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Index

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SUPERFECTION — The Great New Everbearing Berry



W.F.

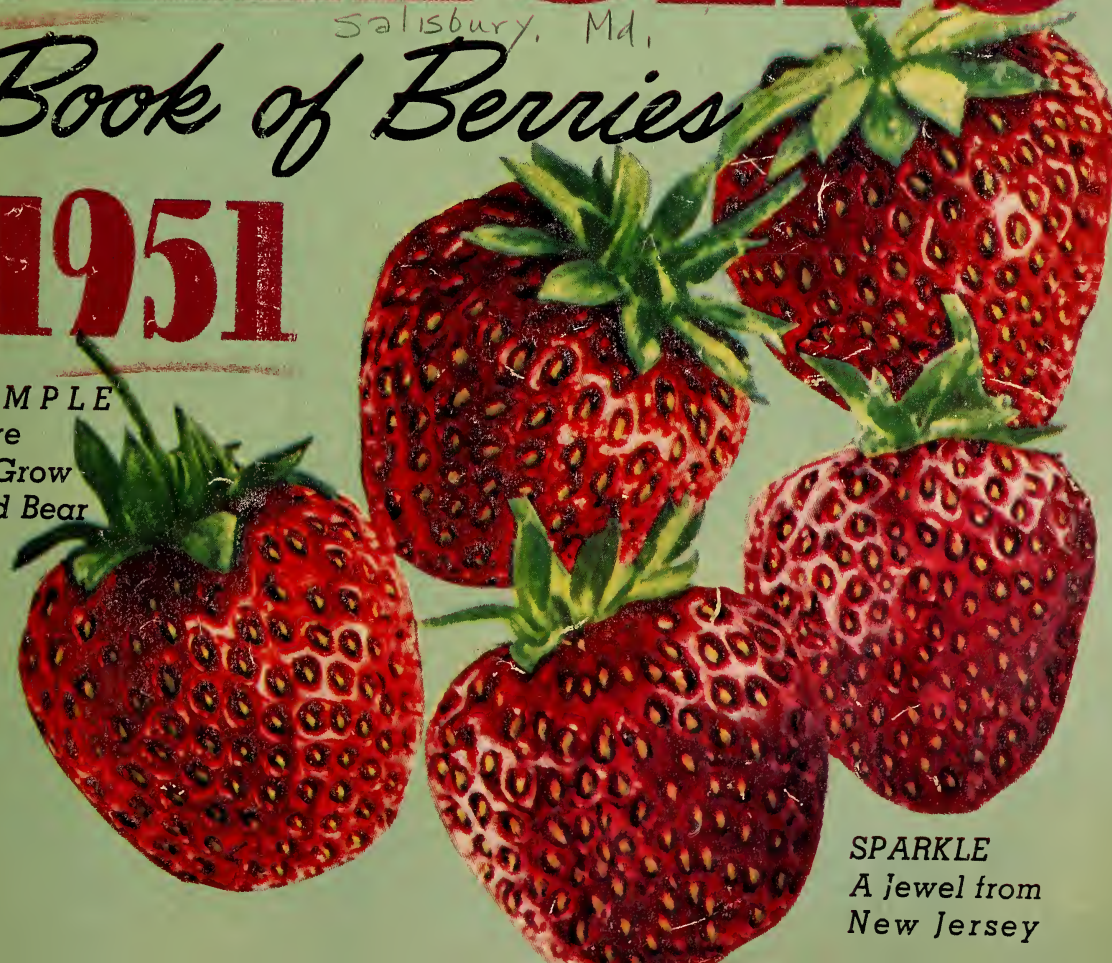
Allen's

Salisbury, Md.

Book of Berries

1951

TEMPLE
Sure
to Grow
and Bear



SPARKLE
A Jewel from
New Jersey



W. Lee Allen



Albert G. Allen



Fulton W. Allen

Sixty-six years ago this spring, Mr. W. F. Allen borrowed \$50.00 to buy stock plants to start his strawberry plant business. From that date until his death, early in 1949, growing and selling good strawberry plants was his major business interest. Three of his sons, Fulton W., W. Lee and Albert G. Allen, who now own and operate the business, spent their teen-age working hours (and we did work) in the plant business and each of them now has over thirty years full time experience in it.

Your orders in increasing numbers as the years went by have made this not only the oldest but also the largest nursery business in the country growing strawberry plants only. There are many other firms that sell good strawberry plants, but we honestly believe that by specializing on strawberry plants only, we can and do sell plants that on average are the best your money can buy. Size and years in themselves are no virtue except as they indicate that our plants and service have helped our customers to succeed. That is our constant aim and on that basis we ask for your orders for strawberry plants.

The Plant Situation — 1951

The supply of plants for the spring of 1951 is about normal. Some varieties are very plentiful, including the freer growing kinds like Blakemore, Temple, Sparkle, Fairland and Robinson. Others which normally make more moderate number of plants have about a normal supply. Of the leaders in this list we would name Premier and Catskill. Our own supply of Catskill is larger than the average due to special stock plants which have enabled Catskill to regain much of its original vigor. Our Catskill plants are almost as vigorous as our Blakemore. Among the varieties which are in less than normal supply are Midland and Fairfax. Midland especially seems determined not to make many runners.

Plant prices on the whole should be about the same as last year. On our list Premier, Temple, Robinson and Blakemore are the same as last year; Catskill, Sparkle, Tennessee Beauty, Tennessee Shipper and about a dozen others are somewhat less; Midland, Fairfax and a few others are somewhat more. You will find our prices fair, based on present day cost, by comparison with other reliable growers and from the results which you can confidently expect from them.

In the "What's New Department" we must mention first the new varieties and new methods of producing everbearers which may take them out of the class of expensive novelties and put them in the class of useful garden crops and more dependable money makers. Read about this on page 28.

Even more important in the strawberry production picture as a whole is the increased vigor of our new Catskill stocks and the increasing popularity of the new red-stele resistant varieties Temple, Sparkle and Fairland.

Allen plants will be of very high quality this season. Fall rains came early enough to develop unusually strong root systems, despite a very dry summer which reduced somewhat the total number of plants available of certain varieties.

Order Allen plants this year. You need them for the kind of berry crop you want—we need your orders for the kind of plant season we want. Let's get together!

PICKING THE WINNERS

Early Premier

The safe early strawberry. Frost Proof. Has produced a crop every year for 34 straight years since its introduction. Very productive, profitable, and popular in all northern and middle states. Allen's Premier—an amazingly vigorous strain!

Fairfax

The top-quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted North to middle South. Where quality tells, Fairfax sells!

Midland

Outstanding New Early Berry. Plants equal Premier in productiveness. Berries larger, firmer, better quality than Premier. One of the best for freezing. Midland weakness—makes too few plants. **Blakemore**, light and quite tart, is a fine early shipping berry adapted chiefly from Maryland South. Blakemore is the great southern shipping berry.

Midseason Catskill

The leading midseason berry. Heaviest producer of any leading variety—more big berries. Good quality, firm, attractive. Excellent for freezing. Catskill weakness—less vigorous than formerly unless selected stocks are used. Adapted from Canada South to Missouri and North Carolina. Best midseason berry—it's safe.

Temple

First introduced as red stele resistant variety. Very vigorous and productive. Now leading variety in Eastern Maryland, replacing Blakemore. **Big Joe**, a fine old variety. Still good but giving away to newer, more productive kinds. **Robinson** proving itself in certain sections of the North and Middle West.

Late Sparkle

A quantity producer for Northern States. Very vigorous, very productive; berries medium size, excellent quality, rich red clear through; becoming popular for freezing. Red stele resistant. **Chesapeake**, the aristocrat for berry fanciers. **Tenn. Beauty**, an impressive new shipping berry.

Fairpeake

Highest quality—as good as Fairfax. Berries large, firm, beautiful. Rather shy plant-maker. Worthy of its noted parents—**Chesapeake** and **Fairfax**.

Very Late Redstar

The latest very good and the best very late variety. Set Redstar to extend the season of good quality, high priced berries. Sure cropper as late blossoms escape frosts which kill many earlier kinds. Some fascination detracts.

Everbearing Gem

Better than Mastodon with us. More productive, more profitable, berries prettier, better shipper, equal in quality. Not as good as Mastodon for spring crop.

Mastodon

Most popular and widely grown Everbearer. A strong grower. Berries large, good quality, good shipper, excellent for home use or market. A good spring cropper in addition to summer and fall berries.

Superfection

Similar to Gem but better. More vigorous grower, much more productive. The Winner among the Everbearers.

Strawberries Pay! With plants like these.

ALLEN'S PLANTS PAY

Allen's Plants are True to Variety Name. We have seen dozens of mixtures in commercial stocks of strawberry plants in the last few years, so be careful that your time, money and work are not spent on plants that when they come to fruit are comparatively worthless to you.

Allen's plants are free from red-stele and other serious disease and insect pests. Careful inspection is made of the plants we send you and of the stock plants from which they are grown. Source records of our stock plants are available for many years back.

Setting is easy with Allen's plants. Dead leaves and runners removed, roots straightened and bundled evenly so that they "peel off" like clockwork for either hand or machine setting. Full count of good plants is assured. 27 for 25 in every bundle, full count even if our counters, being human, should slip a little in grading out weak plants.

A variety label in each bunch of 25 plants. Easy to keep them straight even with several varieties in the same crate. Skillfully packed so that they retain for your profit the great vitality with which nature, aided by proper care and feeding, has endowed them.

Root systems in our sandy loam soils which cannot be duplicated in heavy clay soil types, or which if made cannot be saved in digging.

A KNOW HOW based on 66 years of experience.

Strawberry plants only. We handle no other nursery product. Although we realize that many other plant growers send out good plants, if we can't on the average do a better job for you than the grower who handles 10, 20 or 100 products, then there is something the matter with us.

Send us your strawberry plant orders and let us prove to you how normal we are.

Two bits of evidence:

Middlesex Co., N. J., April 14, 1950. I wish to acknowledge receipt of the strawberry plants and also the extra postage which you returned to me. This is the fourth successive year I have gotten plants from you and each year thought they were excellent. However, the Fairfax plants which you have just sent me are the finest I have ever seen of any brand. Thanks again for the exceptionally beautiful plants.

