeake. Mastodon Everbearing made a good showing, and produced a profitable crop first year.

### FINDS HOWARD'S SUPREME, JUPITER AND TOWNKING EVEN BETTER THAN EXPECTED

E. W. Townsend & Sons,                      February 1st, 1933.  
Salisbury, Md.

Gentlemen:—  
Last Spring a year ago, I purchased from you Howard's Supreme, Jupiter and Townking, and have found these even better than I had expected. I see one of your competitors is knocking these very three varieties, but I am not discouraged in the least. I have now three and a half acres as fine a patch as you ever looked at, and I am expecting another of the finest crops of berries ever grown. I am going to keep on growing these until you tell me that you have something better. I can always trust Townsend to do the right thing by his customers. I am wishing you the best of luck.

Your old customer,  
H. DETTMORE, Mont.

Strawberry Test conducted by Hill & Schweizer, of New Milford, in co-operation with Ohio State Extension Service and E. W. Townsend & Sons, Salisbury, Maryland. Plants set Spring 1931, check made June 1932.

Premier leads the list in this test, with Howard's Supreme second best in yield, followed by Townking, Jupiter, Aberdeen, Fruitland, Mayqueen, Blakemore, Chesapeake and Washington. Note—Premier in lead, the finest berries were from Townking, Chesapeake, Mayqueen and Premier. Washington did very poorly. Howard's Supreme had a very attractive color. Season very dry. 25 plants of each variety set, high yield 52 quarts, low 15 quarts.

Dover, N. H.  
June 26th, 1933.

E. W. Townsend & Sons,  
Salisbury, Maryland.

Gentlemen:—  
In making my report on Strawberry varieties, I find that the Aberdeen is very productive and there is a ready demand for these berries. The Howard's Supreme are very hardy and productive, berries large to extra large, it not being unusual to find berries measuring five inches around.

J. LENNON.

Massachusetts Agricultural College,  
Amherst, Mass.

For the past three years we have grown Howard's Supreme Strawberries in our trial plot of approximately forty different varieties. Each year the Howard's Supreme has exceeded the yield of Howard 17 (Premier) by more than 15 per cent, and it is among the best in plant making ability. The berries are large, firm, with a rich dark red color and red flesh. Without question when one considers all the different characteristics of a strawberry variety it excels any variety which we have under observation.

### THINKS HOWARD'S SUPREME A WONDER

Virginia, Minn., February 2, 1932.  
No doubt you are interested in the plants I got from you last year. They all done fine. In the Trial Garden we have 22 varieties of Strawberries growing. Your Howard's Supreme is a wonder.

A. F. THAYER.

### HOWARD'S SUPREME FLAVOR PLEASES ALL

Valrico, Florida, March 3, 1932.  
The flavor and color of the Howard's Supreme captivated all who came in contact with them this year. We certainly congratulate you on bringing out such a fine berry.

DR. FRANK WHEELER.

New York State Agricultural Experiment Station,  
Geneva, N. Y.

We have grown Howard's Supreme at this station since 1920 and during that period it has been among the best varieties. The plants are vigorous, very productive, little trouble by leafspot, and more resistant to drought than the general run of varieties. The variety is a good plant maker. Berries usually average from medium to dark red in color, glossy, attractive, juicy, firm, pleasantly sprightly, good to very good in quality, midseason.

### HOWARD'S SUPREME LOOKING GREAT

Southampton, L. I., New York.  
The Howard's Supreme received last year are looking great at this time. Every one alive and, of course, not in bloom yet but they certainly are full of buds and every indication of a big crop from them.

MRS. W. C. NEARY.

### HOWARD'S SUPREME AN AMAZING BEARER

Ordinary, Virginia, June 7th, 1932.  
The new Howard's Supreme is, I believe, a wonderful variety and is an amazing bearer of extra large fruit.

FRED. HARVEY.

Michigan State College,  
South Haven, Mich.

In regards to the Howard's Supreme Strawberry, we have grown this berry here and found it to be very productive. It is a good plant maker. The berries are fair in quality and attractive in appearance. It proved to be a good canning berry here as it has a red center when ripe and stands the cooking process very well. On the whole it is a promising variety.



HOWARD'S SUPREME TOPS THEM ALL

HOME SWEET HOME  
TRUCK FARM

E. W. Townsend & Sons,  
Salisbury, Maryland                      St. Marys, Penna.,  
November 1st, 1933.

Gentlemen:—  
I find that Howard's Supreme, your patented variety, had everything topped in production I ever saw and all salable berries. I counted one plant that had (67) sixty seven berries on it. The flavor is equal to the good old wild strawberry, and the size as large as Premier on such soil. I also find that Howard's Supreme will stand all kinds of forcing without making the berries soft. I have summed it all up as the best variety to grow and you may look for another order next Spring.

Very truly yours,  
ED. PORTZER.



# PREMIER *The Best Early* STRAWBERRY GROWN



**PREMIER (Howard 17)** No variety ever introduced in the public has received as much praise as the Premier. No variety has ever been grown in such quantity, and no variety has made anything like as much money for the growers. And while there are now being introduced some marvelous varieties, which are almost sure to take the place of the Premier, it is going to be hard parting between growers and their old friend Premier.

Premier has paid off thousands and thousands of old mortgages, purchased and paid for new homes, new barns, automobiles, and many other needy things too numerous to mention, and we predict that it will be grown in a large way for a great many years to come. For the past (14) fourteen years we have made Premier plants our specialty. We have grown them in larger quantities than any other nursery. We have shipped them to more than fifty thousand different customers, and over and over year after year these customers come back for more.

While Premier is too well known by the leading growers to need a description, however, for the new beginner we will say that Premier and Howard 17 are one and the same variety. The variety was originated by Everett C. Howard of Belchertown, Mass., and has become known by many as Howard 17.

Premier begins to ripen early. Covers a very long season. Unusually large crops of large to very large berries, uniform in size and color. Foliage strong and healthy, and not subject to disease. Grows well on any good rich garden soil in any part of the country.

Last, Premier has never been known to miss a single crop from late frost. Blooms seem to be more hardy than most varieties. When you plant

## Townsend's Premier Are Noted for Large Yields

Salem, Va.

We consider your Premier plants to be of the highest quality, and a number of folks are still commenting on the yield that I have made on your Premier, which was 300-32 quart crates from one acre. I had the finest bed of Strawberries I have ever grown and I believe the best I have ever seen.

LEVI GARST.

Premier you plant frost protection also.

When you send Townsend your order for Premier plants you get the best it is possible to grow.

To show our abiding faith in Premier, we have grown this year 1933 the largest acreage of Premier plants that we have ever grown. We have good Premier plants, enough to fill every order that comes to us.

## Here's Real Value IN SURPLUS STRAWBERRY PLANTS

During our day's digging we run over on some varieties that we have dug to fill orders, and as we do not ship anything but fresh-dug stock, carrying no plants over from one day to the next, we use these plants to fill Surplus Plant Orders. Customers who are not particular about varieties will find these plants a real bargain, as every plant is strictly fresh-dug, labeled, and true to name. Please do not ask for any particular variety when ordering these plants. With the price we are offering them at, it would be impossible to comply with this request.

1000 Plants .....	\$2.75 per 1000
5000 or more .....	\$2.50 per 1000

See Price List Page 30 for Complete Surplus Prices

Letart, W. Va., April 13th, 1932.

DEAR SIR:-

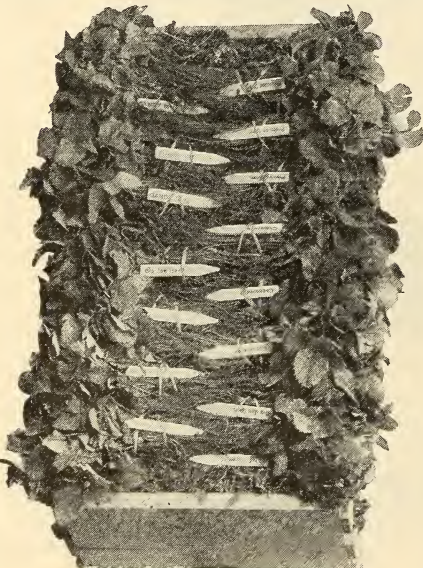
Our shipment of surplus plants arrived in excellent condition, and we are well pleased with them. Am enclosing another order.

Indianapolis, Indiana, April 10th, 1932.

GENTLEMEN:-

We received our shipment of Surplus plants yesterday, stock arrived in fine condition, and we are more than pleased with them. You can look for another order from us.

R. M. WILLIAMSON.







## There's A Townsend Strawberry Garden For Every Purpose

Any one receiving our book this year, and knowing the quality of our plants will be astonished at our low prices. But, not withstanding our already low prices and extra bargains in everything that we are offering you this season, we are offering on this page bargains that you cannot afford to miss. We have received so many reports from our friends, who have ordered these Strawberry Gardens in the past that we really feel it a

very great honor to help in making these selections that will fit into every back yard Garden, supplying plenty of fruit for the table, with a surplus for canning. Many of our customers report astounding figures they have derived from selling their surplus berries. Let us reserve one of these Garden Collections for you and ship at the proper planting time. We guarantee satisfaction on every collection sent out.

**SPECIAL TEST GARDEN**

Four of the greatest yielding early fruiting varieties ever introduced.

- 250 Howard's Supreme
- 250 Jupiter
- 250 Aberdeen
- 250 Premier

1000 Plants  
**Only \$5.00**

Cat. value \$8.50

**A GARDEN OF BIG BERRIES**

This garden will yield extra large berries from early to late, and plenty of them.

- 100 Aberdeen
- 100 Premier
- 100 Big Joe
- 100 Chesapeake

400 Plants  
**Only \$2.00**

Cat. value \$3.15

**TOWNSEND'S OWN CHOICE GARDEN**

No matter what state you live in we will select varieties that will please you.

- 100 Best Extra Early
- 100 Best Early
- 100 Best Midseason
- 100 Best Late
- 100 Best Very Late

500 Plants  
**Only \$2.95**

Cat. value \$4.80

## TOWNSEND'S MONEY SAVING GARDEN COLLECTIONS

**ALL SEASON GARDEN**

Will furnish the average family with rich red delicious berries from early in season to late Fall.

- 25 Premier
- 25 Howard's Supreme
- 25 Big Joe
- 25 Mastodon

100 Plants  
**Only \$1.00**

Cat. value \$1.75

**A FAVORITE GARDEN COLLECTION**

These varieties are noted for their heavy yields of quality berries.

- 100 Howard's Supreme
- 100 Aroma
- 100 Jupiter
- 100 Townking
- 100 Mastodon (Fall bearing)

500 Plants  
**Only \$3.95**

Cat. value \$5.90

**SPARE TIME GARDEN**

With a little attention any one can realize a nice profit from this garden.

- 200 Premier
- 200 Howard's Supreme
- 200 Big Joe
- 200 Townking
- 200 Gandy

1000 Plants  
**Only \$4.85**

Cat. value \$6.60



# Big

# RICH RED BERRY

PATENTED 1932

Medium  
Early

# JUPITER

Bigger  
Profits

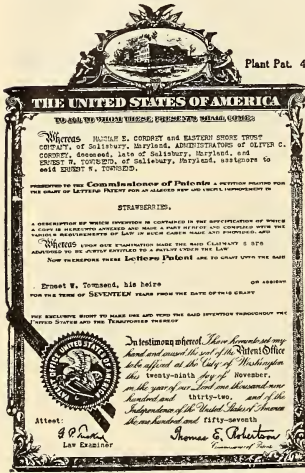
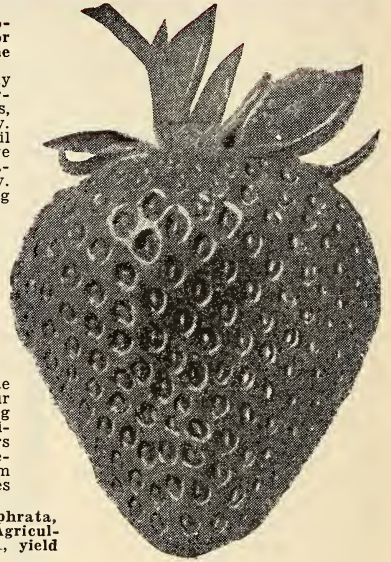
**JUPITER**—(Patented November 29th, 1932. Plant patent Number 46). Perfect—Reproduction of plants of this variety for sale is forbidden. The name Jupiter was selected for this variety on account of its outstanding appearance and QUALITY. Outshining the greatest strawberry stars in the "Strawberry World."

Jupiter is a scientific cross between Premier and Gandy. A strong, productive, healthy plant grower. Blooms just a little later than the Premier, but it takes the fruit considerably longer to mature and ripen than most varieties, and it should be classed as a medium to late variety.

It begins to ripen with Big Joe, and will last until Chesapeake is gone. Some of our customers have stated that it should be classed as an all-season variety. The fruit greatly resembles its parent, Gandy. Has same shade of color, the same bright sparkling varnished appearance. Size will compare favorably with the Gandy. Quality in firmness will fully equal Gandy, and dessert quality is even better. In production it has about passed everything on the list. Howard's Supreme and Aberdeen were the only real close competitors in many trial plots in different states this past year. While Jupiter is at its best on low springy soil, it will produce a fine fruiting bed on the average soil where Gandy will not do well. For best results the beds of plants should be thinned as it has a tendency to make too many plants if left its own way. We had several acres of Jupiter berries to market the past year, and it had only one real competitor on our local market (Pittsville Wholesale Market), that being the "Townking." We can truthfully recommend Jupiter and Townking as being the leading money makers for commercial growers, where medium to late varieties are wanted. These varieties can be secured from E. W. Townsend & Sons Nurseries only. For prices see page 30.

Strawberry Test conducted by C. B. Snyder, Ephrata, Penna., in co-operation with Lancaster County Agricultural Extension Association. Plants set Spring 1931, yield checked Spring 1932.

Jupiter led the list in this trial by a narrow margin, followed by Premier, Howard's Supreme, Fruitland, Mayqueen, Aberdeen, Townking, Blakemore and Chesapeake. Weather conditions were against a heavy yield. Highest yield averaged about 8,000 quarts per acre. Lowest 1,500 quarts.