Francis Coult

Page Co., Va., March 17, 1950. I am sending you an order for 4,000 plants; 2,000 Premier, 1,000 Maytime and 1,000 Midland. About 25 years ago I bought my first plants from you and in all these years I have grown many varieties of your berries, with every order, yes every order, being satisfactory. Also not one misleading statement in describing the performance of the many different varieties that I have bought from you. When I need strawberry plants I will buy them from you for your good word and honesty.

I. Thomas Page

STRAWBERRIES PAY

with BERRIES like these

Growers of good berries know that for the last few years the price has been high enough to allow for good profits, even high profits. Consumers of good berries for the last few years know that they have paid a price high enough to provide for good profits to the grower. **That** strawberries have paid for the last few years needs no proof. **Why** they have paid well with good prospects ahead we want to discuss with you briefly.

Per capita use of good strawberries is large whenever available because they have everything a product needs to sell itself—eye appeal, taste appeal, food value, including a very high content of Vitamin C.

Quick freezing, both in home units and commercially, has extended the time during which the consumer can enjoy delicious strawberries—thus increasing and maintaining heavy consumption of fruit.

Other processed berries help maintain the market for good strawberries. These uses include, among others, preserved, canned, jams, jellies, etc., as well as in strawberry ice cream.

The strawberry industry receives thousands of dollars worth of free advertising each year from cereal and other food product advertisements. These advertisers use strawberries with their tremendous eye appeal to help attract attention of consumers to their own product.

More people eat more berries. During the last decade over ten million people have been added to the population of this country—more than the entire population of the Dominion of Canada. Students of population trends tell us that the population increase will be equally large during the next ten years. Leading economists tell us that this is bound to mean an era of good business and good prices for anyone or any group who have something desirable to sell.

Excellent distribution of berries, which of course helps increase consumption, is aided by the fact that there are so many automobile owners in the country. Consumers like to get out in the country and buy berries from roadside markets and at the farm where they can get fresher berries. Thousands of crates are sold annually in this way.

The prospect is good for good berry growers who will grow good berries.

Stop, Look and Listen

- (1) *Do not try to grow too many. One-fourth to one-half acre well grown, will yield good income, as well as take lots of work. Two to three acres is big business. A small acreage well cared for can be more profitable than a large acreage neglected.*
- (2) *Grow some berries every year. You can't make any money on high price berries unless you have some to sell.*
- (3) *To get the greatest profit out of them, strawberries demand and deserve some of your best land.*
- (4) *In selling identify your good berries with some kind of label, and for home and local sales, advertise in local newspaper or local radio station.*
- (5) *Select varieties suited to your soil, climate and plan of market. Get good plants of that variety and grow nice berries. Market reports through the season on wholesale markets usually show from 25 to 40 cts. more per quart for the best berries than for the poorest. The money is in the good berries.*



STRAWBERRY

They Fatten the Pocket-book

We KNOW that strawberry gardens are profitable! Thousands of growers all over the country are now making good profits from large family garden plots or small commercial plantings of strawberries. Thousands more have the space and the opportunity to do it for themselves. As an extra money or cash crop strawberries stand out in many ways.

- (1) More money from a small space is possible and probable with strawberries than with any other crop we know.
- (2) As a family income project strawberries are admirably adapted. Every member of the family, old and young, can help.
- (3) Those having part-time or short-hour jobs can use a few of the extra hours pleasantly and profitably in growing strawberries.
- (4) Good early training can be provided for boys and girls by having their own plantings of strawberries. The rewards from their work and their responsibility in growing and selling berries will give a start in the right direction. (See letter of Dale Aukerman.)
- (5) Not only are strawberries the quickest fruit crop to bear after planting but they start ripening earliest in the spring to bring in a cash crop before other things get under-way.

No crop is easier to sell. Good strawberries have an eye appeal and a tastiness which attract the buyer. An ad in your local paper, a short spot on the local radio station, a sign along the road, or maybe just a word spread among a few friends will nearly always bring buyers to take all the berries you have to sell—**and at good prices.**



Hamilton Co., Ohio, Jan. 18, 1950. I just received your Book of Berries for 1950. You know what you are talking about when you say, "Don't grow too many." From the few hundred I have bought from you I have gotten more out of them than I saw a farmer get from almost an acre. I am one man well pleased with your plants. I have sold enough berries to buy this garden tractor.

Jos. Wiesman



Preble Co., Ohio, June 19, 1950. We have been very satisfied with your plants as growers and bearers. I am raising strawberries to work my way through college. I do not know that this is tried very often, but I have found that even a small acreage is very profitable. So far berries have served very well as a sideline crop on a general farm with this particular economic purpose. In spite of some set-backs we remain convinced that berries are the most profitable and enjoyable crop the farmer can grow.

Dale Aukerman

Broome Co., N. Y., Aug. 7, 1950. The spring of '49, I purchased 100 Sparkle and 100 Temple strawberry plants from you. This year we picked 435 quarts and sold \$130.55 worth, besides using plenty and giving friends and relatives some of them. Of course, this has been an ideal year, plenty of rains at the right time. I think the Temple is the best berry I have ever raised for size, flavor and productivity. We picked 72 quarts at one picking, and they lasted over four weeks.

C. B. Cummings

Fulton Co., Ohio, Jan. 27, 1950. I want to let you know that we like your plants very much. On 500 plants of Premier berries we made about \$400.00. That in the first season they produced.

Kenneth Overmyer

Cecil Co., Md., March 28, 1950. We picked 276 quarts from the 200 plants I got from you in 1949.

Carl M. Walker

GARDENS . . .

But Not the Figure!



Everyday Luxuries!

From the standpoint of the amount of pleasure that plenty of luscious fresh strawberries will give to every member of the family, their tastiness and value as a health food, the prices you have paid for good strawberries during the last few years, strawberries certainly rate as a luxury crop.

Considering how easy and inexpensive it is, both in money and effort, to have plenty of these delicious rich red strawberries of your own they should be rated as a "must" crop wherever a little bit of land is available, from the smallest city garden to the largest farm.

Strawberries are grown successfully in every state in the U. S. A. It doesn't require much space, a plot of good garden soil ten feet square can be made to produce from 50 to 100 quarts of choice berries. Few things give the garden-minded a greater thrill than picking and enjoying strawberries fresh off the vines. The work is light, easy, and out of doors. Old folks and young folks can help without injury to themselves and with gains for family diet and budget.

With a strawberry garden you do not need to take your vitamins in pills. Strawberries contain some Vitamin A and the B vitamins but are an outstanding source of Vitamin C, much greater per unit of weight than tomatoes and the citrus fruits.

The good home-maker finds many delightful ways to enjoy strawberries—fresh from the vines, sugared down, preserved or canned, and there's strawberry short-cake, one of the most appealing and popular of all desserts.

With new and better everbearing varieties and methods (see page 28) strawberries fresh from the vines can still be enjoyed throughout late summer and fall.

And with the home freezer and frozen food locker the tastiness and delight of "fresh" strawberries can be extended throughout the year.

Don't delay! Order plants for your strawberry garden now! They can be shipped and set during March and April with excellent results. Previous experience is not necessary.

Let the strawberry garden be sponsored by father, mother, grandpa or one of the children. Few things will win greater approval from every member of the family. Anyone can do the work, everyone will enjoy the results. Choose one of our Bargain Collections on page 29 or order one of your own selection after reading variety descriptions.



Camden Co., N. J., April 4, 1950. We want you to know that several years ago we had several hundred plants of yours and didn't lose one and have never seen such wonderful berries. We ate all we could and then preserved them and had the most wonderful supply. In fact it lasted until the next crop came in.

Mrs. M. Aeschliman

Actual Size

Kings Co., N. Y., Jan. 17, 1950. I want to tell you that I had "World Beaters" in 1949, despite the drought. I won't say my strawberries were as large as pumpkins, shall we say grapefruit, no, good big apples would be about it. Even if they were possibly short of the largest size of apples, each and every friend who visited my place and indulged in a half a gallon or so of them (and since then the 200 qts. we put in the deep freeze) pronounced them the finest they had ever tasted. And it was so! No strawberry that I have purchased in New York within forty years even compared with them.

Allan E. Baker



PREMIER

PREMIER—For It's Contribution To The Strawberry Industry PREMIER Should Be Displayed on Gold Rather Than on Crystal.



Frost-Proof

A Sure Crop Every Year

Premier has dominated the strawberry industry for many years in the entire northeastern United States. It is still the outstanding berry in general popularity and in total acreage planted in this "Premier region" which extends up into Canada, down through the middle states as far south as Virginia and in the higher altitudes of North Carolina, Kentucky and Tennessee—westward across the Mississippi valley. In parts of this area other varieties are beginning to replace or supplement Premier because of greater vigor, red-stem resistance, etc. But even after Premier as a variety is largely replaced by other kinds "Premier blood" will continue to dominate the strawberry industry in the region indicated. This is because Premier is either the parent or grandparent of all the new varieties which are coming in to replace Premier in part. These include Catskill, Fairfax, Sparkle, Temple, Midland, Blakemore, Dorsett, Tennessee Beauty, Tennessee Shipper, Fairpeake, Redstar and probably Robinson. All of them are either one-half or one-fourth Premier.

Premier is a grand old variety which has not missed a crop since it was introduced in 1915. But even Premier is not the perfect berry. Among its weaknesses we would list the following: (a) It does not always make enough runner plants, especially in dry seasons; (b) Premier bears so much fruit that in dry seasons it just can't size up the late part of the crop to a size the market likes; (c) The berries hug the ground closely and in thick beds tend to rot worse than some others in wet years; (d) Premier has very little resistance to red-stem.

Premier is still "King Pin" among strawberry varieties in the Premier area despite its admitted weaknesses. It has held this crown of leadership longer than any other champion.

Many fine things about Premier have made this leadership possible. The outstanding things are **SURE CROPS AND BIG CROPS**. Selecting Premier is much like taking out an insurance policy as far as getting a big crop of berries is concerned. Growers can depend on getting a crop of berries if they have a good set of plants and it has been so for thirty-five years. Tremendous productiveness has been the rule. Many if not most of the records for big yields and big profits during the last three decades have been made with Premier. If you can't afford to miss a crop you can't afford to leave out Premier.

A fine **PLANT GROWTH** has helped make Premier what it is. No variety has healthier foliage with not a trace of disease. On good soil and under good conditions Premier makes plenty of plants for a good fruiting row. Vigorous strains of Premier such as we now have usually make a satisfactory fruiting row even when conditions are not entirely favorable.

Premier berries are very good in **QUALITY** but not as good as Midland, Fairfax, Dorsett, Sparkle or Fairpeake. Premier berries are much higher in quality grown in the northern states than when grown as far south as Maryland.

As a **FREEZING** and **PROCESSING** berry Premier is probably used in more pounds than any other variety except Marshall in the west and Blakemore in the south. We suggest that this leadership as a freezer is due more to the fact that dependable supplies are available than to its merits as a freezing berry. Both Catskill and Sparkle are better freezing berries.

Premier berries are very **ATTRACTIVE** when grown under good conditions. They bring top or near top prices on the markets. Premier berries darken some on holding but not as much as Fairfax and Temple.

As a shipping berry Premier has always been more adapted to open truck shipments rather than under refrigeration. It has never been difficult, if berries are picked properly, to get Premier from Virginia and Maryland into the northern markets in good condition. Not as solid as Blakemore but satisfactory for moderate distances and excellent for local and near by markets.

If you are looking for sure crops and heavy yields you will make no mistake in setting **ALLEN'S PREMIER** plants. Price List, page 31.

Tuscarawas Co., Ohio. March 3, 1950. We set 3,000 of your Premier plants in 1948 and sold 4,000 quarts in 1949 besides several crates for our own use and presents to our friends.

Harlan E. Addison

HOWARD 17 Same as Premier. This variety was first introduced as Howard No. 17. It is still known and grown as Howard 17 in New England and a few other areas. Call it Premier or call it Howard 17, it is still the safest berry to plant.

SENATOR DUNLAP A fine old variety that has been grown in the middle and northern states for many years. It is an extremely vigorous grower, making lots of plants which are very productive. Berries are medium in size, a bright rich red clear through and of good quality. One of the best for canning. The hardiness of the Dunlap plants makes the variety a favorite where the cold winters injure the weaker kinds. Canada, Maine, Iowa and Minnesota are among the places where Dunlap is appreci-

ated. We have the best supply of good plants that we have had for several years. Price list, page 31.

SUWANNEE (Missionary x Premier.) This new berry was originated by the U. S. D. A. It is very early, a free grower and has very fine quality. It is considered the best home garden berry the southern states have ever had and there have been good reports from Suwanee from as far north as New York State. The berries are rather long and pointed, fairly light and very attractive. The cap or hull generally stands up from the berry leaving a smooth neck. Although Suwanee is solid enough to be a shipping berry, high quality has made it known primarily as a garden variety. Worth trying in the middle states and a "must" for southern berry gardens. Price list, page 31.

DORSETT

*DORSETT — They Are
Superb.*

Dorsett at its best is just as good as Premier in plant growth, productiveness and in size and firmness of the berries. The berries are more attractive than Premier and are far better in quality. The faults of Dorsett greatly restrict its usefulness. Dorsett is susceptible to frost injury, so cold frosty sites must be avoided. Dorsett is a weak pollenizer so rows must be kept reasonably thin to make pollination easier. For the same reason do not over-fertilize Dorsett. These things have always been true of the Dorsett variety. To make matters worse it seems to have been weakened in vigor and plant growth by a virus disease which experts tell us is also reducing the vigor and productivity of Catskill and some of the other major varieties.

In spite of this our present stocks seem to have largely overcome the virus question, either because our present stock is free from or has developed high resistance to the virus trouble. Our Dorsett plants this year are really pretty. Dorsett is best adapted to the southern part of the Premier territory described on page 8. Dorsett at its best is so valuable as a money maker and so delicious as a garden berry that it should not be passed over without a trial. Price list, page 31.



FAIRFAX = QUALITY

FAIRFAX—
Finest
Quality Ever.



For sheer eating enjoyment Fairfax is the best strawberry in the world. Again this year we have more enthusiastic letters about Fairfax quality than anything else. Typical are these three.

"Fairfax is indispensable—the best quality strawberry ever introduced." Charles C. Gollow, Isle of Wight Co., Virginia. March 27, 1950.

"Fairfax wonderful. There couldn't be another berry like it." Emily M. Swogger, Geauga Co., Ohio. March 7, 1950.

"Fairfax berries were huge, things of beauty to look at and so pleasing to the palate." Mrs. Helen M. Fey, Nassau Co., N. Y. Feb. 4, 1950.

WHAT MAKES FAIRFAX GROWERS SO ENTHUSIASTIC?

Superb quality of berries—the best in the world.

Finest roadside market berry, because quality counts there.

Highest prices per quart—a taste makes a sale wherever a sample is given.

Beauty of berries catches the eye of consumer—selling made easy.

Dark color (objectionable on wholesale markets, becomes a mark of quality for retail trade).

Berries are large with first berries very large and showy.

Fairfax berries are very firm, just as solid as Blakemore. If not too wet, berries will keep for

Don't delay ordering your Fairfax plants. You will be a Fairfax booster, too, once you grow and see and taste them. We have a less than normal supply but they are big, strong, well-rooted plants. Price list, page 31.

Friends of Fairfax say . . .

Westchester Co., N. Y., March 6, 1950. Where I am now living, I have only about 10 feet of ground, but I must have some of the Allen Fairfax strawberries. the Fairfax two years ago were wonderful and are still growing in New Jersey.

Mrs. A. M. Gilbert

Ashland Co., Ohio, March 3, 1950. You may tell your customers for me that Fairfax is really and truly tops in strawberries for flavor and my experience has been that it is about average in yield with all other varieties.

W. R. Witt

days even after they become almost purple in color.

Excellent for freezing, especially home freezing or small consumer package freezing where dark color becomes a mark of quality.

Beautiful foliage growth—most popular of all for decorative planting.

Vigorous plant growth, usually making enough for a fine fruiting row without big surplus of runners to bother with.

Plants heavy bearers, not always as productive as Premier and Catskill, but 5,000 qts. or more per acre not unusual.

Widely adapted—profitable all through the middle and northern states.

Henry Co., Ky., March 7, 1950. Everyone that sees my Fairfax and Catskill berries say they are the finest they have ever seen.

John A. Hornsby

Washington Co., Pa., March 13, 1950. I have been a Fairfax grower for many years and they are the best of any kind I have tried.

David Keene

Upshur Co., W. Va., April 3, 1950. I ordered 1,500 Fairfax plants from you in 1947 and I won second prize at the West Virginia Central Strawberry Festival in 1948, and set out plants from these and won first prize in 1949.

Frank A. Riffle

MIDLAND

All the good things that can be said about any strawberry could be said about Midland if it made runners a little more freely. Individual Midland plants are big and strong and robust. The plants are very productive, just as heavy bearers as Premier and Catskill. Midland berries average very large in size, larger than Premier, and usually just as large as Catskill. They are excellent shippers, being firmer than either Premier or Catskill, almost as firm as Blakemore, the great southern shipping berry. The quality of Midland berries is considered by some to be just as good as Fairfax and Fairpeake—not quite as sweet, but just as much flavor. Definitely better than Premier. The berries are beauties, very attractive in the package with the medium light red color darkening somewhat on holding. Freezing tests have shown Midland to be one of the best of all for freezing either commercially or for home use. Heavy yields of fancy berries can be grown on limited space of good soil by using Midland under the hill system. Few runners being produced reduces work of cutting all runners as is done with the hill system. See page 26. Midland is worth growing in the average garden even with limited runner production because it is so outstanding in other respects. We do not want to over emphasize the inability of Midland to make a good fruiting row because in many sections it is making a very satisfactory fruiting row and growers have a wonderful variety from the home garden that is also very profitable commercially. Our stock of Midland is slightly larger than last year. In spite of being shy plant makers we have some pretty good plants. However, Midland is so popular you should get your order in early. As usual, our Midland are big, strong, well-rooted specimens. Price list, page 31.

MIDLAND NEWS

Third Edition

New Castle Co., Del., Feb. 21, 1950. I have sent many orders for Allen plants and have always felt I got full count, good quality and honest representation. I am particularly pleased with Midland, which for me make plenty of good strong plants and the berries are of fine quality.

J. Howard Broomell

Newaygo Co., Mich., July 19, 1950. The Midland is my best seller, they sure are nice berries and we had lots of them that thirty berries filled a quart box. Sold all right at the patch, all came back for more.

Ferd C. Cleland

Gloucester Co., N. J., Jan. 21, 1950. I do not have much space but I must have some Chesapeake and Midland. To my way of thinking they're the best of all the different varieties I have tried. Have had wonderful success with them and not withstanding what you say about their being shy plant makers, I have had them make as good beds as some of the free running varieties. I think that there is no late variety comparable to the Chesapeake, and Midland is my choice for early. My only regret is that I do not have more space to grow more of these luscious berries.

Geo. H. Koehler

Lane Co., Oregon, July 14, 1950. All the plants reached me in good shape and made a very nice growth. The Midland plants made the largest and best tasting berries.

S. J. Dougherty

Roanoke Co., Va., June 13, 1950. I have found my choice of varieties to be Fairfax and Midland. Midland is a fine berry and I do wish it would make more plants.

Rev. S. R. Reynolds

Circular No. 333 of the North Carolina State Experiment Service recommends Midland for home, market and freezing in all sections of the State except the coastal plain.



MIDLAND
The
Berries Are
Beauties.

BLAKEMORE



Early • Solid • Productive

Blakemore is grown on more acres than any other strawberry in the world. It leads all others—in total production and total acres planted. Blakemore is the best early shipping berry the southern states have ever had.

Blakemore territory reaches into all the southern states and as far north as southern Pennsylvania and New Jersey, the coastal areas of New England and the southern half of Ohio, Indiana and Illinois. With few exceptions it is not recommended farther north.

Performance alone brought Blakemore its great popularity and lightening like spread over the south and lower middle states. In some areas it revived a lagging berry industry. Here are some of the details which have made possible the great record of this berry!

Blakemore is a strong, vigorous grower which makes a good fruiting bed under almost any conditions.

Blakemore will stand more abuse and neglect in growing, picking and shipping than any other variety ever known and still make money for the grower.