## ABERDEEN

(medium early)

A Big Money maker for the Market gardener. One of the most productive varieties being excelled by Howard's Supreme in this respect. Fruit averages large throughout the season, color a bright shiny red, berries mostly a top shape, has a beautiful double green calyx that adds materially to its beauty. In plant growth it stands among the very best, and will make a fine matted row on any ordinary soil. There is not a blemish of rust or disease that shows at any time. Aberdeen has been fruited for several years by many of the large growers in Pennsylvania, New Jersey, Ohio and other northern states, and has proved a money maker. We can not recommend it for the Southern states, as the texture is too soft for long distance hauls, but for any one within a few hundred miles of market can afford to plant Aberdeen. Some of the leading Horticulturists in Pennsylvania rank Aberdeen ahead of all other varieties, giving the Premier second place. We have planted a very large acreage for plants and we are in a position to take care of your orders at a most reasonable price.

### Aberdeen His Leading Variety

DEAR SIR:-  
Carlisle, Pa., Feb. 16th, '32.  
Aberdeen was my leading variety this past year. I sold all my berries at 25c a quart. It is not only a heavy yielder, but has the size and good-eating quality. I find that strawberries are one of the best paying crops I can grow, and want to plant more when I can buy some more lead.  
HARRY C. CRAMER.

### Aberdeen Heavy Fruiter in N. H.

DEAR SIR:-  
Contoock, N. H., April 29th, '32.  
The Aberdeen plants you sent me and which fruited last year were the heaviest yielders I have ever grown; I never saw berries piled up so on the vines; I have more to fruit this year.  
H. B. EATON.





You can buy them from Townsends' Nurseries only, and we guarantee to please or your money will be refunded

**TOWNKING** (Late perfect flowering) Stands at the top of the list as the most perfect late strawberry. A strong healthy grower producing a good fruiting bed of plants on the average soil. In production it ranks with the very best late varieties, in fact for several years in various test plots throughout the country, it has outyielded such varieties as Chesapeake, Gandy, Sample, Lupton and Wm. Belt about two to one in color, shape, size, beauty and firmness. It is simply in a class by itself. Has a soft mild flavor, so mild in fact that any person can eat them from the vines, where an acid berry is objectionable. It has been truthfully described by one of our customers, as the "New Late Berry Without A Fault." Townking was originated by the late T. A. Washburn, Allen, Maryland. Was a chance seedling found growing on a ditch bank in the middle of a meadow that had never been cultivated. From this small beginning only a few years ago, and without any extensive advertising, Townking has become the leading late strawberry in most strawberry sections of the country, being widely planted from coast to coast.



## READ WHAT OUR CUSTOMERS HAVE TO SAY ABOUT TOWNKING

### TOWNKING TOPS THE MARKET

Mr. J. K. Barnhart, New Carlisle, Ohio. Townking has done exceptionally fine for me. Never saw such fine berries and the best sellers on the market.

At the Pittsville, Maryland, auction block the past season, Townking never failed to top the market, often bringing fifty cents to a dollar per crate over the famous Chesapeake, which is at home in that section.

Delta, Pa.  
I am growing six varieties of Strawberries. I shall try Townking again next year—they were the largest berries of any variety I have ever planted, most attractive and very showy, and I can always realize from five to ten cents more per quart for these berries.

W. E. NEWLIN.

Bucanan County, Mo.,  
November 5th, 1933.

### GENTLEMEN:-

I fruited several varieties of strawberries the past Spring, and Townking outranked all of them by far. All were planted on the same ground, it sure is an ideal berry. It has the size, color and productiveness, and looks just as fresh on the market, as when first picked from the vines. It brought as high as a dollar per crate more than Premier, and they were large as hen eggs. You may think I am exaggerating, but I have seen people take a knife and eat them like an apple. I expect to set seven to eight acres next Spring, and ninety per cent will be Townking.

HENRY DITTMORE.

### TOWNKING OUTYIELDS BEST LATE VARIETIES

MR. CLYDE DAVIS, Pittsville, Maryland. Townking best strawberry I have ever grown or seen grown. Surpasses such varieties as Chesapeake, Lupton, Big Joe both in quality and production.

Greensburg, Penna.

### GENTLEMEN:-

We have been growing your Townking and our customers are so tickled with them that we have discarded all other late varieties. The berries are simply beautiful, far surpassing the other late kinds on our soil.

MR. & MRS. A. K. McCLINTOCK.

New York State.

### GENTLEMEN:-

Please send catalogue listing Townking. I have seen this berry growing here, and without doubt it is the finest late berry I have ever seen. My neighbor picked better than 7000 quarts per acre, outyielding the well known Chesapeake.

WM. BRANT.

### E. W. TOWNSEND & SONS.

Gentlemen: Enclosed find order for more plants. I ordered Townking plants from you in 1932. These were the finest plants that I have ever set.

HARRY S. GRAFF, OHIO.

At the Experimental farm of Wm. Kehr, Perkasio, Penna., Townking led Chesapeake in yield, beginning at the same time and fruiting several days later.

### COMPARING TOWNKING WITH LUPTON

Annual Strawberry Report from Allegheny County Agriculture Extension Association of Pennsylvania. Made June 20th, 1930.

The Lupton, Townking and Mayqueen are similar in most respects and each produce enormously large berries. Lupton is a poor plant maker which probably accounts for its standing, as it is the lowest of the three in production. Townking surpassed Big Joe, Chesapeake, and Lupton in yield. Recommends Townking and Mayqueen for exceptionally large berries.

Varieties tested and yield from twenty-five feet of row

Aberdeen .28½ Qts.	Premier ... 14¼ Qts.
Ford . . . . .14 "	Big Joe . . . 5¼ "
Wm. Belt .14 "	McAlpine .17¼ "
Chesapeake 6¼ "	Townking . 7 "
Lupton . . . 5 "	Mayqueen .11 "

Fleetwood, Penna.  
January 18th, 1933.

Lupton good plant maker, large size, shy yielder, poor quality. Townking good plant maker, large size, good yielder, good quality and good shipper. Two distinct varieties.

ROBERT G. YORGEY.  
Oneida County, N. Y.

### GENTLEMEN:-

One row of Townking picked as many berries as two rows Lupton, and no comparison in size or quality. I have been growing Townking now for several years.

J. W. BEAN.



# Chesapeake

## One of Our Best Late Varieties

For many years, we have been making Chesapeake one of our big specials. We feel that we can always afford to grow a big crop of Chesapeake plants, because if we ever have any stock left over, we can always make more money on the fruit than we do on the sale of plants. Chesapeake is a moderate plant maker, making just enough plants for a good fruiting row. Therefore, it is not a big money maker for the Nurseryman. **BUT, CHESAPEAKE IS A MONEY MAKER FOR THE GROWER.** Chesapeake is a sure cropper, seldom known to miss a crop on account of late frosts. It blooms exceedingly late and the blooms are hardy, rarely ever killed by late frosts. The size of the berries are always above the average and the shape and uniformness is almost ideal. Chesapeake is known almost everywhere strawberries are grown for its quality. Commanding highest prices on local markets and will ship well to the most distant market.

We have hundreds of customers in the Northern States that won't buy any other variety of plants. They say that Chesapeake is good enough, that it's the heaviest producer of late berries, and that it brings in the dollars.

This year we have grown the largest acreage we have ever grown of Chesapeake plants. I have been all afternoon looking them over and I never saw finer, healthier plants, and every row seems perfect. I feel that we will have plenty Chesapeake plants this year to take care of all our orders, and this is about the first time in years that I have felt that we would be able to fill all our orders for Chesapeake. You will find our prices reasonable and we absolutely guarantee entire satisfaction, and we do not believe that you will go wrong in planting a good acreage of **CHESAPEAKE** this year.

### OUR CHESAPEAKE PLANTS BEAT ANY HE EVER BOUGHT

Greencastle, Pa., Feb. 5th, 1932.

I have been growing Strawberry plants for 20 years and Mr. Townsend, the Chesapeake you sent me last year grew fine and made a nice thick bed. They beat any Chesapeake plants I ever bought from other Nurseries.

S. J. FOREMAN.

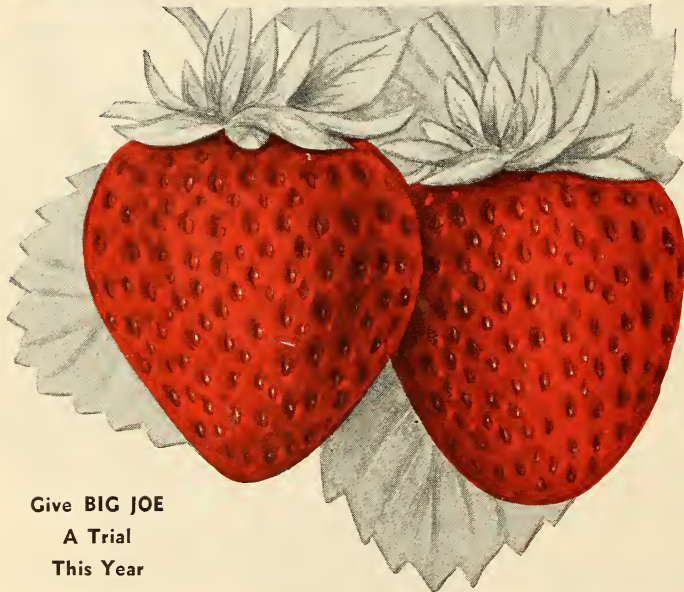


Mechanicsburg, Md.  
I want to thank you for the fine plants you sent me—5000 Premier and 5000 Chesapeake. It looks to me that every plant will grow. I don't believe I ever received plants more uniform in size. Wishing you abundance of success.  
J. L. WEITZEL.

Niagara County, New York.

Dear Sirs:—Have been handling strawberries for the past 50 years—and no man can raise better plants than the 30,000 Chesapeake you shipped me. Please accept my thanks for the fine plants and good treatment received from you. My friends will give you some nice orders next year, as they all admired my plants.  
I remain yours,  
R. H. YOUNG.

# BIG JOE Large Rich Red Late Berry



Give **BIG JOE**  
A Trial  
This Year

As the name implies, is a berry of extra large size. Color very bright with an attractive green cap. The texture is one of the best, giving excellent shipping results. For the home or commercial purposes **BIG JOE** will be found giving satisfaction. For over 20 years **BIG JOE** has been the leading medium late strawberry in the eastern half of the country, and has produced record-breaking crops wherever grown. In size and productiveness **BIG JOE** is second to but very few varieties, always bringing top price on the market. It is a strong hearty plant grower and free from disease, such as rust or leaf spot, and a great money maker for most growers. Likes a mellow springy soil.

Hagerstown, Maryland.  
June 9th, 1932.

GENTLEMEN:-

I have been purchasing your Big Joe Plants for several years. As I think it one of the best mid-season to late varieties. Our crop this year was extremely nice, picking over 7000 quarts, which we sold on the Washington Market for as high as 30c a quart, netting us a good profit on the acre that we picked from.  
WM. SLEIGHT.



# STEP UP *your yields* With TOWNSEND'S Selective Strain AROMA



THE UNIVERSITY OF TENNESSEE  
 AGRICULTURAL EXPERIMENT STATION  
 KENTUCKY, TENNESSEE

April 20, 1932

E. W. Townsend & Sons,  
 25 Liberty  
 Memphis.

Attention Mr. E. W. Townsend.

Dear Mr. Townsend:

In our breeding work here with strawberries, we are finding a distinct difference between fruit of your strain of Aroma and a strain from elsewhere. Our observations of berries from the plants purchased from you show that your strain of Aroma produces a very smooth

Because of the striking difference between the fruit of the two strains, we are interested to learn of the history of your strain.

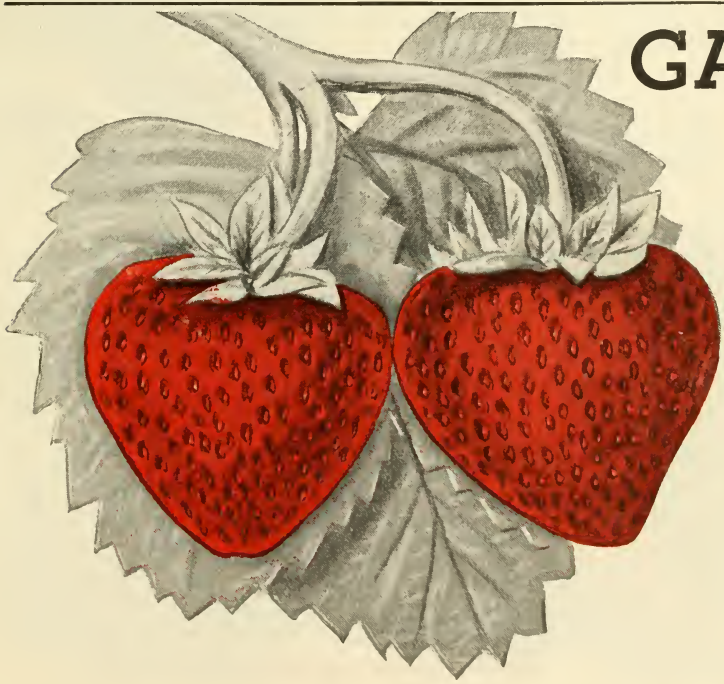
Very truly yours,  
 E. W. Townsend,  
 Asst. Horticulturist.

## AROMA

One of the most popular late varieties on our list. Aroma fruit is large, and has a bright red attractive appearance, with extra good qualities. It does well in practically all strawberry sections, and on nearly all soils. A strong vigorous grower and very productive. A yield of 10,000 quarts per acre is common when Townsend's selected Strain Aroma plants are used. Owing to its excellent shipping qualities Aroma is planted by the largest Associations in the

Western and Southwestern States. We have been furnishing our Selected Aroma plants to these Western Associations for the past twenty years, coming back for more regularly every year. They tell us it pays to send East and get our hardy grown plants, instead of planting their own grown plants. In tests made it has been proven that fields grown from Townsend's Selected Aroma plants produced fifty per cent more fruit than fields set to native plants. These tests being made in Kentucky, Tennessee, Indiana and Missouri. We have an increase acreage this year to take care of the growing demand for this variety. We are in a position to fill large orders on short notice, and at our new lower prices.

AROMA PLANTS CAN BE SHIPPED ANY TIME FROM NOVEMBER 1st to MAY 1st.