Berries are very firm—ideal for long distance shipping.

Berries ripen uniformly all over and have a bright attractive color which they retain even after they get quite ripe.

Blakemore berries are most popular with commercial canners and packers. At times they will take no other variety. The fact that the berries are quite tart as well as firm may partly explain this. As fresh fruit they must have sugar added to be good.

Blakemore berries are medium to large in size when beds are not too thick. Some thinning of plants

helps eliminate the small berries which very thick beds and dry weather tend to produce.

Due to the nature of Blakemore yellowing no one can know for sure that their stock is yellows-free. Comparatively yellows-free and yellows-resistant stocks can be maintained only by careful selection of planting stock and constant roguing of plants which show traces of yellowing. Our Blakemore plants are yellows-resistant. You have a right to be suspicious of anyone who claims to have yellows-free Blakemore plants. However, when you walk by our Blakemore fields now you see no trace of yellows whatever.

Southern Growers—All Blakemore Growers—set Blakemore for vigor, productiveness and profit. Protect your profits with Allen's yellows-resistant Blakemore plants. Price list, see page 31.

KLONMORE

Strictly a berry for a part of the south—the lower part of the Gulf states, Florida and the eastern coast area of Georgia. A cross of Klondyke and Blakemore, light in color, uniform in shape, attractive in appearance, and firm enough to ship anywhere. In the regions indicated Klonmore is much better in quality and is said to be more productive than Blakemore, Klondyke or Missionary. Perhaps a southern shipping berry of high quality will result in greater consumption and better prices for southern berry growers. It is well worth trying in the region indicated. Price list, page 31.

KLONDYKE

A solid southern shipping berry which until Blakemore appeared was grown on more acres than any other variety. Still widely grown, but has been replaced in many sections by Blakemore and Klonmore.

Berries firm, light, ripen evenly, good for processing. We have no special selling talk on Klondyke but those for who know it like it, we have some of the strongest, most vigorous and robust plants of Klondyke that we have ever grown. Price list, page 31.

MISSIONARY

Leading berry in Florida, and popular in other southern states. Missionary will do well on almost all soils, but will do better than most on lighter soil types. The berries are medium in size, dark red in color, rather tart quality and attractive in appearance. It is a very good shipper, and is also a favorite with the "cold pack" or "juice" man. Price list, page 31.

MAYTIME—

TENNESSEE SHIPPER

(Missionary x Blakemore)

A 1941 introduction of the Tennessee Experiment Station, replacing Blakemore in some areas.

Compared with Blakemore:

Tennessee Shipper makes somewhat fewer plants but generally larger, stronger ones than Blakemore with not a trace of yellows.

Season of ripening about the same as Blakemore.

Productiveness about the same—sometimes more, sometimes less than Blakemore.

Color light, but not quite as light as Blakemore, with light color retained on holding.

A better shipping berry, with berries even firmer than Blakemore.

Excellent for freezing or processing, being just as good as Blakemore for this purpose.

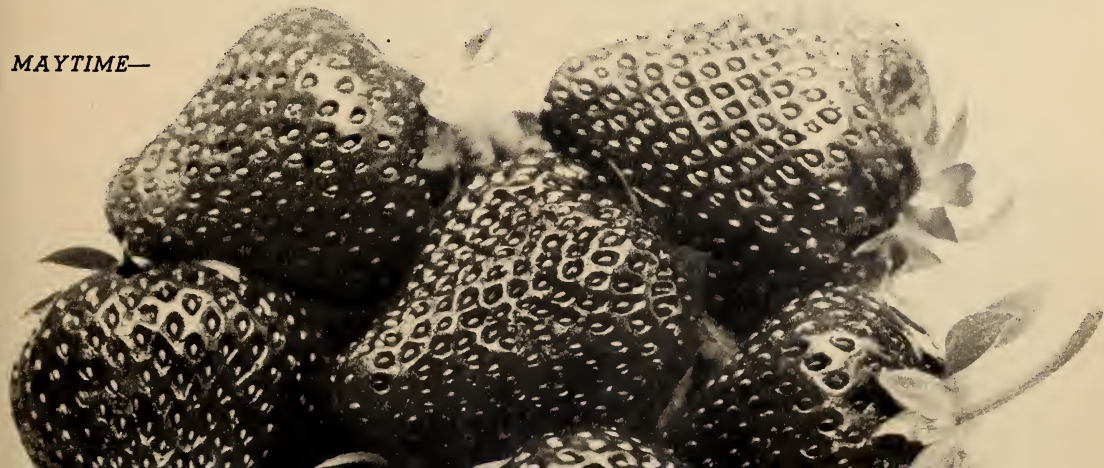
Both Tennessee Shipper and Blakemore are quite tart, with little to choose between them in quality.

In areas where Blakemore is grown, Tennessee Shipper should be tried. It may be a better berry for you, even though you have no fault to find with Blakemore. Clearly, if Blakemore is not entirely satisfactory, Tennessee Shipper is one of the first to try as a replacement. It is a fine solid shipping berry which makes an excellent appearance on the market due to its unusual carrying quality.

We can sell you Tennessee Shipper plants with the understanding that you may grow all you choose for your own use but not for sale of plants to others. Price list, page 31.

MAYTIME

A U. S. D. A. seedling released in 1941. It makes a vigorous growth, berries are firm, light, similar to Blakemore in appearance, but larger and of much better quality. Maytime is the earliest of all varieties and where tried has generally done well in the middle states from the Atlantic Seaboard as far west as Missouri. Well worth trying. Price list, page 31.



CATSKILL

Catskill . . . Big Crops of Big Berries

Catskill is the best midseason berry that we have ever seen. For years it has, next to Premier, been the most widely planted variety in all the northern states. Adapted as far south as Virginia and the higher altitudes of North Carolina, extending westward to Missouri and other states in the upper Mississippi Valley.

Catskill is the best midseason berry despite a disease which the experts call virus which has weakened most Catskill stocks. For several years we have spent much time and effort trying out different stocks of Catskill to find one of the greatest possible vigor. This year we believe we have "hit the jack-pot." Our Catskill plants this year are either free from virus or more likely have developed resistance to the virus which leaves them with much of the vigor of Catskill stock. Only Blakemore and a few others excell our Catskill this year in luxuriant growth and runner production. Berry growers in the Catskill territory cannot afford to be without some of this special Catskill stock.

Catskill popularity has been earned because of its all-around excellence. It is one of the most productive of all varieties, equalling Premier. The berries average larger than many other very productive varieties, except possibly Midland. Berries are very attractive, with a light red color, darkening very little on holding. Catskill berries are among the best of all varieties for freezing. In firmness Catskill is about the same as Premier but will stand wet weather at harvest time much better with less rotting of berries. Catskill berries are very good in quality, good enough to be an excellent garden variety as well as a commercial berry where a large volume of fruit is wanted. In addition, Catskill is one of the highest of all varieties in Vitamin C content.

Catskill is very responsive to good or bad conditions and treatment. Grow Catskill well and it will do well for you. Catskill is a real money maker. Price list, page 31.

CATSKILL COMMENTS

Livingston Co., Mich., June 29, 1950. Last year we received 3,000 Catskill plants from you and I am happy to say they are the best ever. Big healthy plants and the fruit this year has been wonderful. I cannot praise your plants too highly; hence this order.

Mrs. Susan Willmore

Madison Co., Ind., Feb. 18, 1950. We wish to thank you for the fine service and fine plants we received in 1948. There could not have been finer plants anywhere. We ordered Catskill and from 500 plants remaining after a wash-out we picked 537 quarts, all heaped up in the box. Such large berries we had never seen before. We could never supply the demand in this area. We want to grow berries commercially.

Robert L. Miller

Van Buren Co., Mich., Feb. 21, 1950. I am enclosing a check and an order for ten thousand Catskill plants. The processors here prefer Premier over the Robinson. Several of the processors nearby have tried Catskill and the results have worked out fine. It seems to be the ideal berry for their purpose along with the Premier. On our light sandy soil we believe the Catskill will out yield the Premier. The Catskill did out yield the Robinson for Mr. Weber, although his soil is a wee bit heavier than ours.

Bill Burnette

St. Clair Co., Illinois, Feb. 27, 1950. I like to order plants from you because you tell the good and bad about every variety. I think Catskill is the best I have tried in size of berry and making plants.

Kenneth Schubert

REDCROP



A new variety, released by the New Jersey Station in 1950. Plant growth quite vigorous,

making new runner plants freely. Plants here were moderately productive, although in New Jersey yields of from eight to ten thousand quarts per acre have been reported. Berries medium in size, rather dark, about like Temple but much more uniform in shape. (See picture.) Quality good but not high, about like Premier. Like several other varieties, Redcrop rotted quite badly in the wet fruiting season of 1950. Foliage also had lots of leaf spot under those conditions. Well worth trying a little farther north than Maryland as the New Jersey Station would not release a variety unless it had shown outstanding qualities in parts of that state. Price list, page 31.

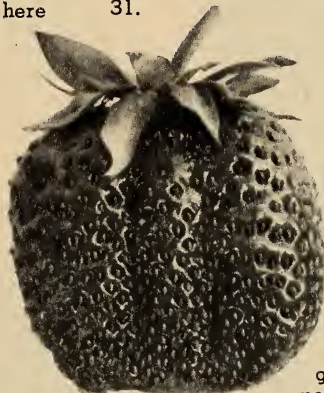
**SET PLANTS EARLY—
IT ALWAYS PAYS!**

PATHFINDER

A red stele resistant variety, introduced by the New Jersey Station a few years ago. Pathfinder plants are very productive. Pathfinder should be grown from central New Jersey north as a second early midseason variety. On heavy northern soils where it is adapted Pathfinder berries run medium to large in size, unusually uniform in shape, firm enough for local or nearby market; of good quality and attractive in appearance. Pathfinder is not good in the south or lower middle states. Even in the north where Pathfinder is a volume producer of satisfactory berries, we believe that Temple, Sparkle and Fairland would be more profitable. Price list, page 31.

CULVER

Introduced several years ago by the New York Experiment Station at Geneva. It has always been a puzzle to us why Culver did not make more of a "hit" with berry growers generally. Very few varieties that we know make larger, stronger, more beautiful foliage, and very few make larger, brighter, more handsome berries. Quality is not high but sufficiently good for a commercial berry; firm enough for over-night shipment and for local markets; moderately productive. Possibly lack of great productiveness compared with Premier and Catskill may explain its somewhat limited planting. Culver is a real good berry and deserves to be tried more generally. Price list, page 31.



BIG JOE

A fine old variety that ranks next to the best in all-around value. In some sections, where well adapted, Big Joe could very well be the very best midseason berry. Big Joe makes plenty of plants for a good fruiting row, but usually needs little thinning because individual plants are so big and strong. Big Joe shows no tendency to "run out" and to become weakened by diseases in spite of the fact that it is one of the oldest varieties on our list. Plants are moderately productive of big brilliant red juicy berries. Prominent red to yellow seeds and a big green cap combine to make Big Joe a very showy and attractive berry. Berries are fairly firm, as good shippers as Catskill, and on local auction market often sell with Chesapeake. Big Joe is not as hardy as Premier and Catskill. Frosty sites should be avoided, especially if planted in northern states. Locally Big Joe is badly mixed with Lupton in growers fields, Big Joe often being called Improved Lupton. Lupton has been sold as Townking. Since Lupton and Big Joe stocks have become badly mixed we find that Big Joe is now also being sold as Townking. Under either name it is a very fine old strawberry. Big Joe berries are far better in quality than Lupton and deserve to be kept straight. We have them straight and the plants are beautiful again this year. Price list, page 31.



**SEE . . . our Bargain Page 20
COLLECTIONS
Family Garden - - Everbearing**

TEMPLE:

TEMPLE • SPARKLE

These varieties will really grow. One of the many things they have in common is that they are very resistant to red-stele root rot. They have a high yield per acre, but is not as good in other respects as Temple, Sparkle and Fairland. One of these three varieties could well be the nucleus around which a new variety could be developed.

Productiveness: Temple, Sparkle and Fairland rank with the best in productiveness. Temple has made outstanding yields in New York and New England has been a very heavy producer. Fairland in two four-year tests in Massachusetts out yielded the other two in Michigan, Indiana and Ohio. All three varieties are very productive.

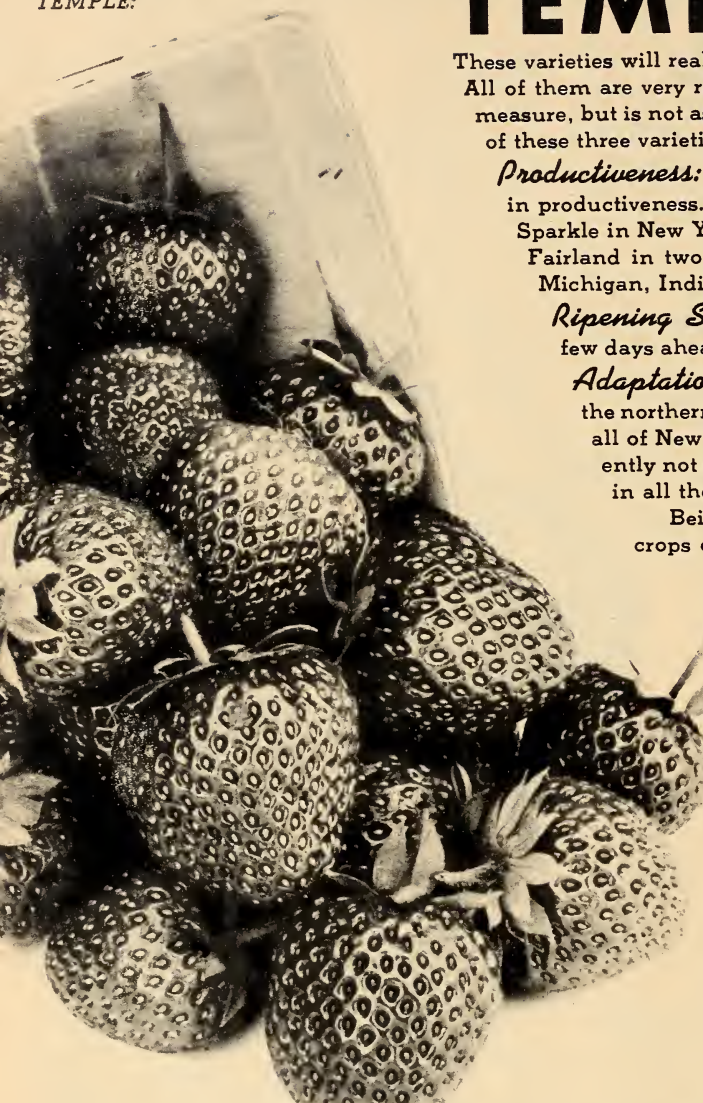
Ripening Season: All three ripen midseason to late. Temple is a few days ahead of Sparkle. All three bear over a long ripening period.

Adaptation: Results to date indicate that these varieties are well adapted to the northern states as far west as the Mississippi Valley and all of New England, New York, New Jersey, Pennsylvania and Maryland. They are not as universally good as in the east. Temple, Sparkle and Fairland are in all the northern states as far south as Virginia and North Carolina.

Being very heavy producers all of these varieties produce a large crop of fruit, but even on lighter soils there is a heavy yield.

TEMPLE berries average large in size, attractive in appearance (see picture) becoming dark on holding. Temple berries are firmer than either Sparkle or Fairland. As a shipping berry in eastern Maryland, Temple has become the most widely grown of all varieties even on soil not infested with red stele. Temple berries are very good in quality, better than Premier and Catskill, not as good as Fairfax and Fairpeake. While Temple has not been well received in limited trials as a freezing berry it has become very popular very quickly as a garden and shipping berry in this section. Price list, page 31.

SPARKLE berries are of medium size, attractive in appearance, best adapted to the southern states as far north as New York State. Sparkle is a very high yielding variety. Sparkle berries are red in color, firm, a very good berry, very good in quality, which makes it a very desirable berry. We believe it will ever receive the best of trials as a freezing berry. Sparkle is a very popular variety in the southern states. Price list, page 31.



TENNESSEE

Tennessee Beauty is one of the most valuable new late varieties introduced in years. It is a cross of Mission x Premier, the same parentage as Blakemore. Introduced by the Tennessee Station in 1942. Tennessee Beauty has very healthy foliage and is almost as vigorous as Blakemore. The plants are very productive; in fact in five year tests conducted in Kentucky, Tennessee Beauty gave a greater average yield than either Blakemore or Tennessee Shipper and two and one-half times the average yield of Aroma. Berries are light in color, darkening very little on holding; they have a beautiful green cap, prettier than either Blakemore or Tennessee Shipper; berries are very firm and very attractive in the package. In the 1950 fruiting season we considered it either the best or next to the best variety we fruited out of about fifteen varieties.

Berries ripen about with Catskill and extend through a long ripening period. Dozens of experiences have proved that it is a far better berry than Aroma; very, very few Aroma growers ever go back to Aroma once they have tried Tennessee Beauty. We recom-



SPARKLE • FAIRLAND

Common is their robust plant growth and free production of new runners. In parent, Aberdeen, which has this red-stele resistance in a very high Fairland. For those sections that are bothered with red-stele one or more suitable strawberry industry could be continued or revived.

Like Premier, Catskill and Midland. It would be difficult to rate them and, New Jersey, New England and some of the mid-western states. Producer with extra good yields also in New Jersey and Pennsylvania. Both Premier and Catskill, recent reports indicate heavy yields in producers.

Ripens first, a few days ahead of Fairland, which in turn is just a season. Sparkle especially has a very long, late ripening period.

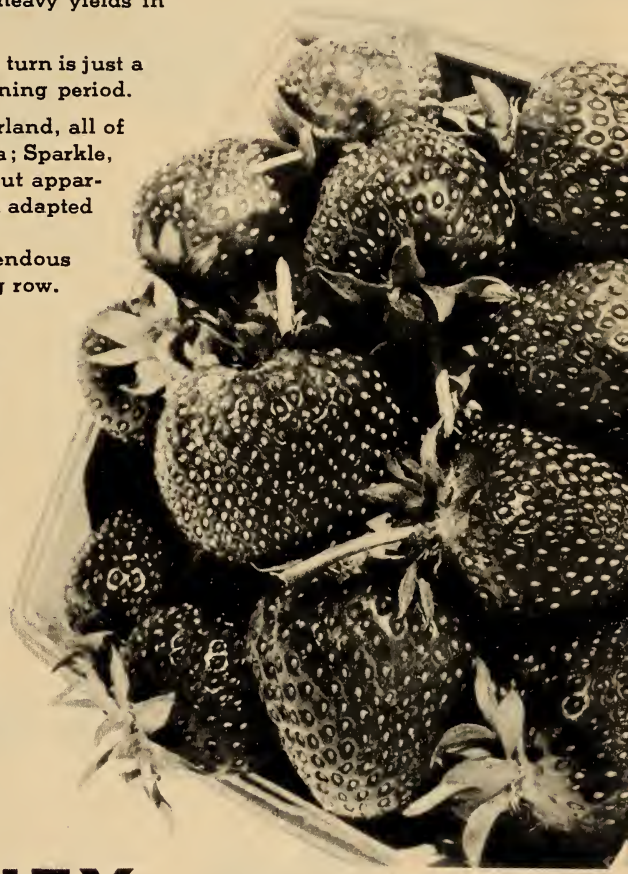
Will be at their best in about the following areas: Fairland, all of far south as central Pennsylvania, Ohio and Indiana; Sparkle, in the same latitude Sparkle is good farther west but apparently adapted than either Sparkle or Fairland; well adapted in Kentucky and as far west as the Mississippi Valley.

Prefer a springy, moist soil to size and mature the tremendous over any difficulty in getting a satisfactory fruiting row.