## GANDY One of the Best Extra Late Varieties

**GANDY (very late)** Gandy originated in New Jersey under the name of Gandy-Prize. Has been grown in all parts of the Country for more than a quarter century. We have tested out a good many late and extra late varieties, but have failed to find any later than the Gandy-Prize, and none with the quality that this extra late variety has. We have discarded such varieties as Orem, Mascot, Pearl, New York and several others, as we consider the Gandy the cream of them all. The Gandy should always be grown on a good rich damp soil, if best results are to be had. A rich black loam is the ideal spot for Gandy. We have the original old strain of Gandy-Prize, and have built it up by proper selection and restriction of plants until it is today about twice as productive as when out on the market years ago. No garden is complete without a few rows of Gandy for home use, and Market Gardeners can always depend on Gandy berries to bring a good price. When ever we find a better extra late berry, we will be found listing it, but until we do, we shall list only Gandy.

COMPLETE PRICES  
 ON ALL STRAWBERRY VARIETIES  
 will be found on page 30



# Valuable New Varieties of RECENT INTRODUCTION

**PRICES ON FOLLOWING NINE NEW VARIETIES**

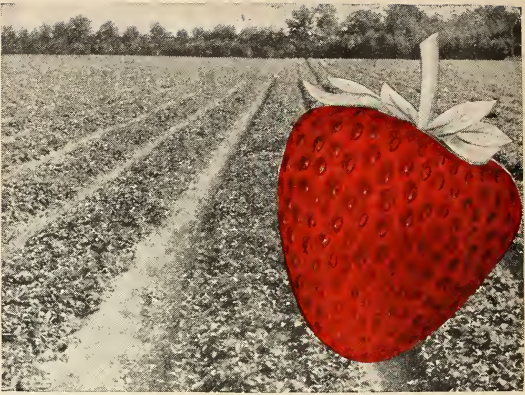
25 Plants .....	\$0.75	100 Plants .....	\$1.50
50 Plants .....	1.00	250 Plants .....	3.00

**MILLER (medium early)** A new introduction from Ohio, originated by Mr. V. W. Miller, of Athens, Ohio, and very highly recommended to us. Mr. Miller is one of our old customers and knows what good strawberries are. He states that the Miller is a strong, vigorous grower, produces a heavy crop of large to extra large, rich, bright colored berries. Quality and production ranks with any other varieties ever tested by him. Also states that his pickers prefer it to any of the older varieties on his farms. Mr. Miller sent us a small amount of these plants and gave us the sole right to propagate them for sale. We have not fruited them yet on our own farms, but we had such a fine stock of the plants and they come so highly recommended that we were persuaded to offer them to our customers this season.

**MARCUS (mid-season)** This is a valuable new mid-season variety that we are offering for the first time. We have fruited it several times in our trial plots, and it has always made a good showing among the best standards. Fruit is large, bright red, and quality is very good, firm, and productive. It will keep on the vines several days after being ripe. Suitable for home or market use, and should, by all means, be given a trial.

**MCGOWAN (mid-season)** This variety was sent to us by one of our Pennsylvania customers, stating that he had found it the best variety for his local market. We have fruited it twice, and find it to be a very High Quality berry. A large bright red, moderately firm, quality excellent, and a strong hardy grower, very productive. We recommend it for a trial. Plants limited.

**LANCASTER (extra late)** Shows great promises in our test grounds last year. The berry is of a glossy rich red color, foliage deep green and seems to be hardy in every respect. One of its outstanding points is long stems that hold the fruit well off the ground.



**There's Money in Growing Strawberries.  
Let Us Help You Start Right**

**CALVERTON (medium early)** Was sent to us from New York State. On our grounds the berry is a deep rich color of even size, running uniform, a good plant maker with promises of a heavy yield on good strawberry soil.

**NIAGARA (mid-season)** This variety has been under test at our grounds for the past three years. The foliage seems perfect, showing no signs of blight. Berries are large to extra large, color rich red, berries hold up well after picking and continue to ripen over a long season.

**Varieties Originated at the New York Agriculture  
Experiment Station**

The following new varieties of Strawberries are all from a cross between Marshall and Howard 17 (Premier). The plants of these three varieties are very vigorous, productive, hardy and healthy. The vigor and plant making ability exceeds that of any standard varieties in the Station collection. All are mid-season except Culver, which is late. These three varieties are perfect flowering.

**CAMDEN** Was named because of its extreme vigor and planting making qualities. The fruit characters are satisfactory for a good market berry. The fruit is large, very glossy and very attractive.

**CLERMONT** This variety is offered as a general market berry. The fruits are very large and hold up well in size throughout the season. The berries are regular, very glossy and attractive, do not bruise easily, and the quality is very good.

**CULVER** This is a late mid-season berry, rather dark in color, and well adapted to preserving. The berries are large, regular, and bruise slightly. The flavor is sprightly and the quality very good. It is excellent for preserving, for market, and for home use.

**SPECIAL TRIAL COLLECTION**

25 Plants each above 9 varieties.....	\$4.85
50 Plants each above 9 varieties.....	6.15



**WIL-SON—Heavy Yielding Late Variety**

## WIL-SON (late)

Better than Wm. Belt. That's what they all say. A very late strong hardy growing variety, of the Wm. Belt type. Originated in Michigan, and said to be a cross of Wm. Belt and Gibson. It will equal Gibson in production, and fully as good as Wm. Belt in quality. Seems to grow well on most any soil, and is sure to become a favorite for the home garden as well as the market gardener. Extra large size, rich red to the center, extra firm and sweet, besides it has a spicy flavor taken from the Wm. Belt, and a mild flavor from the Gibson. In our trial plot the past season, it stood very near the top for production, equalled anything in quality. Makes a fine row of strong upright plants that hold the loads of fruit well off the ground. Wherever an extra late berry of quality is desired for either home use or market. Try Wil-Son.

**For Prices on Wil-Son See Page 30**





# THREE BIG HEAVY PRODUCING Late Varieties



SPECIAL OFFER  
**50** Plants each \$1.15  
 Variety 150 Plants 1.  
**100** Each Variety \$2.20  
 300 Plants in all 1

**LUPTON**  
A REAL MONEY MAKER

**BIGLATE**  
HEAVY YIELDER



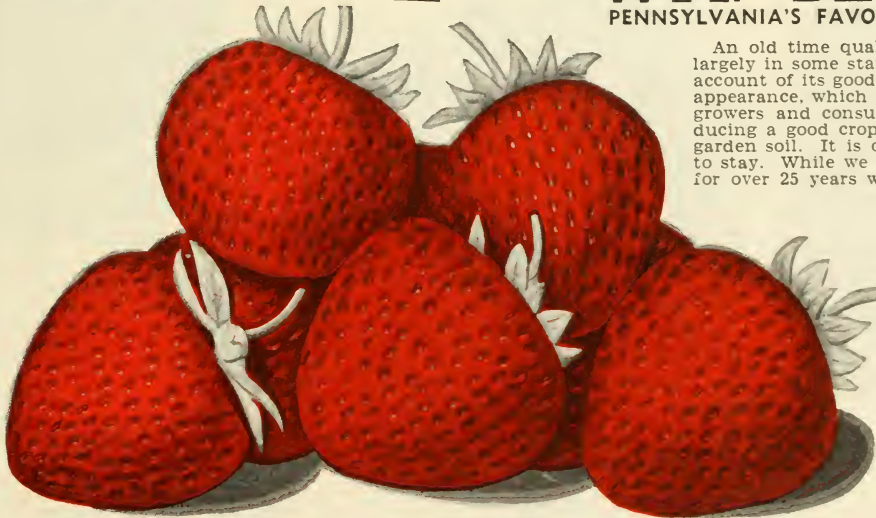
**FORD**  
A FAVORITE  
WHERE EVER GROWN

**LUPTON (late)** Originated in New Jersey, and widely grown in that state where it seems to be at its best. Large fancy berry and an excellent shipper. Moderately productive, on account of its large size and beautiful color always commands top prices. Will do well on soil where Chesapeake fails. Dessert quality very poor. Its beauty sells it.

**BIGLATE (imperfect flowering)** A Townsend introduction. Known as the Aristocrat for the dessert quality. Has proven a great money maker as it is a hardy grower on most ordinary soil. A heavy producer of medium to large bright glossy red berries, that are held from the ground by the large stalky plants. No garden is complete without Townsend's Biglate.

**FORD (late)** A Townsend production and a variety that has given general satisfaction for a number of years. Ford is the most frost resistant variety grown, and like Premier has never missed a crop from frost. Fruit large to extra large, of Premier shape and quality, and a good one to follow Premier. Exceedingly productive.

## WM. BELT (late) PENNSYLVANIA'S FAVORITE LATE BERRY



An old time quality berry, the Wm. Belt is grown largely in some states than any other late variety on account of its good eating quality, as well as size and appearance, which makes it a great favorite with both growers and consumers. It is very productive, producing a good crop of fancy berries on just ordinary garden soil. It is one of the varieties that has come to stay. While we have been selling Wm. Belt plants for over 25 years we have sold more of these plants during the past three years than ever before. About the only fault that can be placed against it, is the fact that it is subject to rust on low springy soil. In Pennsylvania and New York it stands at the top of the list as the best money making late variety. Market gardeners that cater to the fancy trade should never leave out Wm. Belt. A profit garden collection is one row Premier, one row Howard's Supreme and one of Wm. Belt. This collection should please any one, and would be hard to beat for any large planting, and would advise planting one row of each throughout the patch. This selection fruits from early to very late.



# NEW! VARIETIES



ORIGIN

U.S. DEPT. OF

The following list of varieties on this page were originated by the U.S. Department of Agriculture. Others of the same name have been widely distributed. We give below a true description of each variety. The plants were received from various growers and Horticulturists in the United States.



**BLAKEMORE**  
EXTRA EARLY

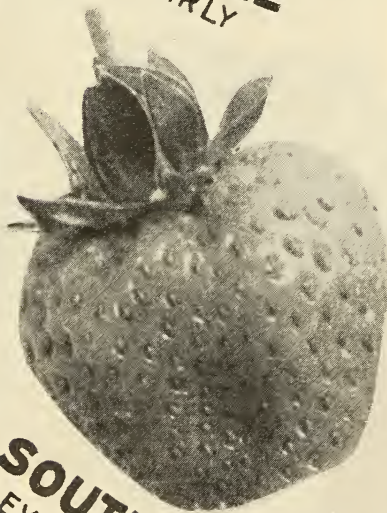
**BLAKEMORE** Extra early, a vigorous grower on practically all soils. Fruit of average medium in size, color a very light bright red. Conical shaped, texture very firm, and can be classified as one of the very best shipping varieties on account of the extra firmness. Blakemore is very productive, and if not allowed to make too many plants in the bed, will give very pleasing results. Blakemore is possibly the best commercial variety of this list.

**RED HEART** Medium early variety, has been found uniformly productive in the Western States. It has also been recommended for trial by the Department of Agriculture in the Northern States from New England to Maryland, and Wisconsin to Missouri. Flesh is bright rich red, agreeable acid in flavor, and ranks high in dessert quality, also makes a very vigorous plant growth. Its canning qualities being of the highest type.

**SOUTHLAND** Extra early. The Southland is named for its apparent adaptability to the Southern States, especially as a local market berry. Under favorable growing conditions at Willard, North Carolina, it has produced the fewest culms of any sort yet tested there. The berries are large, bright red, with a glossy surface. Flavor sweet, and are of the very highest dessert quality. The berries while firm, are not so firm as the Blakemore or Bellmar.

## SPECIAL TEST OFFER

25 Plants each of these 6 varieties strawberry plants, originated by the United States Department of Agriculture, 150 plants in all \$1.75, or 50 plants of each variety 300 in all for \$2.65

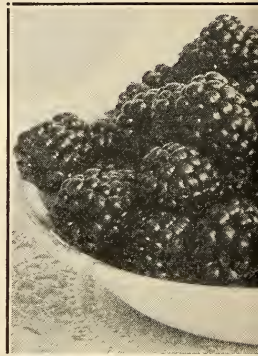


**SOUTHLAND**  
EXTRA EARLY



**RED HEART**  
MIDSEASON

**COMPLETE PRICES**  
**ON ABOVE VARIETIES**  
Will Be Found on Page 30



**BRAINER**

Introduced by the Department of Agriculture, this variety has made a considerable number of tests in the Southern States. It is much harder and heavier yielding than the former variety. It is deemed it advisable to let the public know of this variety producing extra large clusters of the following sizes: 20c each, three 45c, six 75c, and a hundred \$6.00.

**POTOMAC**

This variety is a hybrid between a vigorous grower and adapts to the Southern States. In fact it seems to do well in a heavy yielder. Compares with the former variety in the finest, making delicious jams and preserves. It is a fair trial. Prices—each 20c, three hundred \$6.00.





# SMALL FRUITS

ATED BY

AGRICULTURE

ed by the Department of Agriculture. Some of these cent origination are still unknown, except to a few ty, as it has behaved with us, together with reports nt states. These varieties should be given a fair test.

**BELLMAR (early)** Because of its superior characteristics it is recommended for trial in all States that Premier is adapted to. In the Southern States it has produced heavy crops of superior fruit. The berries of Bellmar are large to extra large, of rich bright red, having a very large green cap and a gloss that has caused this variety to be selected as the most handsome among hundreds at the Department Station.

**FAIRFAX** The parentage of the Fairfax is not definitely known. It was among the selections made in 1925 at the United States Department Station, Glen Dale, Maryland. In 1928 its characteristic fine appearance, exceptional firmness and high dessert quality were outstanding throughout the whole season. The Fairfax is a moderate runner producer, not usually making a dense matted row. Foliage, dark green, somewhat glossy and large. In season of ripening Fairfax is about the same season as Premier. The fruiting season extending over a long period holding up well to the last picking. The berries are typically conic shape of bright red color, becoming dark when over-ripe. Because of its color and shape it presents a very fine appearance. The flavor of Fairfax is very sweet when normally grown, retaining its flavor better than most sorts in cool wet weather. It is firmer than most commercial varieties grown in the East with a tougher skin, and will stand long distance shipping. Give Fairfax a fair trial this year.

**DORSETT** Originated from a cross of Royal Sovereign and Premier. The Dorsett is a vigorous growing variety, under normal conditions, producing many runners and making a matted row. Its ripening season begins about the same time as that of Premier. But, a much larger early crop is produced. The fruit is usually conic shape, presenting a very uniform appearance. The color is bright red, lighter than Premier, and does not become dark when over-ripe. Flavor is mild sub-acid under normal conditions it is sweet and very pleasing, but not as rich as Fairfax. We recommend giving Dorsett a trial this year, as it has shown no weakness as compared with standard sorts.



**BELLMAR EARLY**

**COMPLETE PRICES ON ABOVE VARIETIES Will Be Found on Page 30**



## BLACKBERRY

ulture, year of 1931. The Department this variety, and being that it was st other varieties now on the market, of its find. It is of the trailing type, st quality fruit with very few seeds. e \$1.25, twenty-five \$2.25, fifty \$4.00,

## SPBERRY

an Red and Plum Farmer Black. It well to the different climates of the ever it has been tested. Potomac is Red Raspberry in size, quality is of s. Vigorous, healthy grower, not sub-spberry that every one should give a ix 75c, twenty-five \$2.25, fifty \$4.00,



**DORSETT EARLY**



**FAIRFAX EARLY**







# NEW! VARIETIES



# SMALL FRUITS

ORIGINATED BY  
**U.S. DEPT. OF AGRICULTURE**

The following list of varieties on this page were originated by the Department of Agriculture. Some of these varieties have been widely distributed. Others of more recent origination are still unknown, except to a few growers. We give below a true description of each variety, as it has behaved with us, together with reports received from various growers and Horticulturists in different states. These varieties should be given a fair test.



**BLAKEMORE**  
EXTRA EARLY

**BLAKEMORE** Extra early, a vigorous grower on practically all soils. Fruit will average medium in size, color a very light bright red. Conical shaped, texture very firm, and can be classified as one of the very best shipping varieties on account of the extra firmness. Blakemore is very productive, and if not allowed to make too many plants in the bed, will give very pleasing results. Blakemore is possibly the best commercial variety of this list.

**RED HEART** Medium early variety, has been found uniformly productive in the Western States. It has also been recommended for trial by the Department of Agriculture in the Northern States from New England to Maryland, and Wisconsin to Missouri. Flesh is bright rich red, agreeable acid in flavor, and ranks high in dessert quality, also makes a very vigorous plant growth. Its canning qualities being of the highest type.

**SOUTHLAND** Extra early. The Southland is named for its apparent adaptability to the Southern States, especially as a local market berry. Under favorable growing conditions at Willard, North Carolina, it has produced the fewest cull berries of any sort yet tested there. The berries are large, bright red, with a glossy surface. Flavor sweet, and are of the very highest dessert quality. The berries while firm, are not so firm as the Blakemore or Bellmar.

**SPECIAL TEST OFFER**  
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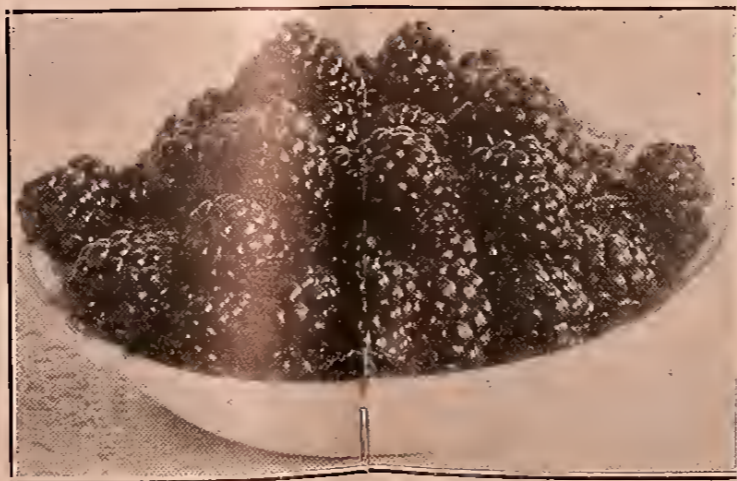


**SOUTHLAND**  
EXTRA EARLY



**RED HEART**  
MIDSEASON

**COMPLETE PRICES ON ABOVE VARIETIES**  
 Will Be Found on Page 30



**BRAINERD BLACKBERRY**

Introduced by the Department of Agriculture, year of 1931. The Department made a considerable number of tests with this variety, and being that it was much harder and heavier yielder than most other varieties now on the market, deemed it advisable to let the public know of its find. It is of the trailing type, producing extra large clusters of the finest quality fruit with very few seeds. Prices—20c each, three 45c, six 75c, twelve \$1.25, twenty-five \$2.25, fifty \$4.00, hundred \$6.00.

**POTOMAC RASPBERRY**

This variety is a hybrid between Newman Red and Plum Farmer Black. It is a vigorous grower and adapts itself well to the different climates of the country, in fact it seems to do well where ever it has been tested. Potomac is a heavy yielder. Compares with Latham Red Raspberry in size, quality is of the finest, making delicious jams and jellies. Vigorous, healthy grower, not subject to Mosaic diseases. It is a purple raspberry that every one should give a fair trial. Prices—each 20c, three 45c, six 75c, twenty-five \$2.25, fifty \$4.00, hundred \$6.00.

**BELLMAR (early)** Because of its superior characteristics it is recommended for trial in all States that Premier is adapted to. In the Southern States it has produced heavy crops of superior fruit. The berries of Bellmar are large to extra large, of rich bright red, having a very large green cap and a gloss that has caused this variety to be selected as the most handsome among hundreds at the Department Station.

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**BELLMAR**  
EARLY



**DORSETT**  
EARLY



**FAIRFAX**  
EARLY

**COMPLETE PRICES ON ABOVE VARIETIES**  
 Will Be Found on Page 30



# May Queen

(imperfect flowering)

MAYQUEEN was originated in 1924 by E. W. Townsend, Sr., being a scientific cross between Premier and Townsend's Big Late. Was introduced Spring 1928.

MAYQUEEN is a late variety that shows the blood of both parents. The foliage resembles Big Late; makes just a good fruiting row of large stalky plants that hold the fruit well off the ground. The fruit is large to extra large, firm, and of the very highest quality. Color a bright rich red all over. A heavy green calix makes it a real show berry. In productiveness it is just all anyone could wish for. And the size is held up well throughout the season. You will find this a most valuable variety to plant with "TOWNKING." And these two will make a pair worthy of a place in any grower's garden. We have only a few thousand MAYQUEEN plants to offer this season. We prefer to sell these in small lots so as to get as good distribution as possible, for it is sure to become a winner wherever a good late variety is wanted that carries both Quality and Quantity. Orders limited to 1000 plants.



A Heavy Producer of Fine Quality Berries

Terryville, N. Y.  
Among the plants I purchased of you this year were some of the MAYQUEEN which grew better than any of the others, both as to sturdiness of plant growth, production of plants and freshness of foliage throughout the season. The season was the driest I have ever known, yet your plants grew better than any I have seen around here.  
PRESTON E. TERRY.

## WASHINGTON

LATE PERFECT

While we have the true strain of Washington we cannot recommend it as strongly as some of our competitors. The honey sweet taste was lacking in our Washington berries. It was only fair in flavor, although a very firm berry; and moderately productive. To those wishing to test Washington we have a fine lot of strong; healthy; vigorous plants.

## SAMPLE

LATE IMPERFECT

Sample is fast giving away to other late varieties; for a long time before the introduction of Chesapeake, Townking and other later introductions; it was in great demand. Fruit large, moderately firm; bright red color; and very productive. We still grow the old strain for a few growers who insist on planting it.

## BEAVER

EXTRA EARLY PERFECT

A cross of Dr. Burrill and Premier, claimed by some of our customers to be a better berry in every way than the Premier. Fruit medium to large; firm; and good quality. Can be left on the vines several days and then shipped a long distance. Is grown extensively in the West and Middle Western States. We cheerfully recommend Beaver.

## GIBSON

MIDSEASON PERFECT

Gibson was originated near our farms many years ago and named Parsons Beauty. Was largely planted here for canning or cold pack purposes. Never recommended as a market variety always being considered too soft to carry well. Productiveness is its best point.

## WORLD'S WONDER

LATE PERFECT

The greatest thing about World's Wonder is its size. We know of no other berry that will equal it in this respect. It is without a doubt the largest berry grown. We have grown these berries where nine have filled a quart cup. Quality good; moderately firm; and very productive. Suitable for home use or nearby market where the size counts.

## BRANDYWINE

LATE PERFECT

Brandywine is an old time variety that has lost its popularity in the North, although still heavily planted in California and Florida as the main late berry. Fruit large dark red; and a heavy producer of high quality berries; it is subject to rust at fruiting time.



# Beauty

(medium late)

We have hesitated in adding BEAUTY to our list of plants for several years. We have grown it on different soils for the past five years, and it has always made a fair showing. While we still believe there are other medium late varieties just as good as BEAUTY, we feel that it is a very valuable variety, and can be grown by the average grower profitably. BEAUTY is a strong, robust grower on the average soil. It produces abundance of high-class berries that are medium to large; round, bright red, and of excellent quality, and firm enough to ship long distance. BEAUTY has been highly advertised and recommended by most of the leading growers throughout the country.



Give Beauty a trial in your garden this year, or include some in your test plot.

## Other Leading Standard Varieties Of Good Merits

Some of them have been on the market for at least forty years. The good old Sharpless, we ate when youngsters. Klondyke is still the leader in some of the Southern states. Missionary is grown exclusively in Florida; Success is grown extensively in New Jersey. Marshall has long been a leader in the North. Dr. Burrill is still planted extensively in the Middlewest. All are reliable and dependable and will serve you well.

**CAMPBELLS (early)** Extra early, extra productive, of extra fine quality berries, that average medium in size. Color a rich dark red, very firm, dessert quality, very good when fully ripe, as it has a rich spicy flavor. Has been on the market a long time, and still popular where an extra early market berry is wanted.

**FRUITLAND (early)** Strong, hardy grower, fruit large to extra large. Resembling Big Joe, exceedingly productive of bright red, firm good quality berries. Fruitland is a general favorite with the growers here on the Peninsula, and has given best of satisfaction wherever sent.

**KLONDYKE (early)** A strong hardy grower, especially adapted for the Southern states. Fruit medium in size, moderately productive of round firm good quality berries. Not recommended for the North.

**MISSIONARY (extra early)** For the past 26 years Missionary has been the leading variety in Florida, and several Southern states. A large, blood red, firm, delicious berry, firm enough to ship from coast to coast. Townsend's Strain of Missionary plants is known all over the Southern states as the best that money can buy. We are always headquarters for Missionary plants.

**DR. BURRILL (Dunlap) (medium early)** Until the introduction of Premier, Senator Dunlap sometimes called Dr. Burrill, was the most sought after variety. Very productive of medium to large high quality berries. Known as the poor man's variety as it will grow without fertilizer on any soil.

**SUCCESS (early)** A good strong grower of good quality for home use. Medium to large in size, very productive, a general favorite.

**COOPER (medium early)** A fairly good grower, seems to have its greatest popularity in the Michigan section. Fruit large, irregular in shape, moderately firm, very productive. Lots better varieties.

**MARSHALL (midseason)** An old time quality variety, especially grown for quality, as it does not produce enough quarts to make a paying crop commercially. We have the true old fashioned type for those who prefer quality to quantity.

**SHARPLESS (midseason)** This is the old prodigal returned. It's the same old Sharpless that we used to eat when boys and girls. The kind that were sweet when only half ripe. Never needed any sugar. Well, folks, it is just as good today, and we are glad to be able to offer this fine old favorite again. Extra large, long, pointed berries with a green tip. A sure grower, and should be in everyone's garden.





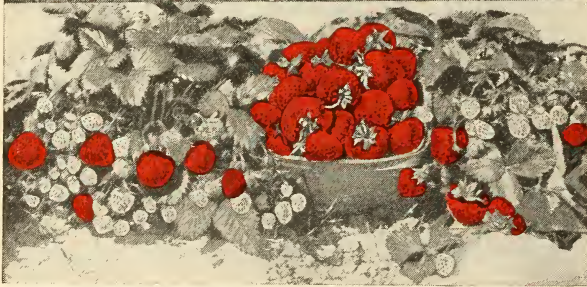
# TOWNSEND'S FALL BEARING STRAWBERRIES



This year we planted fifty acres of Fallbearing Strawberries for Market, growing them in the hill system, as we have recommended to our customers, being the best way to grow them. Today, September 20th, and everything is in "strut" on the Townsend's Farms going after these big delicious berries. Truck loads of men and women are given daily employment harvesting these berries. First thing we say when a load of pickers arrive at our farms is—"Folks just step in first and help yourselves," as they began talking about how good they look. We just as well tell them to do this in the beginning, as it would be impossible for any healthy person to step into such a berry patch and pick these wonderful "mouth-watering" berries without eating, so we want them to feel welcome first, and after they have eaten all they like, they are ready for work. But, really it is not labor to pick these large delicious Fallbearing berries—it is simply a pleasure and every one soon joins in the glee, and happier folks I have never seen on the Beach than our berry pickers are.

In a few hours the road trucks are "tuned" up, and loaded for the markets. First load is for New York City, 225 miles distance, and the truck must be on the road early to catch the early market. Next truck for Washington, D. C., 150 miles distance, so the President and other "silk hat" officials can have their Strawberries and cream for breakfast. Later in the day another truck leaves for Baltimore, and so you see everything is kept humming all day through. This will last until late in November, and the beauty is we are growing something that is in ready demand, and easy to sell, as we never get enough berries to supply our trade. Thousands and thousands more folks would eat these berries every day and pay a good price if they could get them. So Folks there is plenty room for any of you to get in on this deal—it will be a mighty long time before enough Fallbearing Strawberries are grown in the fall months to supply the demand. We are making more money growing these berries than we ever made before, and certainly you can make money. If you cannot grow them in fifty acre fields, and load trucks for markets you can grow a small patch and sell at your roadside market or to your local trade in nearby towns. They are easy to grow and just as easy to sell. Thousands of our customers are getting larger returns than ever before from their Fallbearing plants by growing them in the hill system, and more are catching on to the idea each year. The View at the left shows how it is done and complete culture directions for growing everbearing in the Hill system will be found on page 29.

16,000 plants sets an acre spaced as pictured here



Mr. Wm. Kehr, of Perkasio, Pa., writes:

Enclose photo of my Grandson holding a Mastodon Strawberry plant which by actual count has 84 berries at one time. We had many others that had from 40 to 60 berries. We have been picking fancy berries all through the dry spell, having no rain for five weeks. The hill system surely is the way to grow Everbearing.

R. W. Hildeath, Gardner, Maine, writes:

Find enclosed \$15.00; please ship me another 1000 Mastodon plants. From 2900 of your plants set I picked 3600 quarts. I do not believe that this record has been beaten in this State.