Berries are only even where it is when grown as far as Sparkle berries. However, in New Jersey are firm enough to ship and are rated as a freezing berry. They are round, deep red, bear through the skin and have a sparkling skin which is very attractive. One berry will weigh more than another, but if further proof of the hardiness of the variety will be grown in New Jersey in many tests it is best adapted. A northern berry grower should grow Sparkle. Price list,

FAIRLAND berries have a beautiful bright color, almost as light as Blakemore and darken very little on holding. They are very attractive in the package and are firm enough for shipping moderate distances. In one section of Michigan where a considerable acreage was marketed, they were well received by buyers. Fairland berries average larger in size than Sparkle and Blakemore, probably almost as large as Temple on the average. Fairland is another berry that alert growers should not fail to try. Bear in mind that in two years out of four in the Massachusetts tests cited above, Fairland produced over 10,000 quarts per acre, with an average of over 7,500 quarts per acre for the four years. Price list, page 31.

TENNESSEE BEAUTY—Outstanding New Shipping Berry For The Middle States.



BEAUTY

Recommend Tennessee Beauty very highly to replace Aroma, to use as a late berry to replace Catskill in many places where Catskill might not be at its best. It is suggested for trial and planting throughout the middle section of the country, as far south as Tennessee and North Carolina, extending into the high altitudes of Alabama and South Carolina and as far north as southern New Jersey, southern Ohio and similar latitudes.

Tennessee Beauty is a patented variety that we can sell you with the understanding that you can propagate all you want for yourself but not for sale of plants to others. Price list, page 31.

**SEE . . . our Bargain Page 29
COLLECTIONS
Family Garden - Everbearing**

TEMPLE • SPARKLE • FAIRLAND

These varieties will really grow. One of the many things they have in common is their robust plant growth and free production of new runners. All of them are very resistant to red-stele root rot. They have a common parent, Aberdeen, which has this red-stele resistance in a very high measure, but is not as good in other respects as Temple, Sparkle and Fairland. For those sections that are bothered with red-stele one or more of these three varieties could well be the nucleus around which a profitable strawberry industry could be continued or revived.

Productiveness: Temple, Sparkle and Fairland rank with the best like Premier, Catskill and Midland. It would be difficult to rate them in productiveness. Temple has made outstanding yields in Maryland, New Jersey, New England and some of the mid-western states. Sparkle in New York and New England has been a very heavy producer with extra good yields also in New Jersey and Pennsylvania. Fairland in two four-year tests in Massachusetts out yielded both Premier and Catskill, recent reports indicate heavy yields in Michigan, Indiana and Ohio. All three varieties are very heavy producers.

Ripening Season: All three ripen midseason to late. Temple ripens first, a few days ahead of Fairland, which in turn is just a few days ahead of Sparkle. All three bear over a long ripening season. Sparkle especially has a very long, late ripening period.

Adaptation: Results to date indicate that these varieties will be at their best in about the following areas: Fairland, all of the northern states as far west as the Mississippi Valley and as far south as central Pennsylvania, Ohio and Indiana; Sparkle, all of New England, New York, New Jersey, Pennsylvania. In the same latitude Sparkle is good farther west but apparently not as universally good as in the east. Temple, more widely adapted than either Sparkle or Fairland; well adapted in all the northern states as far south as Virginia and Kentucky and as far west as the Mississippi Valley.

Being very heavy producers all of these varieties need springy, moist soil to size and mature the tremendous crops of fruit, but even on lighter soils there is hardly ever any difficulty in getting a satisfactory fruiting row.

TEMPLE berries average large in size, attractive in appearance (see picture) becoming dark on holding. Temple berries are firmer than either Sparkle or Fairland. As a shipping berry in eastern Maryland, Temple has become the most widely grown of all varieties even on soil not infected with red stele. Temple berries are very good in quality, better than Premier and Catskill, not as good as Fairfax and Fairpeake. While Temple has not been well received in limited trials as a freezing berry it has become very popular very quickly as a garden and shipping berry in this section. Price list, page 31.

SPARKLE berries are only medium in size even where it is best adapted. When grown as far south as Maryland, Sparkle berries are rather soft. However, in New York State they are firm enough for nearby markets and are rated very high as a freezing berry. Sparkle berries are round, deep red in color, clear through the berry, with a shiny sparkling skin which makes them very attractive. We believe no one berry will ever replace Premier, but if further trials establish the hardiness of Sparkle, this variety will be grown instead of Premier in many areas where it is best adapted. Every northern berry grower should try Sparkle. Price list, page 31.

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TENNESSEE

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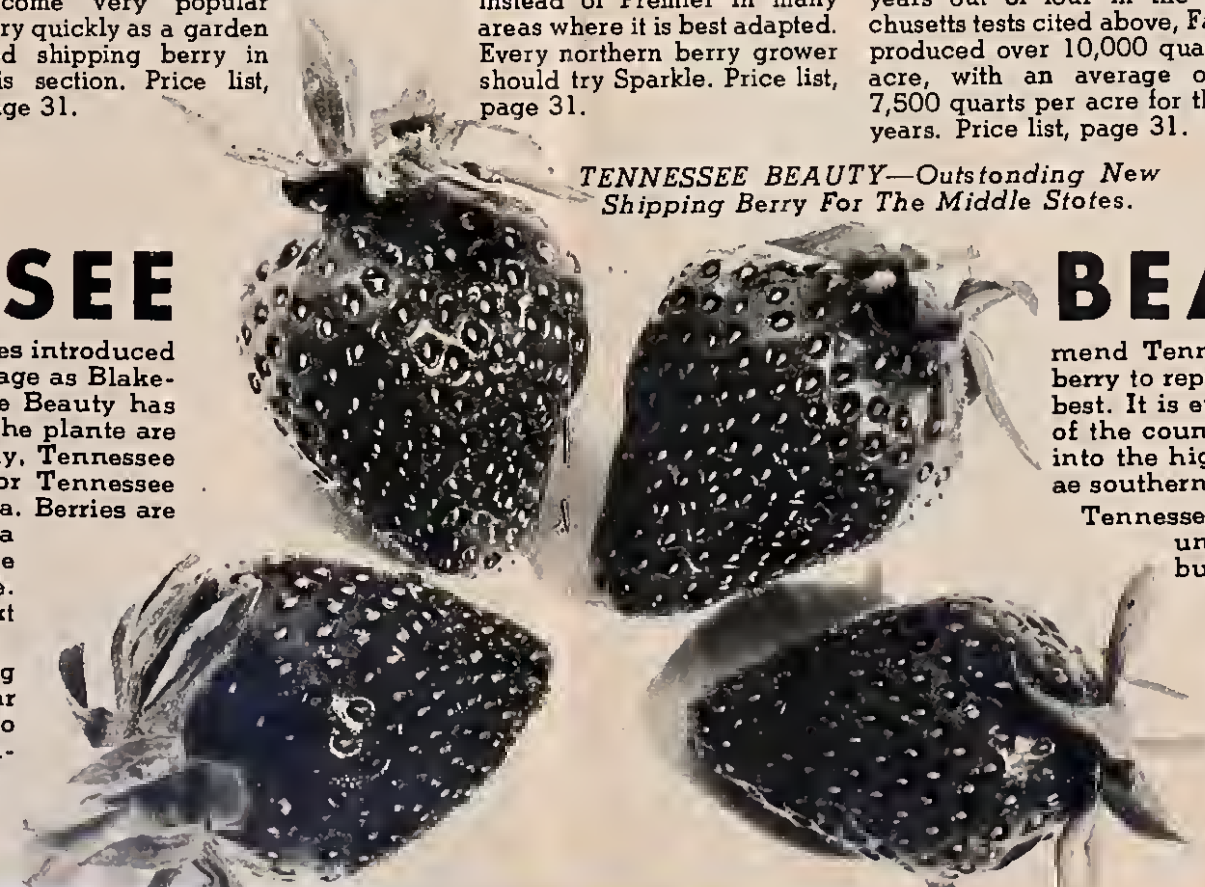
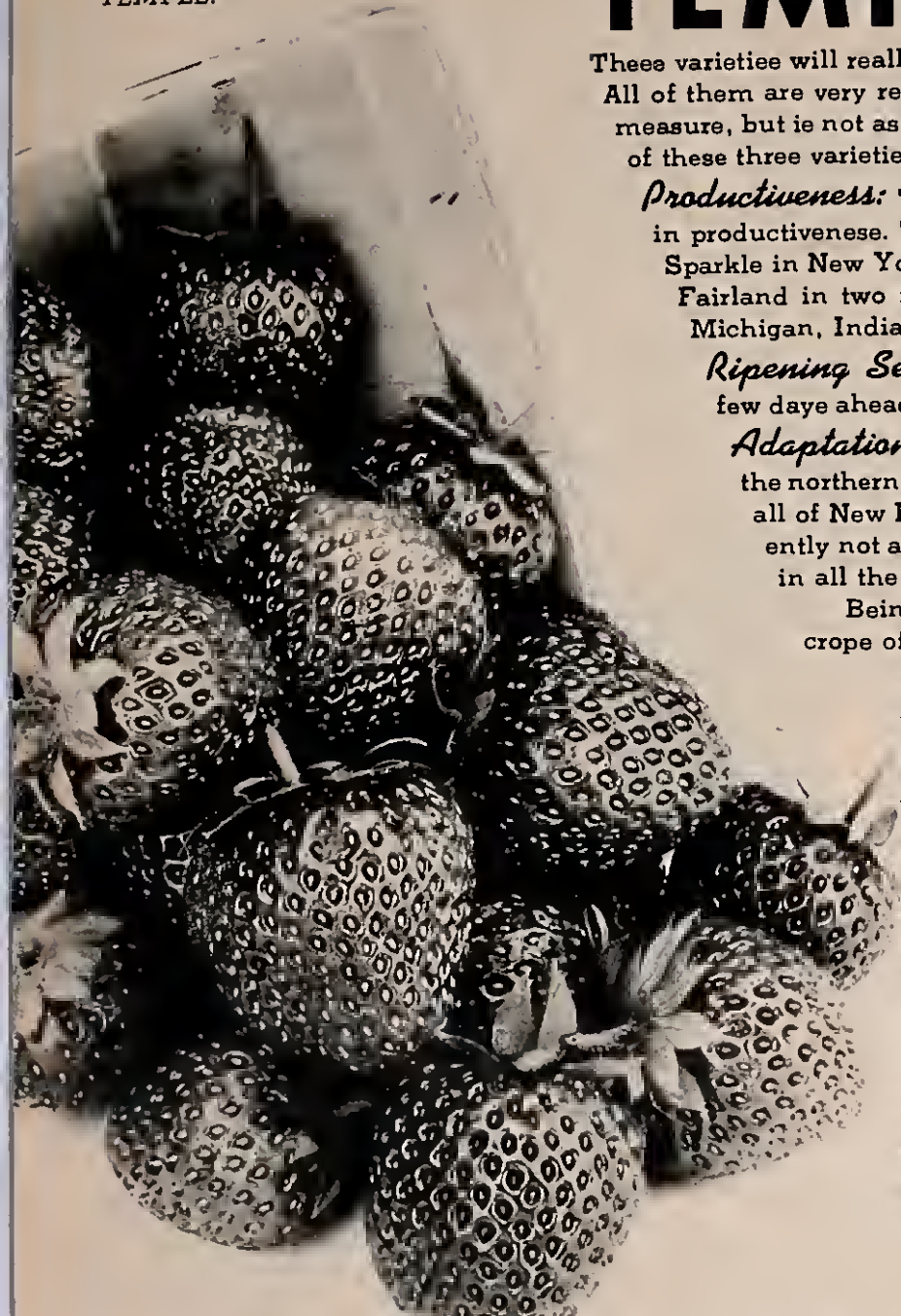
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BEAUTY

mend Tennessee Beauty very highly to replace Aroma, to use as a late berry to replace Catskill in many places where Catskill might not be at its best. It is suggested for trial and planting throughout the middle section of the country, as far south as Tennessee and North Carolina, extending into the high altitudes of Alabama and South Carolina and as far north as southern New Jersey, southern Ohio and similar latitudes.