## Strawberries Like These Ten Weeks After Setting and Plenty of Berries Until Snow Flies

**LUCKYSTRICK** Has always been our favorite Everbearing Strawberry. There are none that can touch it in quality. For this reason, one of our customers names it the Aristocrat of the Everbearing family. Fruit is bright red, firmer than any other Fall bearing variety, with a quality all its own. Produces heavily early in July from plants set in the Spring, takes a couple weeks' rest and then continues producing heavy crops until November. It is also one of the best Spring crop varieties bringing top prices. We recommend Luckystrick Everbearing for its quality of fruit, size and beauty, as well as productiveness.

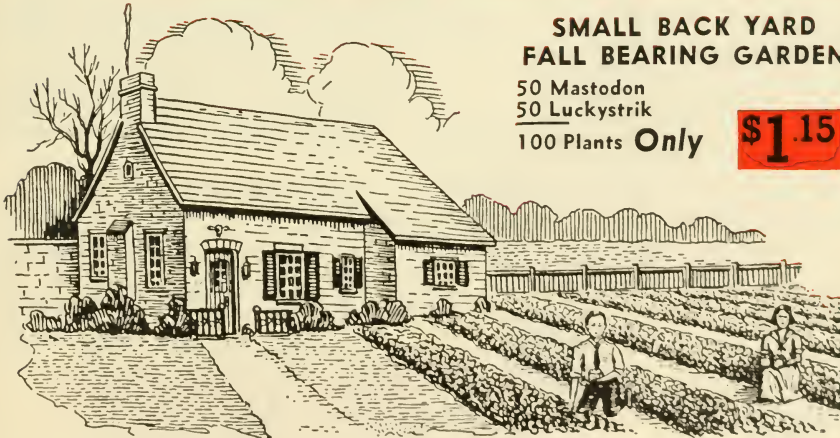
**MASTODON** Is one of the largest Fall bearing Strawberries. Attractive in size and color with a nice large green cap, bringing top prices on the Fall Market. It is also noted for producing an abundance of fruit again during the early summer harvest along with other June fruiting varieties. This variety should be grown by all who are interested in Everbearing Strawberries. Growers who purchased our Mastodon plants in small lots of a few hundred, years ago, are now purchasing in lots of several thousand. Some customers who have their roadside markets grow several acres each year, and buy our plants every year to reset a new bed. We have a fine crop of Mastodon plants this year, but possibly not enough to go around, and we advise our customers to get their orders in early if they want to be sure of getting our True Blue Mastodon Plants.

**ALDRICH** The New Everbearing from New England. Our attention was called by the originator of this variety, Mr. M. L. Aldrich, Putnam, Conn., in the fall of 1930. We went over to look at it in fruit, and found it as the originator had stated, simply loaded with delicious fruit. Aldrich is a berry of large size, bright rich red color, and a heavy producer—the plants being clean, healthy and vigorous while fruiting. We certainly recommend giving Aldrich a fair trial, as we believe that it will prove to be a successful berry for the Northern States. Our supply of plants of this variety is limited. Would advise placing your order as early as possible.

**CHAMPION** Since the introduction of such varieties as Luckystrick and Mastodon, Champion is not largely planted, as fruit is small to medium in size, although of excellent quality. Recommended only for home use, where quality is more important than the size of the fruit.

**BERRI-SUPREME** A new Fall bearing of recent introduction. In our trial grounds the past two years the fruit has been of extra fine quality and of good size, not as productive with us as the Luckystrick or Mastodon. Reports from the Middle West indicate that it is more productive than in the East. We have only a limited supply of plants to offer.

## Townsend's Big Cropping Fall Bearing Gardens



### SMALL BACK YARD FALL BEARING GARDEN

50 Mastodon  
50 Luckystrick

100 Plants **Only**

**\$1.15**

### LARGE BACK YARD FALL BEARING GARDEN

Will furnish plenty of delicious berries for a large family.

100 Mastodon  
100 Luckystrick

200 Plants **For**

**\$1.95**

### BIG PROFIT MAKING FALL BEARING GARDEN

500 Mastodon  
250 Luckystrick  
250 Aldrich

1000 Plants  
\$10.00 VALUE

**Only**

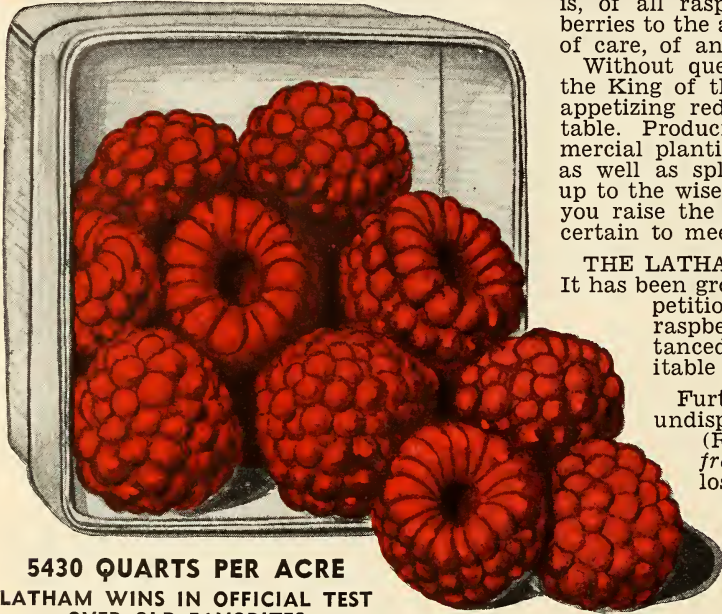
**\$7.00**



# LATHAM

## KING of the REDS

### HEAVIEST YIELDING RED RASPBERRY GROWN



**5430 QUARTS PER ACRE**

**LATHAM WINS IN OFFICIAL TEST  
OVER OLD FAVORITES**

Here are the facts reported by the Connecticut Agricultural College, under supervision of W. H. Darrow, Fruit Specialist. In comparative tests the leading varieties of Raspberries were planted in the same soil, under identical conditions, all receiving the same care and attention, with the following results:

The LATHAM . . . 5430 Quarts per Acre  
The HERBERT . . . 3648 Quarts per Acre  
The CUTHBERT . . . 3600 Quarts per Acre

These were the three leaders. The Latham produced 1782 quarts more per acre than the best of the others. In dollars and cents, figuring at 30 cents per quart, Latham yielded at the rate of \$1,629 per acre! Proof conclusive that the LATHAM rules supreme in the Red Raspberry field.

From E. O. Schoombs, Villa Ridge, Illinois—"My one-year patch of Latham planted in checks six by six produced 72 twenty-four pine crates per five hundred hills. My average price per crate through the entire season was \$6.00. These plants were Mosaic free when I received them and passed State Inspection for two years." This is \$432.00 from 500 plants the first season.

**5300 Quarts Latham Raspberries Off An  
Acre 1 Year After Setting**

GENTLEMEN:- Martinsburg, W. Va.  
This year has been an exceptionally fine year for us with the Latham Raspberries purchased from you, with an average of 3300 quarts to the acre. The berries were of fine quality and appearance. It has been a real pleasure in growing this field of raspberries, as the stock you sent us was well graded with strong root system.  
N. SMAILES.

There are two BIG reasons why the LATHAM Raspberry (Redpath Strain) means the surest, quickest road to bigger profits. The first is, there is no finer looking red raspberry on the market. The second is, of all raspberries the LATHAM produces more berries to the acre and does so with the least amount of care, of any other variety we have ever known.

Without question, and from any viewpoint, it is the King of them all. Big, luscious, an irresistible, appetizing red, it meets with instant favor on the table. Producing more than \$1,000 per acre in commercial plantings and possessing extreme hardiness as well as splendid shipping qualities, it measures up to the wise grower's every requirement. Whether you raise the LATHAM to sell or to serve, you are certain to meet with satisfying success.

THE LATHAM has been put to every known test. It has been grown under identical conditions in competition with practically all leading varieties of raspberries. In every instance, it has outdistanced the field. It has even produced a profitable yield the first summer after planting.

Further more, to clinch its standing as the undisputed leader of the field, our LATHAM (Redpath Strain) come to you "Mosaic free." This disease, which so often means lost profits and constant annoyance, becomes a thing of the past when you buy our sturdy LATHAM PLANTS.

### Townsend's Plants Have a Nation-Wide Reputation

Our soils and climate are ideal for growing a strong vigorous well rooted plant, and no effort has been spared to produce these plants. They are inspected several times each year by the State Nursery Inspectors, and have been pronounced Mosaic Free, and in excellent condition. Contrary to the common policy of digging small plants from the middle of the rows and leaving the best canes for fruiting, as practiced by some growers, our policy is to dig the entire field, thus giving you the best, strongest and most vigorous plants. Our special designed machine used in digging these plants makes possible the heavy, fibrous root system of our Red Raspberries, which is necessary to promote vigorous fruiting canes.

### OUR LATHAM ARE THE RED PATH STRAIN

Officially, LATHAM, and REDPATH are considered one and the same variety. Not withstanding this conclusion many well informed practical fruit growers are still of the opinion that the REDPATH is a superior strain of the LATHAM. Our LATHAM are the REDPATH STRAIN, hence customers are doubly assured of getting dependable stock when they order our LATHAM.

### NEW LOWER PRICES ON LATHAM PLANTS

You can now get 1000 Select Latham Plants for \$15.00

See page 31 for complete price list on Latham



# New CHIEF

## EARLIEST OF ALL RED RASPBERRIES

### 10 Days Earlier Than Latham

The name "Chief" was selected from hundreds of suggestions received in a nation-wide prize contest conducted for a suitable name for this outstanding new berry. Formerly, it was known as Minnesota No. 223.

The name "Chief" is well chosen. This new Raspberry seems to be all that the word implies—outstanding ahead of others—a leader. So "Chief" makes his bow. Those who should know, say his reign bids fair to be as joyous and prosperous among early berries as the reign of his illustrious ancestor, Latham, is among late berries.

"Chief" has been tested over a wide area in the past ten years and its behavior has been carefully watched. It has proven hardy—a heavy cropper—excellent quality—a good shipper—resistant to disease, and in addition it is 10 days earlier.

"Chief" was originated by the Minnesota State Fruit Breeding Farm and is a selection from among 4000 seedlings of Latham. It possesses many of the good qualities of Latham, some of them to even a greater degree than the parent, the main point of difference being in season of ripening. "Chief" is ten to twelve days earlier to ripen than Latham, thus giving us a profitable berry for early market. It bridges the gap between strawberries and ordinary raspberries—and the berries bring a good price on the market.

**Perfectly Hardy**—Strong varieties that will withstand Winter injury is essential for success with Raspberries. The absolute hardiness of Chief is one reason for the large crops it produces.

**Heavy Yields**—Chief has made outstanding records as a heavy yielding variety, even surpassing the Latham in some instances.

**Excellent Quality**—Chief has an outstanding flavor. On the table fresh with sugar and cream, or for canning purposes, it sets a high standard with its rich bright red color.

**Extra Early**—At the end of Strawberry season and before other Raspberries start, in comes the Chief to bridge the gap. These first berries are surely welcome and will command a high price on the market.

### OFFICIAL YIELD OF CHIEF

#### THE MINNESOTA STATE FRUIT BREEDING FARM

Year	Age	Yield
1928	2 Yr. field	180 Crates per acre
1929	3 Yr. field	294 Crates per acre

("Chief" outyielded even Latham in this official test)

**New Lower Prices**  
**1000 CHIEF PLANTS**  
 will only cost you  
**\$17.00**

See page 32 for complete prices

### What Other Prominent Men Say About the New Chief

#### "CHIEF" OUTYIELDS OTHER REDS IN OHIO

J. S. Shoemaker, Associate Horticulturist, Ohio Agricultural Experiment Station, says, "'Chief' is a heavy cropper. The plants bore quite a few berries the year they were set and this year outyielded all other red raspberry varieties in our variety test plantation."

Ray Speer, Former President Minnesota State Horticultural Society, says, "'Chief' is certain to achieve as wide a reputation as its parent, Latham. Since Latham fruits later than 'Chief,' the latter really is a supplement to Latham, and in no sense a competitor of it. In comparison with King, which fruits the same time as 'Chief,' the fruits of 'Chief' are slightly larger, somewhat earlier, of better quality, and of more uniform shape. It is a firmer berry, ships very well, and is less crumbly than King. Experts everywhere predict a wonderful future for 'Chief.'"

Write for our free illustrated folder on Red Raspberries, and how to grow them

Don't Overlook **BIG VALUE**  
 THIS ~ **RED RASPBERRY OFFER**

25 NEW CHIEF, 1 year size

25 LATHAM, 1 year size

50 SELECT PLANTS

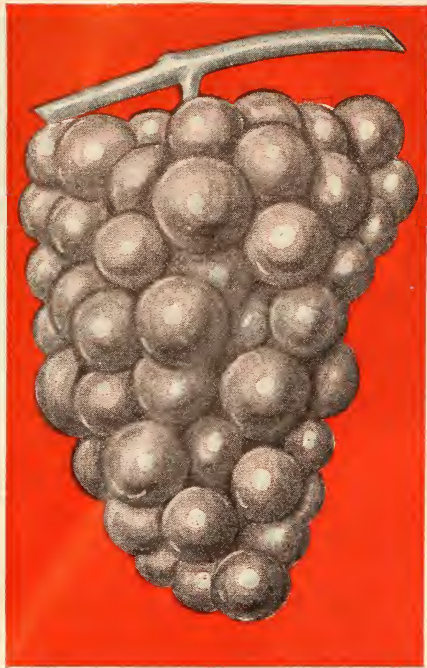
**\$1.45**

100 PLANTS

50 select Latham  
 50 select Chief  
 100 Special Price **\$2.15**







# TOWNSEND'S SELECTED GRAPE VINES

2 YEAR

HEAVY CANED

**Hardy—Fast Growers—Heavy Yielders**

No home planting is complete without Grape Vines, and lots of ready cash can be made on the farm by planting a thousand vines in some out-of-the-way place that is not paying expenses. Just try it. The Grape is easily grown and produces large returns for the time and effort expended. Our long-growing season here on the Eastern Shore produces vines with a vigorous root system, and assure our customers of getting strong, healthy fruit canes in a very short time after setting.

**CONCORD** The most extensively planted black grape, bunches compact and of excellent quality, a perfect hardy grower and very productive. Season of ripening midseason to late.

**CATAWBA** Late ripening grape, large, firm and very sweet, fruit of copper red color, produced on large compact bunches.

**DELAWARE** The standard of excellency, ripens early, juicy and sweet berries of amber color, vines hardy and productive.

**MOORE'S EARLY** A seedling of Concord, ripens two weeks earlier, producing large black fruit of excellent quality. One of the best black grapes.

**NIAGARA** One of the largest white grapes, handsome compact bunches, delicious flavor, a strong grower ripening with Concord.

**WORDEN** Very popular bluish black, ripens two weeks earlier than Concord, large compact bunches, excellent flavor and hardy grower.

## NEW VARIETIES OF GRAPES OF RECENT INTRODUCTION

The following list are new varieties that have been tested for their dependable performance both in the home and garden and field vineyards. You will find in these varieties fruit of the highest quality and in more than one way show supremacy over the standard varieties.

**CHAMPAGNE** A delicious white Grape, turning to Amber when fully ripe, extremely large and juicy. Never before have we seen as large compact bunches of grapes as this variety produces. Strong sturdy grower. Don't fail to get some of this variety, you will be delighted with them.

**CACO** This new red Grape that is giving promise of becoming the leading red variety. On our farms this year, it was an outstanding variety, both as to flavor and size of fruit—holding fruit well after ripening.

**FREDONIA** Originated in New York State Agricultural Experiment Station. Black, ripens very early, berries large, juicy and sweet, borne in large compact clusters, bunches are compact and very attractive.

**ONTARIO** White—Follows Portland very closely in ripening. An excellent blending of acid and sugar, hence the taste is sprightly, and yet sweet. Vines strong, vigorous growers, and very productive. Another of New York State Agricultural Station's originations.

**PORTLAND** New white Grape developed by New York State Experiment Station. Ripens earlier than any other known Grape. Berries large and have that beautiful yellow color like the Niagara. Contains so much sugar that it can be eaten long before it is fully ripe.

**SHERIDAN** Is the most promising new Grape for commercial growers to compete with California vineyards. It is a late bluish black Grape, large and more attractive than Concord, and is superior in keeping qualities. Fruit is produced in large handsome clusters, and many of them on each vine. We recommend this Grape to all our customers in the Middle Atlantic.

Complete grape prices will be found on page 31

**DON'T OVERLOOK THESE**

**BIG BARGAIN  
GRAPE COLLECTIONS**

**8** Heavy Yielding 2 Year Old Grape Vines, Fruiting from Early to Late

- 1 Fredonia, Black
- 1 Caco, Red
- 1 Champagne, Amber
- 1 Moore's Early, Black
- 1 Concord, Black
- 1 Niagara, White
- 1 Catawba, Red
- 1 Worden, Black

8 Vines

**\$135**

Special Price

**18** Selected 2 Year Grape Vines, Including 2 Each of the Newer Varieties

- 2 Champagne, Amber
- 2 Caco, Red
- 2 Fredonia, Black
- 2 Ontario, White
- 2 Portland, White
- 2 Sheridan, Black
- 2 Concord, Black
- 2 Moore's Early, Black
- 2 Catawba, Red

18 Vines

**\$265**

Special Price





**SAVE  
A  
YEAR**

# SET TOWNSEND'S BEARING-AGE Berry Plants



**Plants Set This Spring Will Fruit This Summer**

This year we have grown an exceptionally fine grade of Bearing Age Grapes, Raspberry and Blackberry plants. These plants were all selected, one and two year stock when transplanted in the nursery rows this Spring. They have had a good growing season, and we have watched them grow into fine specimen plants with plenty of bearing age wood, ready to produce fruit for their owners this summer. Anyone, who wishes to get early returns from their garden cannot afford to pass up these plants at this year's quality and prices. Anyone ordering these bearing age plants this year are sure of getting plenty of value for their money.

**BEARING AGE RED RASPBERRIES**

	12 Plants	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants
Chief .....	\$1.20	\$1.90	\$3.00	\$5.00	\$9.10	\$13.00
Latham .....	1.15	1.85	2.95	4.85	8.75	12.40
St. Regis, Everbearing .....	1.20	1.90	3.00	5.00	9.10	13.00
Katherine, Everbearing .....	1.30	2.00	3.25	5.60	10.25	14.65

**BEARING AGE BLACK RASPBERRIES**

Cumberland .....	\$1.20	\$1.90	\$3.10	\$5.20	\$9.45	\$13.60
Logan .....	1.40	2.20	3.60	5.85	10.75	15.40
Plum Farmer .....	1.20	1.90	3.10	5.20	9.45	13.60
Columbian Purple .....	1.40	2.20	3.60	5.85	10.75	15.40

**BEARING AGE BLACKBERRY PLANTS**

Early Harvest .....	\$1.20	\$1.90	\$3.00	\$5.20	\$9.45	\$13.60
Eldorado .....	1.30	2.00	3.25	5.60	10.25	14.65
Russell .....	1.30	2.00	3.25	5.60	10.25	14.65

**BEARING AGE GRAPES**

	Each	3	6	12	25	50	100
Concord .....	\$0.25	\$0.70	\$0.95	\$1.55	\$3.25	\$5.15	\$8.75
Catawba .....	.35	.95	1.50	2.55	4.35	7.85	14.15
Delaware .....	.35	.95	1.50	2.55	4.35	7.85	14.15
Moore's Early .....	.35	.85	1.20	2.10	3.75	6.20	10.95
Niagara .....	.35	.85	1.20	2.10	3.75	6.20	10.95
Worden .....	.35	.85	1.20	2.10	3.75	6.20	10.95

**NEWER VARIETIES BEARING AGE GRAPES**

Champagne .....	\$0.50	\$1.30	\$2.20	\$4.10	\$7.70	\$14.50	\$27.30
Ontario .....	.50	1.30	2.20	4.10	7.70	14.50	27.30
Caco .....	.50	1.30	2.45	4.40	8.50	16.15	30.80
Sheridan .....	.50	1.30	2.45	4.40	8.50	16.15	30.80
Fredonia .....	.60	1.75	3.30	6.20	12.00	23.55	45.00
Portland .....	.60	1.75	3.30	6.20	12.00	23.55	45.00

Customers wanting any plants on this page sent Parcel Post Prepaid, use Postal rates at bottom of page 31

**"BIG VALUE HERE" In Back Yard Garden Collection**

**BEARING AGE  
GRAPE COLLECTION**

- 1 New Champagne, Amber
- 1 New Caco, Red
- 1 New Portland, White
- 1 New Sheridan, Black
- 1 New Fredonia, Black
- 1 New Ontario, White
- 1 Concord, Standard Black
- 1 Moore's Early, Black

8 Vines

All for

**\$2.10**

**BEARING AGE  
RASPBERRY COLLECTION**

- 12 New Chief Red R.B.
- 12 Heavy Yielding Latham, Red
- 12 Cumberland, Black
- 12 New Logan, Black
- 12 St. Regis, Everbearing, Red

60 Plants

Special Price

**\$2.85**

**COMPLETE BACK YARD  
GARDEN OF OUR  
BEARING AGE VINES**

- 6 New Chief, Red R.B.
- 6 Heavy Yielding Latham R.B.
- 6 New Logan, Black, R.B.
- 6 Cumberland Black, R.B.
- 6 Eldorado, R.B.
- 6 Early Harvest, R.B.
- 3 Concord Grapes
- 3 Champagne Grapes
- 3 Caco Grapes

All for

**\$4.55**



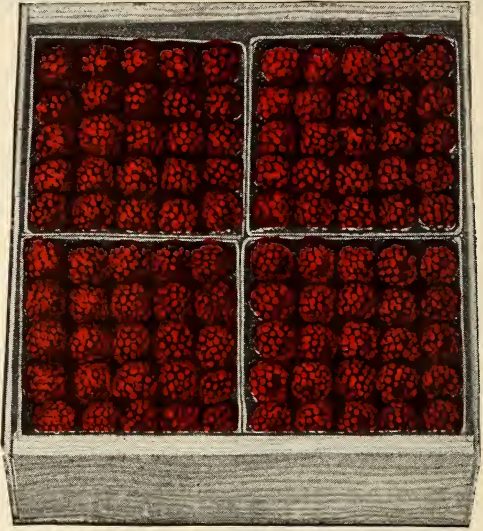
# EVERBEARING RED RASPBERRIES

Everbearing Red Raspberries are nothing new on the market, being grown in large quantities from coast to coast. Their earliness of ripening and heavy yielding has been realized by large growers as well as Market Gardeners. The name Everbearing applies to the nature of this fruit in giving off a second crop in late summer, when all other raspberries are off the market. Everbearing Red Raspberries should have a place in every home garden so that you may enjoy these delicious Red Raspberries over a long season of the year.

**Culture**—Any well drained soil is suitable for Everbearing Red Raspberries. Sandy loam or light clay is best. Rows should be 6 feet apart in each way in Central and Southern States. 5 by 5 in Northern locations. Set two plants at each hill 1 to 2 inches apart. Complete Raspberry culture guide sent free on request.

**KATHERINE (Everbearing Red)** Recently introduced. The best Red Everbearing Raspberry that we have ever grown. Like its parents it is a persistent producer from early Spring to late Fall. Berries being very large and of firm quality with excellent flavor.

**ST. REGIS (Everbearing Red)** This variety is grown extensively by large fruit growers and market gardeners, producing a good crop within 80 days after setting. Medium to large, season of ripening early. It succeeds on all soils light or heavy. Canes absolutely hardy, producing large quantities of delicious fruit. A valuable variety for market or home garden.



For prices on Everbearing Red Raspberries see page 31  
See page 25 for Bearing Age prices

## DEWBERRIES

Folks are just beginning to realize the great value of dewberries both for profit and home consumption. Their large size and sweet flavor combined with their soft texture make them unexcelled. They can be planted in any soil, but prefer light sandy soil, placing them in rows 4 feet apart, spacing them

3 feet down the rows. They have a trailing habit, but can be cut off each year after fruiting and will produce new wood each year, which will increase in production for several years after setting with very little attention.

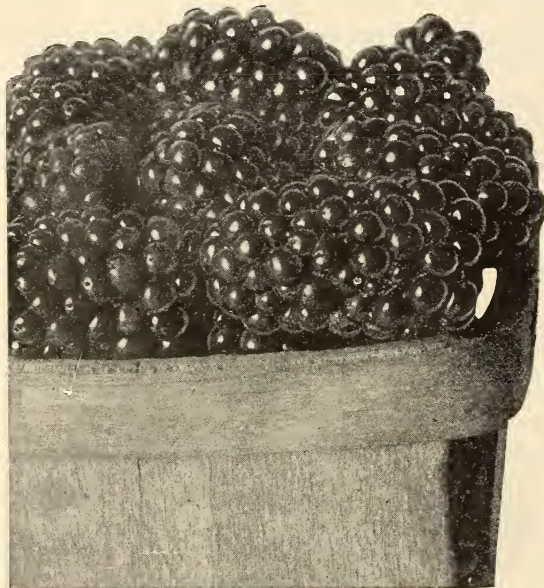
**AUS LU** This is a cross between the Austin and Lucretia made on our farms and has the habit of both parents. One of the largest sweetest Dewberries grown as well as the most prolific. Easily grown and with a light mulch, is hardy in the Northern States. Ripens very early.

**LUCREATIA** The standard variety for the South, also largely planted in the North as it is very hardy, fruit large and firm, will stand long distance shipping. Ripens one week later than Aus Lu.

**YOUNGBERRY** For the home garden we do not know of a Blackberry or Dewberry that will afford as much real pleasure from a small investment as the Youngberry. It is very easy to grow and a great producer. 12 Plants being sufficient to furnish the table with all the fruit you can use, giving you the same quality fruit for years to come, with a little attention in cutting out the old wood after harvesting is over. The fruit can be eaten direct from the vines or placed on the table without an addition of sugar on them. Every home garden should have sufficient plants to enjoy this great berry.

### Market Gardeners and Commercial Fruit Growers Growing Small Fruits Should Give Youngberry a Fair Trial

The berries also attract considerable attention on the market owing to their enormous size, and find a ready sale at a commanding price wherever offered. Yields of as high as 8000 quarts to the acre have been reported, and no market gardener interested in Dewberries should pass up the opportunity of testing out this variety. You will find that a few dollars invested will bring good dividends on your investment.



For prices on Dewberry Plants, see page 31



# Townsend's BLACK RASPBERRIES

A good Black Raspberry patch is one of the most profitable of farm crops, providing you have strong healthy canes that are in proper condition to mature a large crop of berries. The average yields from diseased and run out fields are from 400 to 800 quarts per acre, making the production too low to be profitable, while a patch that has been set with *strong free from disease plants* will yield from 1,600 to as high as 3,000 quarts an acre. Figuring your local market prices on raspberries you can readily see just what profit there is to be made and why it pays to set *selected free from disease plants*.

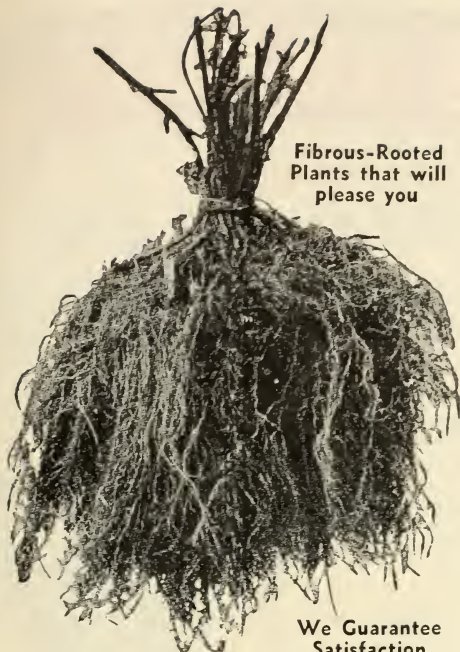
## CERTIFIED STOCK FREE FROM DISEASE

Our plants are inspected from 3 to 5 times at regular intervals during the growing season by a specialist on Raspberry diseases, all diseased canes being immediately destroyed from our plantings. At digging time our plants are again inspected with a final inspection made at time your order is filled, that nothing but vigorous number one stock will be sent out; packed by experienced packers that they will arrive in a fresh growing condition. Customers have made our Nurseries headquarters for their Raspberry plants, knowing that larger yields which mean bigger profits are the results of our plants.