Tennessee Beauty is a patented variety that we can sell you with the understanding that you can propagate all you want for yourself but not for sale of plants to others. Price list, page 31.

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COLLECTIONS
Family Garden - Everbearing**



CHESAPEAKE

The Aristocrat of Strawberries



The beauty, size, rich color, firmness and attractiveness of Chesapeake berries are so outstanding that Chesapeake has made a host of friends, many of whom still consider it the "last word" in fancy strawberries. It is interesting to note that Chesapeake is one of the parents of both Fairpeake and Redstar and many of its good qualities have gone into both these newer kinds.

During the years when Chesapeake was the leading fancy shipping berry in eastern Maryland and in many other sections it was generally admitted that Chesapeake was a rather shy plant maker and not too productive except where a good fruiting bed had been made. However, the strain of Chesapeake which we have had for the last several years has made new runner plants much more freely and yields have been better.

Chesapeake is nearly frost-proof because it blooms so late in the season, but in very cold climates it is susceptible to winter injury and should be well mulched before hard freezing occurs.

Under normal conditions all Chesapeake berries, even the very last ones, reach a good marketable size. In fact the average size of Chesapeake berries compares very favorably with the largest of the newer varieties like Catskill, Midland, Temple and Robinson. The brilliant red flesh color, the prominent golden yellow seeds and the fresh green caps make Chesapeake one of the most attractive of all strawberries. The quality is excellent, differing from Fairfax but considered by many to be close to it in taste and flavor. As a fancy late shipping berry Chesapeake stands out. Price list, page 31.



FAIRPEAKE

Quality unequalled except by Fairfax. Fairpeake late and Fairfax early are the quality twins. No berries are so delicious to eat. Fairpeake plants make healthy vigorous growth with plenty of runner plants under good condition but shy in runner production if things are not right. Plants are moderately productive, berries are large, firm, very beautiful and delicious in quality. For home garden and local market the quality of Fairpeake will make it a winner. All growers who have good strawberry soil should try Fairpeake commercially. Yields are usually good and price per quart should be higher than ordinary kinds. Fairpeake is worthy of both its famous parents, Fairfax and Chesapeake. We have the best stock of Fairpeake plants in years and we know you will not be disappointed in the berries.

Like Chesapeake, Fairpeake blooms so late that it usually escapes late frost. It can be grown successfully in most of the Premier territory. Price list, page 31.

ROBINSON

Robinson was introduced in Michigan several years ago and has been making friends among those who are interested in quantity production of attractive berries. These three Robinson Reports indicate why.

Kane Co., Illinois, July 12, 1950. "The Robinson do wonderful here and our customers just can't get enough of them."

Mrs. Guy Hall

Clark Co., Ohio, Dec. 2, 1949. "The Robinson berry plants I ordered from you in the spring of 1949 did remarkably well in growth and production. We set 150 plants, two rows of 75 plants each, on a soil of a sandy clay silt type which produced 250 quarts of berries. The marketing was carried on in the patch as the berries were picked. The berries were large, attractive and of good quality."

Robert E. Srouf

Delaware Co., Penna., Feb. 14, 1950. "Might I put in a special word for the Robinson, whose only fault, seems to me, is making too many plants, even in as dry a season as last year."

B. Wilbur McCommons

As Mr. McCommons says, Robinson always makes plenty of plants for a good fruiting row which often must be thinned somewhat for best results. The plants resemble Premier and like Premier are practically free from all kinds of foliage disease. The plants are very productive and the berries nearly always average large in size. A too thick row seems to cut down on yield of berries more than on the size. The larger berries are all somewhat ridged with the later ones smooth. The berries are light in color and darken very little on holding. They make a very attractive market package and are quite pretty even after the berries begin to get too ripe.

Robinson has had an excellent market acceptance and we recommend it for planting or trial in all the northern part of the country, as far south as the Ohio Valley and northern Maryland and Virginia. Reports of high yields have come from Massachusetts, Connecticut, Pennsylvania, West Virginia and Ohio, as well as Michigan and Wisconsin. Limited tests indicate that Robinson is not a good berry to plant as far south as southern Maryland. It is not of high quality and is too soft to use as a shipping berry. Like Premier, we believe it will be better both in quality and firmness when grown farther north.

We have the best stock of Robinson that we have ever had. We know these plants will please you. Price list, page 31.

MASSEY

Our Massey plants are very strong and vigorous with plenty of runners, so that we have an excellent stock. Massey growers would want some of these plants if they could look at these beds. Massey is fairly productive here in Maryland; the berries are beautiful, large size, almost perfectly round with a beautiful green cap; very high quality. We believe Massey is the best

quality shipping berry the South has ever had. Ripening season is late so that it complements the South's early shipping berries like Blakemore, Klondyke, Missionary and Tennessee Shipper. In North Carolina where it originated,

Massey has had its greatest success. Season after season it has been the highest selling berry in the commercial areas of

eastern North Carolina. It has been widely established so that now more than one-half the total acreage in that area is Massey. Massey has great beauty, and that other thing so rare in a southern berry **HIGH QUALITY.** Price list, page 31.

**MASSEY—
Finest Quality
Southern Shipping
Berry.**

**ROBINSON—
Valuable New
Variety for
Northern
Growers.
Attractive,
Productive,
and Large.**

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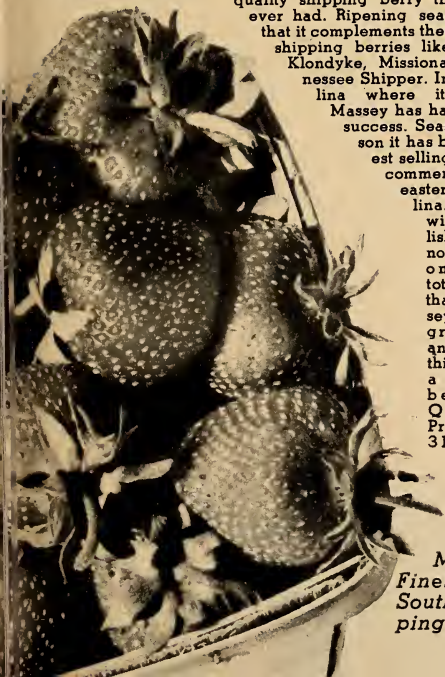
KARDINAL KING This variety is very similar to Robinson. Frankly, we are not sure yet whether it is the same or slightly different. We have some Cardinal King plants, grown from original Cardinal King stock; same general description of plants and berries as for Robinson. We know Scarlet Beauty and Robinson are the same, and we'll have the final answer for you about Cardinal King and Robinson next year. It is a good berry. Plant some. Price list, page 31.

LUPTON An old favorite shipping berry grown mostly in Maryland, Delaware, New Jersey, Eastern Pennsylvania and Long Island. Moderately strong grower, quite productive. Berries large, bright color, very attractive, very firm. Good shipper. Quality very poor, not good enough for gardens, but a moneymaker for many growers who ship their berries.

If you really want Lupton be careful of your source of plants. For years more than half of the fields of "Lupton" on the Eastern Shore of Maryland and Delaware have either been Big Joe or Lupton mixed with Big Joe. We have only a small stock of Lupton plants, but they are really Lupton. Price list, page 31.

GREAT BAY A new variety developed by the New Hampshire Station. Ripening season is fairly late; plants are very vigorous and healthy making large strong ones but not great numbers. Very productive, with yield of medium size berries; it has a few extra large berries which are quite irregular in shape. In our tests here in 1950, the berries are soft and not very good in quality. We are confident it is far better in northern New England and other northern areas. Price list, page 31.

AROMA An old favorite late shipping berry, grown mostly in Arkansas, Tennessee, Missouri and southern parts of Illinois, Indiana and Ohio. Berries large, light in color, attractive, good quality and sell well. Aroma is only moderately productive, not too vigorous. We believe that in most of the area mentioned, Tennessee Beauty will prove more productive and profitable. However, we have some good Aroma plants. Price list, page 31.



REDSTAR

The Very Best Late Strawberry

Extreme lateness in ripening and bearing makes any good variety valuable for a number of reasons.

- (1) It enables the home gardner to enjoy fresh strawberries long after the regular season is over.
- (2) It stretches out your income from the sale of the berries two or three weeks or more.
- (3) Many times very late berries, especially good ones like Redstar, bring a higher price than equally good berries during the rush of the season.
- (4) It spreads out the labor problem. The commercial grower with Redstar can handle a greater volume of berries with the same number of pickers and other necessary help because they work at it over a longer period.

Throughout most of the northern states, as far south as Virginia and as far west as the Mississippi Valley, Redstar has generally been very satisfactory. In some cases it has too much fasciation, which reduces the size and value of the berries. We believe we are reducing this trouble by careful roguing.