**CUMBERLAND** In hardiness and production it is unexcelled by any other variety; in spite of the enormous size the fruit is very firm and will withstand long shipments. Bushes very healthy and vigorous; well adapted to supporting their large crop of berries. Season of ripening, mid-season to late.

**NEW LOGAN** Is an outstanding new Black Raspberry variety; probably its two most noteworthy characteristics are that it ripens about a week earlier and is more resistant to the virus diseases than the widely grown Cumberland. A very productive variety and fruit of good size and quality. If an early berry is desired it is one of the best.

**PLUM FARMER** is considered by large growers to be the best early black cap variety; strong vigorous upright grower; healthy and very productive. Will withstand drought and cold; berries very juicy large and attractive, ripening its fruit very fast, consequently the bulk of the crop is off in four or five pickings.



Fibrous-Rooted Plants that will please you

We Guarantee Satisfaction

### Townsend's Heavy Yielding Raspberry Garden 150 PLANTS—SIX VARIETIES

25 CUMBERLAND  
25 NEW LOGAN  
25 PLUM FARMER  
25 NEW CHIEF  
25 LATHAM  
25 ST. REGIS EVERBEARING

Black  
Black  
Black  
Red  
Red  
Red

\$5.00

150 Plants catalogue value \$7.15

2 OF ABOVE COLLECTIONS  
300 Plants for only.....

\$9.00

Prices on Black Raspberry Plants Page 31

## BLACKBERRY PLANTS from Root cuttings

We do not sell any sucker plants, as our experience with them is far from satisfactory—when compared with plants grown from Root Cuttings, which produce much stronger canes, and far better quality fruit. Demand the best and order *Root Cutting Blackberry Plants from Townsend's*. Our stock is well rooted and will please you. Let us reserve your order for Spring Plants.

**ALFRED** Recent introduction; midseason fruiting, extremely large big black berries, practically free from seeds and coreless; very sweet and juicy.

**SNYDER** One of the old favorites that is popular on account of its high quality and early ripening.

**EARLY HARVEST** Earliest to ripen and most productive of the early varieties, and demands the top of the market. We offer only selected strain of this variety.

**ELDORADO** Most valuable variety for market or home use. Rich flavor with but little core. Finest quality of the Blackberry family.

**BEST OF ALL** (Known as Russell B. B. in N. J.) A new Blackberry that has been grown in the sandy soil section of New Jersey and, as stated by the *N. J. Agric. Station*, is very resistant to *Orange Rust*; outyielding all other blackberries that have been tried there. It will pay the Blackberry grower to order some of these plants, in which our stock is being supplied you direct from original stock furnished by the originator.



Alfred

Lebanon, Pa.

The Blackberry plants received today. Have two thousand of them set out. These plants are all any one could expect. Heavy canes all one size, no small stock in them at all. It is a pleasure to do business with a firm like yours.  
F. HARPER.

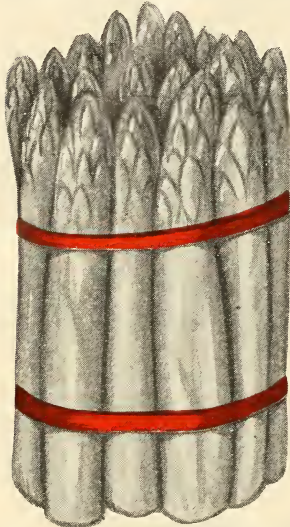


# NOW IS THE TIME TO BUY!

## GARDEN ROOTS AND VEGETABLE PLANTS

While prices are low, and Quality the very best, now's the time to start a permanent Vegetable Garden. A bed of Asparagus which is good for years, and a few hills of Rhubarb, are both valuable additions to any Home Garden. The Market Gardener will not lose when he can start a permanent field of these plants, at today's low prices.

Stock up your Garden this year with Townsend's selected vegetable plants. Due to the fact that our catalogue space does not permit the entire list of vegetable plants we offer, we have issued a complete vegetable plant booklet. Anyone interested in the choicest stock and varieties should write for a copy, which we will gladly mail.



### ASPARAGUS

Plenty of Asparagus for a family of six can be grown on a plot 12x16 feet square. In small gardens the Asparagus bed can be placed in one corner or along the fence. The crowns of plants should be 8 inches below the surface and roots well spread out, spacing them 12 inches apart in rows 3 feet wide for garden culture. For field culture plants should be spaced 18 inches apart in rows 6 to 8 feet apart. An Asparagus bed properly cared for will produce good results for a period of seventeen years. Our 3 year size roots will produce Asparagus the first year set.

**MARY WASHINGTON** A strain selected from the Washington variety, much heavier stocks, and greater producer than original Washington variety. Practically blight-resistant.

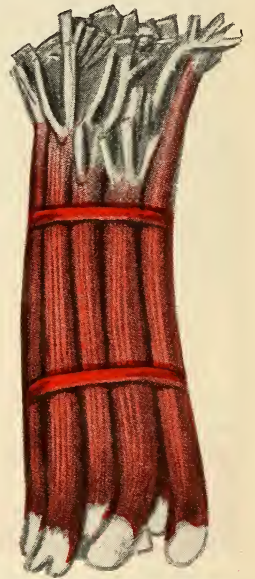
**PEDIGREED WASHINGTON** A new strain from the Mary Washington, having been selected for its large stocks of bluish green, and rust-resistance qualities. One of the best varieties of Asparagus.

#### ASPARAGUS PRICES

	25	100	250	1000
1 Year .....	\$0.40	\$1.00	\$2.00	\$6.00
2 Year .....	.55	1.20	2.35	7.50
3 Year .....	1.00	2.00	4.00	12.00

500 Plants at thousand rate, ask for special prices on lots of 5000 or more.

Asparagus by parcel post, add 8c each 25 plants to cover postage.



### RHUBARB

Rhubarb pie and sauce have just the right tartness and flavor that one desires during the first days of Spring. Rhubarb is easily grown, and six to ten hills will supply the average family. Any out-of-the-way place will be suitable for Rhubarb. Hills should be spaced 4 feet apart, and about every seven years the hills should be divided, and roots reset.

**MYATT'S LINNAEUS** Large tender and fine, one of the very best to plant, makes good sauce and pies.  
**QUEEN** Extra strong grower of large stocks of a pink color, for cooking in any way its quality is unsurpassed.

#### RHUBARB PRICES

Each .....	\$0.15	25 roots .....	\$1.75
6 roots .....	.60	50 roots .....	3.00
12 roots .....	1.00	100 roots .....	4.75

Rhubarb by parcel post, add 3 cents each plant to cover postage.

### SWEET POTATO PLANTS

Delivery any time after May 20th

**MARYLAND GOLDEN** We are only listing one variety of sweet potato plant, as we consider the **NEW MARYLAND GOLDEN** far superior to any variety now on the market. It having produced this past year on our farms, where we grow no other variety, 400 bushels of number one potatoes to the acre. Every market in the country receiving **MARYLAND GOLDEN** have praised it highly, the daily market reports in such markets as Pittsburgh, New York, Detroit and Cleveland quote this variety from 25 to 40 cents premium over any other on their market. The color is just what the market wants, a deep rich golden yellow, with a slight pinkish cast, holding its color perfect when cooked. It is not of the dry type like Little Stem Jersey, or of the wet type like the Yam. It being only slightly moist at any state of maturity. This variety was originated at the Maryland State Agriculture College in 1930, a few of these plants were distributed in 1931 for testing. It created a sensation among the sweet potato growers of this section to such an extent that at the present time plants are very scarce, and meet with a ready sale. We are offering our customers in limited quantities only, plants grown from certified seed, and would advise anyone interested in growing sweet potatoes for market or home use to set some of this variety. You will be pleased with them.

#### SWEET POTATO PLANT PRICES

100 Plants \$0.75, 250 Plants \$1.25, 500 Plants \$2.00, 1000 Plants \$3.50.  
**MARYLAND GOLDEN CERTIFIED SEED.** For growers who wish to grow their own **MARYLAND GOLDEN** plants, we offer certified seed stock, delivery of which can be made any time from our storage house. Price \$3.50 per bushel

#### Cabbage and Sweet Potato Plants by Mail

If Cabbage and Sweet Potato Plants are to be shipped by Parcel Post, use same rates as for Strawberry Plants, found on page 31.

### Frost Proof CABBAGE PLANTS

This year we have grown on our farms here in Maryland, a stock of several million Winter Hardened Cabbage Plants, which will be ready for shipment February 15th, making daily shipments until May 1st. We have had a favorable growing season in which to mature these plants, and they are chuck full of pep. A trial order will convince you that our field grown winter hardened plants are unequalled in size, root system, and crown growth.

**EARLY JERSEY WAKEFIELD** One of the earliest varieties of pointed head type, and extensively planted for early market. The plants we offer of this excellent variety will please the most critical taster. They are well hardened and should produce a crop ten days earlier than Southern plants.

**GOLDEN ACRE** An early round-head variety of excellent quality, maturing a few days later than Early Jersey. It has few outer leaves, permitting close planting. It is a splendid variety for the market gardener.

**COPENHAGEN MARKET** Planted with Early Jersey Wakefield—when the Wakefield is ready for market, the heads of this strain will be equally as good. If, however, the Copenhagen Market is allowed to grow another ten days the yield per acre in tonnage will be almost double. It will remain longer on the field without bursting than any other early sort.

**EARLY FLAT DUTCH** Is a large, solid, flat head variety that matures a little later than the Copenhagen Market, but makes an enormous yield, and is said to be one of the surest headers.

**DANISH BALLHEAD** Large heads, round and very solid. We are listing this variety for the benefit of our customers in the extreme North, where it can be grown through the Summer months with wonderful success.

#### CABBAGE PLANT PRICES

50 Plants .....	\$0.50	500 Plants .....	\$1.75
100 Plants .....	.70	1000 Plants .....	3.00
250 Plants .....	1.00	5000 Plants .....	2.75
	10,000 Plants .....		\$2.50

Our Cabbage Plants are produced from imported seed, paying a premium price in order to get seed from the best strain grown.

Write for our complete Vegetable and Flower Plant Book. A copy awaits you



# Culture Directions on Strawberries

## Selecting and Preparing Soil

In growing strawberries your success depends more on securing good plants than on any other one item of expense.

It is of course necessary to secure the right site for the berry patch. The land should be reasonably fertile to grow good berries. It is preferable to plant strawberries in a spot where the land will be as free from weeds and grass as possible. Old sod land should not be used if any other site can be secured.

Fall plowing while not absolutely necessary is much to be preferred over spring plowing.

Most any soil by fall plowing deep and spreading a good coat of any barnyard manure after plowing any time during the winter or early spring makes a good soil for strawberries. Another good plan is to follow the potato field. Where either white potatoes or sweet potatoes are grown strawberries grow well as a usual thing. Tomatoes, cow-peas, or most any site where the land has been made rich by growing truck crops will be found ideal spots for the strawberry patch.

Where home manures are not convenient, it is a good plan to broadcast a heavy application of commercial fertilizers just before the plants are set in the spring (two to three weeks in advance is not too much). Sheep manure is good, also a mixture of 1500 pounds of tankage and 500 pounds Acid Phosphate is another good mixture, apply 1,000 pounds per acre. Pure raw bone meal broadcast or applied in the drill directly under the plants is safe at the rate of 600 to 800 pounds per acre. Raw bone meal will not injure the plant roots no matter how heavy you apply it, and is about all the fertilizer I can recommend to use directly under the plants.

It is desirable to have the soil worked in as good condition as possible before setting the plants. Where the manure has been broadcast, we prefer dragging the soil level and marking off the rows with a light marker, setting the plants on the side of the mark, using the same side of the mark on each row so as to have the rows the same width.

## Method of Setting Plants

In large plantings a horse-drawn transplanter where good operators are obtainable can do a good job setting the plants. Where small plots are set or in stumpy new land, we find the garden trowel the ideal tool to set plants. On stony soil it is best to use a spade. Just so the plant's roots are set straight down and firmly packed they are all right to grow.

## Care of Strawberry Plants on Arrival

**TOWNSEND'S PLANTS** come to you properly cleaned and bunched ready to set.

Some varieties may have roots too long to get into stony soil. In this event it is necessary to take the shears and clip off a portion of the roots, making them shorter.

If the plants are received a few days before the soil is ready, it is a good plan to open the boxes, take the plants out and dampen the roots up to the string, redampen the moss and repack in same box, place in a cool cellar, and the plants, if dormant, will keep for a week or ten days in good order. Healing in is all right if done by an experienced hand, but it is slow and tedious, and the danger is getting the tops and crowns wet when handling and watering, and for this reason we prefer to keep the plants in the box packed in moss.

## Distance to Plant for Matted Row System

For most sections of the country, the matted row system is considered the best and most practical of all. Rows three and a half to four and a half feet, depending on varieties used. Usually a matted row should be three feet wide when plants are laid by, and sufficient room should be left for the pickers. It is always best to keep the middles of the row cultivated out as long as the runner plants form. Plants should be set from 15 to 24 inches apart. Good rank growing varieties like Premier, Aberdeen, Blakemore, Dunlap, Howard's Supreme and Jupiter should be set 24 inches apart in the row, with rows four feet apart.

## Everbearing in Hill System

The photograph on page 20 carries with it a convincing story that the Hill System is one way to grow Everbearing Strawberries successfully. We recommend keeping the runner plants cut off, or not allowing more than five or six well-spaced runner plants to form. Large, vigorous plants are grown in this way, and it is nothing unusual for each plant to pick a quart of berries during Summer and Fall. Some of our customers reporting yields much larger than this. These rows are spaced 30 inches apart to allow for horse cultivation; the two rows in the bed are spaced 12 inches apart and the plants are set 18 inches apart down the rows. With this spacing it requires sixteen thousand plants to set an acre. This spacing allows plenty of room to work with a hoe around the plants at all times. Applications of plant food can be easily applied any time during the summer months as cultivation continues. Feeding the plants while they are fruiting can be readily accomplished by broadcasting fertilizer or chicken manure around the plants without injury to them. Cultivation is made much easier as each space affords sufficient room around plant to keep down all grass and properly mulch by shallow working with the hoe during dry weather.

## Cultivating

Tillage in newly set strawberry fields should be thorough in the early part of the season, in order to preserve moisture so that plants can become established thoroughly in the soil and later in the season to conserve moisture that the plants can develop runners. Weeds and grass should be kept out of the fields at all times, as they will take the moisture needed by the strawberry plants. Most successful growers use the cultivator as often as once each week throughout the first growing season, and during periods of drought even more frequently. Hoeing should be done as often as it is found necessary to clean out all weeds and grass. Cultivating should be shallow near the plants, both because of the danger of loosening them in the soil and because if too deep the roots near the surface will be broken. The teeth on each side of the cultivator should be shortened, so they will not stir the soil near the row to a depth of more than one or two inches, as many kinds of weeds continue to grow in late Autumn and start to grow in early Spring. We advise working the plants until hard frosts occur. The field will then be free from weeds, and in the following year very few will have time to grow before the harvest season.

## Mating Varieties

If you order all perfect flowering varieties, plant them in large plots just as they come. But, if you order part imperfect flowering you should plant every third or fourth row to some perfect flowering sort of the same season (and there are some mighty fine imperfect sorts that should not be overlooked). We offer four imperfect flowering varieties in our list, May Queen, Howard's Supreme, Townsend's Big Late and Sample.

Varieties that are not marked in our price-list Like, Premier, or Big Joe. Need no other varieties planted with them as they are Perfect flowering varieties. Also all the everbearing varieties listed are Perfect flowering, and can be planted alone.

## Number Plants Required to Set An Acre

	Number Plants	Plant Spacing
Strawberries, Field Culture.....	8000	3½x1½
Strawberries, Garden Culture.....	.....	2½x1½
Everbearing Strawberries, Field.....	8000	3½x1½
Everbearing Strawberries, Garden.....	.....	1½x1
Everbearing, Double Row Hill System....	16000	2½x1½x12
Blackberries .....	1700	8x3
Red Raspberries, Hedge Row.....	2400	6x3
Red Raspberries, Hill System.....	1800	5x5
Black Raspberries .....	1700	7x3½
Dewberries, Solid Rows.....	2400	6x3
Grapes .....	490	9x10
Asparagus .....	3200	7x2

**Complete Culture Guide on Small Fruits will be sent free to any one requesting this booklet**



# WORLD'S LARGEST GROWERS TOWNSEND'S OF STRAWBERRY PLANTS

Regular Shipping  
Season October 15th  
to May 10th.

Late Summer and  
Fall Deliveries.  
Write for prices.

## SPECIAL WHOLESALE PRICES DIRECT TO GROWERS

*More than a quarter century direct selling; One price to all—A square deal to Everyone*

NOTICE—All Prices quoted below are F.O.B. Salisbury, Maryland. Customers wanting Plants shipped Parcel Post Prepaid, see Parcel Post Rates on next page.

SPECIAL DISCOUNTS—On all orders received during the months of January and February when cash in full accompanies order, a cash discount of 5% will be allowed on any stock offered in this catalogue; no cash discount allowed on Garden Collections, Special Offers or C.O.D. shipments.

Description of varieties  
will be found  
on page

	25	50	100	250	500	1000	2000	3000	4000	5000
	Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants
<b>EARLY VARIETIES</b>										
10 ABERDEEN .....	\$0.25	\$0.40	\$0.75	\$1.25	\$2.00	\$3.50	\$7.00	\$10.00	\$13.00	\$15.00
18 BEAVER .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
16 BELLMAR .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
16 BLAKEMORE .....	.25	.40	.60	1.00	1.50	2.50	5.00	7.00	9.00	11.00
19 Campbells Early .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
17 DORSETT .....	.50	.90	1.50	3.00	5.00	9.00	18.00	26.25	34.00	41.25
17 Fairfax .....	.50	.90	1.50	3.00	5.00	9.00	18.00	26.25	34.00	41.25
6 HOWARD'S SUPREME (Imp.).....	.50	.90	1.50	3.00	5.00	9.00	18.00	26.25	34.00	41.25
19 Fruitland .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
19 Klondyke .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
19 Missionary .....	.25	.40	.60	1.00	1.50	2.50	5.00	7.50	10.00	11.25
8 PREMIER .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
16 Red Gold .....	.30	.50	.90	1.50	2.50	4.00				
16 Southland .....	.50	.90	1.50	3.00	5.00	9.00	18.00	26.25	34.00	41.25
19 Success .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
<b>MEDIUM EARLY TO LATE</b>										
19 Beauty .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
12 BIG JOE .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
19 Cooper .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
19 Dr. Burrill .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
18 Gibson .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
10 JUPITER .....	.50	.90	1.50	3.00	5.00	9.00	17.00	24.00	30.00	35.00
19 Marshall .....	.50	.90	1.50	3.00	5.00					
18 MAY QUEEN (Imp.) .....	.50	.90	1.50	3.00	5.00	9.00	17.00	24.00	30.00	35.00
17 Parsons Beauty .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
17 Red Heart .....	.50	.90	1.50	3.00	5.00					
19 Sen. Dunlap .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
19 SHARPLESS .....	.40	.75	1.25	2.50	4.50					
<b>LATE TO VERY LATE</b>										
13 AROMA .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
18 Brandywine .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
15 TOWNSEND'S BIG LATE (Imp.) .....	.30	.50	.90	1.50	2.50	4.00	8.00	11.25	15.00	17.50
12 CHESAPEAKE .....	.30	.50	.90	1.50	2.50	4.00	8.00	11.25	15.00	17.50
15 FORD .....	.30	.50	.90	1.50	2.50	4.00	8.00	11.25	15.00	17.50
13 GANDY (Very Late) .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
15 Lupton .....	.25	.40	.75	1.25	2.00	3.50	7.00	10.00	13.00	15.00
18 Sample (Imp.) .....	.30	.50	.90	1.50	2.50	4.00	8.00	11.25	15.00	17.50
11 "TOWNKING" .....	.30	.50	.90	1.50	2.50	4.00	8.00	11.25	15.00	17.50
18 Washington .....	.30	.50	.90	1.50	2.50	4.00	8.00	11.25	15.00	17.50
15 WM. BELT .....	.30	.50	.90	1.50	2.50	4.00	8.00	11.25	15.00	17.50
14 WIL-SON .....	.30	.50	.90	1.50	2.50	4.00	8.00	11.25	15.00	17.50
18 WORLD'S WONDER .....	.50	.90	1.50	3.00	5.00	9.00	18.00	24.00	30.00	35.00
8 SURPLUS PLANTS .....	.25	.40	.75	1.00	1.50	2.75	5.50	7.75	10.25	12.50
<b>FALL BEARING STRAWBERRIES</b>										
21 ALDRICH .....	.50	.90	1.50	3.00	5.00	9.00	18.00			
21 Berri-Supreme .....	.50	.90	1.50	3.00	5.00	9.00	18.00			
21 Champion .....	.50	.75	1.25	2.50	4.00					
21 LUCKYSTRIK .....	.50	.90	1.50	3.00	5.00	9.00	18.00	24.00	30.00	35.00
21 MASTODON .....	.50	.75	1.25	2.50	4.00	7.00	14.00	21.00	27.00	32.50
21 Progressive .....	.50	.75	1.25	2.50	4.00					

\* Varieties marked (Imp.) are imperfect flowering and must be set with perfect flowering varieties of same season; at least one row perfect flowering to every three rows imperfect flowering. All varieties not marked are perfect flowering and need no other variety to fruit with them.



Fall Delivery  
After October 15th

# TOWNSEND'S 1934 PRICE LIST

Spring Delivery  
January until June 1st

## RASPBERRIES—BLACKBERRIES—DEWBERRIES—GRAPES

SPECIAL NOTE—All prices quoted below are F.O.B. Salisbury, Md. Customers wanting any plants on this page sent Parcel Post Prepaid, use Postal rates at bottom of page.

### RED RASPBERRY PLANTS For Prices on Bearing Age Plants See Page 25.

	12 Plants	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
CHIEF, 1 year, No. 1.....	\$0.80	\$1.15	\$1.80	\$2.80	\$4.60	\$6.25	\$7.70	\$9.00	\$17.00
LATHAM, 1 year, No. 1.....	.65	1.10	1.70	2.60	4.25	5.65	6.90	8.00	15.00
KATHERINE, Everbearing, 1 year.....	.85	1.25	2.00	3.35	5.75	7.90	9.90	11.50	22.00
St. REGIS, Everbearing, 1 year.....	.80	1.15	1.80	2.80	4.60	6.25	7.70	9.00	17.00

### BLACK RASPBERRY PLANTS For Prices on Bearing Age Plants See Page 25.

	12 Plants	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
CUMBERLAND, 1 year, No. 1.....	.80	1.15	1.85	2.95	4.95	6.85	8.50	10.00	19.00
LOGAN, 1 year, No. 1 Tips.....	.95	1.45	2.35	3.60	6.25	8.65	10.90	13.00	25.00
PLUM FARMER, 1 year, No. 1.....	.80	1.15	1.85	2.95	4.95	6.85	8.50	10.00	19.00

### PURPLE RASPBERRIES

	12 Plants	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
POTOMAC (New), 1 year Tips.....	1.25	2.25	4.00	6.00					
COLUMBIAN, 1 year, No. 1.....	.95	1.45	2.35	3.60	6.25	8.65	10.90	13.00	

### BLACKBERRY PLANTS—Grown from root cuttings For Prices on Bearing Age Plants See Page 25.

	12 Plants	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
ALFRED, 1 year, No. 1.....	.95	1.45	2.45	3.80	6.65	9.25	11.70	14.00	27.00
EARLY HARVEST, 1 year, No. 1.....	.80	1.15	1.85	2.95	4.95	6.85	8.50	10.00	19.00
ELDORADO, 1 year, No. 1.....	.85	1.25	2.05	3.30	5.75	7.90	9.90	11.75	22.50
RUSSELL, 1 year, No. 1.....	.85	1.25	2.05	3.30	5.75	7.90	9.90	11.75	22.50
BRAINERD (New), 1 year, No. 1.....	1.25	2.25	4.00	6.00					

### DEWBERRY PLANTS

For Prices on Bearing Age Plants See Page 25.

	12 Plants	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
AUS LU (New), 1 year, No. 1.....	.95	1.45	2.35	3.60	6.25	8.65	10.90	13.00	25.00
LUCREATIA, 1 year Tips.....	.80	1.10	1.75	2.70	4.45	5.95	7.30	8.50	16.00
YOUNGBERRY (New), 1 year.....	.95	1.45	2.35	3.60	6.25	8.65	10.90	13.00	25.00

### GRAPES 2 YEAR GRADE

For Prices on Bearing Age Vines See Page 25.

	Each Vines	3 Vines	6 Vines	12 Vines	25 Vines	50 Vines	100 Vines	200 Vines	300 Vines	400 Vines	500 Vines
CONCORD .....	\$0.15	.40	.55	.90	1.85	2.95	5.00	9.00	12.85	16.50	21.00
MOORE'S EARLY .....	.20	.50	.70	1.20	2.00	3.55	6.25	11.45	16.45	21.30	26.00
NIAGARA .....	.20	.50	.70	1.20	2.00	3.55	6.25	11.45	16.45	21.30	26.00
WORDEN .....	.20	.50	.70	1.20	2.00	3.55	6.25	11.45	16.45	21.30	26.00
CATAWBA .....	.25	.55	.85	1.45	2.50	4.50	8.10	15.25	22.45	29.30	36.00
DELAWARE .....	.25	.55	.85	1.45	2.50	4.50	8.10	15.25	22.45	29.30	36.00

### NEWER VARIETIES GRAPES 2 YEAR GRADE

For Prices on Bearing Age Vines See Page 25.

	12 Plants	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
CHAMPAGNE .....	.30	.75	1.25	2.35	4.40	8.30	15.60	30.20	44.60
ONTARIO .....	.30	.75	1.25	2.35	4.40	8.30	15.60	30.20	44.60
CACO .....	.30	.75	1.40	2.55	4.85	9.25	17.60	34.20	50.60
SHERIDAN .....	.30	.75	1.40	2.55	4.85	9.25	17.60	34.20	50.60
FREDONIA .....	.35	1.00	1.90	3.55	6.95	13.45	25.80	38.00	56.30
PORTLAND .....	.35	1.00	1.90	3.55	6.95	13.45	25.80	38.00	56.30

Asparagus, Rhubarb and Vegetable Plant Prices will be found on Page 28.

### CUSTOMERS ORDERING PLANTS BY MAIL USE FOLLOWING TABLES

#### Parcel Post Rates On Strawberry and Cabbage Plants

	Zones 1-2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
100 Plants.	\$1.10	\$1.14	\$2.21	\$2.28	\$3.35	\$4.43	\$5.50
200 Plants.	.13	.20	.33	.46	.59	.73	.86
300 Plants.	.16	.26	.45	.64	.83	1.03	1.22
400 Plants.	.21	.36	.65	.94	1.23	1.53	1.82
500 Plants.	.26	.46	.85	1.24	1.63	2.03	2.42
600 Plants.	.20	.52	.97	1.42	1.88	2.33	2.78
700 Plants.	.31	.56	1.05	1.54	2.03	2.53	3.02
800 Plants.	.36	.66	1.25	1.84	2.44	3.03	3.62
900 Plants.	.38	.70	1.33	1.96	2.59	3.23	3.86
1000 Plants.	.41	.76	1.45	2.14	2.84	3.53	4.22
2000 Plants.	.56	1.06					

On all orders of 500 plants or more, the rate is cheaper by Express after the Third Zone.

#### Parcel Post Rates On Grape Vines, Raspberries, Blackberries and Dewberry Plants

	Zones 1-2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
1 to 2.....	\$0.07	\$0.08	\$0.09	\$0.10	\$0.11	\$0.13	\$0.14
3 to 6.....	.09	.12	.17	.22	.27	.33	.38
6 to 12.....	.11	.16	.25	.34	.43	.53	.62
12 to 20.....	.16	.26	.45	.64	.83	1.03	1.22
20 to 25.....	.21	.36	.65	.94	1.23	1.53	1.82
25 to 35.....	.26	.46	.85	1.24	1.63	2.03	2.42
35 to 50.....	.36	.66	1.25	1.84	2.44	3.03	3.62
50 to 75.....	.46	.86	1.65	2.44	3.23	4.03	4.82
75 to 100.....	.56	1.06	2.05	3.04	4.03	5.03	6.02

On all orders of 100 plants or more of Cane Stock the rate is cheaper by Express after the Third Zone.

The above postage rates insure all mail shipments.



**TOWN KING**

See Page 7



**Jupiter**  
PATENTED

See Page 8