In plant growth Redstar is very robust, making large, strong plants and generally enough of them for a good fruiting row. On good soil the big, leathery Redstar leaves often get to be three inches or more in diameter. Very pretty. Redstar plants are very productive, although not quite as heavy bearers as Premier and Catskill. The first big berries are slightly ridged (see picture) with the later ones more uniform in shape. Berries are light in color and this light color is maintained on holding. The rather large bright green cap makes Redstar very showy and attractive in the package. The quality is excellent, exceeded only by two or three, like Fairpeake and Fairfax. As a freezing berry, Redstar ranks very high. Redstar should be in every home garden to extend the season of large luscious berries fresh from the vines. It should be in all commercial plantings where adapted to keep the strawberry dollars rolling in long after they normally stop.

We have some fine, large Redstar plants but a smaller stock than we actually sold in 1950. So get your Redstar orders in early. Price list, page 31.

Remarks About Redstar:

Fulton Co., Ky., March 28, 1950. I bought plants from you three or four years ago with Redstar included, and after all the other berries were gone the Redstar was ready to eat. I ate berries every day for six weeks off a very small plot.

Mrs. Leslie Bailey

Washington Co., Va., June 9, 1950. I have had great success with Redstar and pretty good luck with the Premier. I have eight rows of Redstar and last year and this year I got twenty crates of berries from the Redstar alone (equals 10,000 qts. per acre). The rows are 120 ft. long. I think the Redstar is the greatest plant ever grown.

E. W. Sharrett

Carroll Co., Ind., Feb. 1, 1950. We have had excellent results here in Indiana with Fairfax, Midland, Premier and Redstar. Redstar has best flavor frozen.

Donald W. Brown

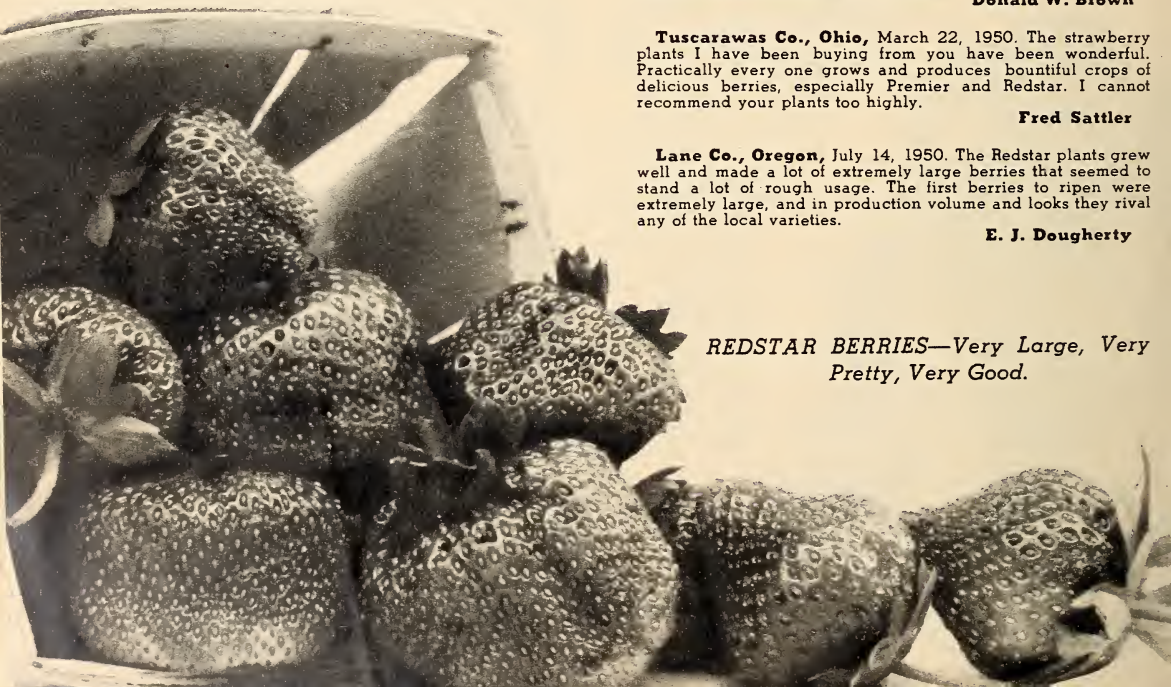
Tuscarawas Co., Ohio, March 22, 1950. The strawberry plants I have been buying from you have been wonderful. Practically every one grows and produces bountiful crops of delicious berries, especially Premier and Redstar. I cannot recommend your plants too highly.

Fred Sattler

Lane Co., Oregon, July 14, 1950. The Redstar plants grew well and made a lot of extremely large berries that seemed to stand a lot of rough usage. The first berries to ripen were extremely large, and in production volume and looks they rival any of the local varieties.

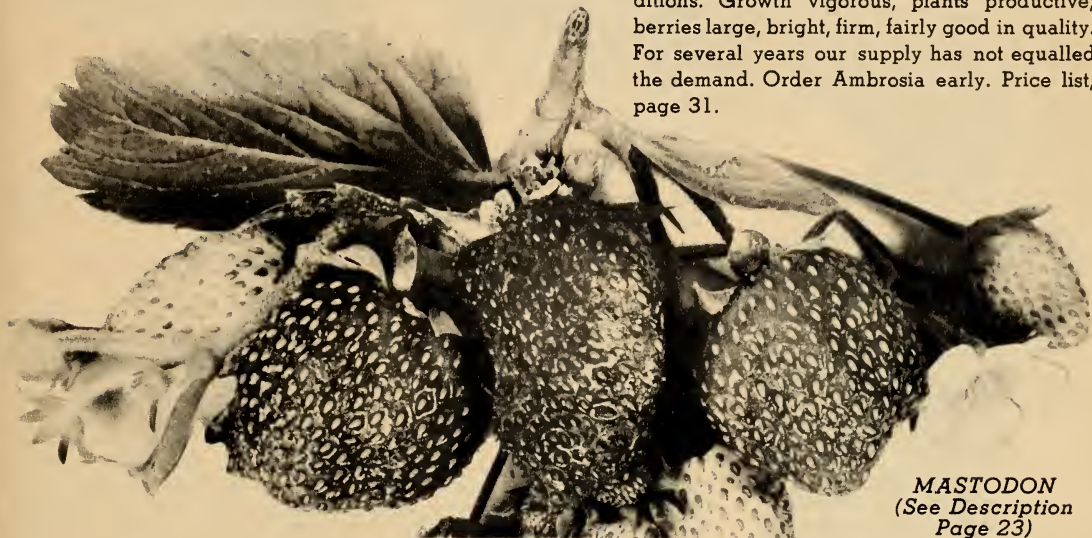
E. J. Dougherty

REDSTAR BERRIES—Very Large, Very Pretty, Very Good.



GANDY An old standard, very late variety. Rank grower, not too productive. Berries large, light color, good quality, but tart; very firm. An excellent shipper. As a very late berry we prefer Redstar and even Ambrosia to Gandy. Price list, page 31.

AMBROSIA A vigorous late berry widely publicized by Michigan growers a few years ago, but grown by very few of them now. We are keeping Ambrosia on our list because a few growers have reported from western states that it is very good to withstand drought conditions. Growth vigorous, plants productive; berries large, bright, firm, fairly good in quality. For several years our supply has not equalled the demand. Order Ambrosia early. Price list, page 31.



MASTODON
(See Description
Page 23)

New Opportunities in Everbearers?

On the next two pages we describe the four leading varieties of everbearers including Superfection, the kind with which the sensational results reported on page 28 were obtained. For years everbearing strawberries have made a delicious and useful crop for the home garden. They have been quite popular with those who like novelties. The cost of production per quart of berries has usually been very high because of unsatisfactory and uncertain yields. We hope that the new methods and new varieties in the future will make everbearing strawberries an even more useful and delightful crop for the home gardens and will make them a dependable money crop over a far wider area.

Even though Superfection has proved to be better than the varieties which preceded it we think anyone who contemplates growing everbearers seriously should try out all the four leading varieties described on the next pages, Superfection, Gem, Mastodon and Streamliner. As evidence that these varieties respond differently for different growers without too much of a regional pattern being formed we present the following reports.

Franklin Co., Maine, Aug. 31, 1950. Tried out some fall set Superfection this year. What you say in your 1950 catalog is amply justified in general. I, too, doubt they are much of a spring bearer. I wouldn't want or expect them to be. On one year's trial find them far superior to all everbearers so far. Score an "A" for Allen's description of it. I find Superfection here has a considerably better flavor than Gem, Mastodon or Streamliner. A trifle more tart, but sprightly; very dark clear through, berries average about same in size as Gem. Shape rather irregular in far north—its one weakness I've seen. No leaf spot.

Lester Sulvester

Minnehaha Co., S. Dak., May 8, 1950. We have your letter of the 4th saying you were out of Gem plants but could furnish the new Superfection instead. We would much prefer Gem so will pass up Superfection at this time. During the past eight years we have tried out nearly all varieties of everbearing varieties with the result that with the exception of Gem all have been dismal failures under our conditions. Only in one year has Gem failed to produce a profitable crop.

S. H. Edmunds

Tuscarawas Co., Ohio, Dec. 5, 1949. Of the everbearing Gem plants we received last spring, every plant grew, and did they bear! We picked berries until Thanksgiving Day.

Geo. A. Burkholder

Delta Co., Mich., March 30, 1950. A year ago I sent for Dunlap and Mastodon everbearing plants. They turned out so good; didn't lose one plant. I did as told in your catalog for the everbearers and still had large ripe berries in October.

Adelor Plouff, Jr.

Allegheny Co., Pa., April 3, 1950. I bought 100 of your Mastodon plants four years ago and had very good results. My spring crop was the best; averaged a quart a plant the second spring. Fall bearing was light but had enough for the table throughout the season.

George C. Heitz

Cumberland Co., Maine, Jan. 18, 1950. The Fairfax, Catskill, Redstar and Gem plants, as well as the Streamliner, have all done well here in Maine.

J. B. Fox

Columbia Co., Wash., Feb. 26, 1950. The Streamliner is a wonderful berry out here for me.

Homer Hamilton



SUPERFECTION

Best Everbearer we have ever seen

The sensational results obtained with new varieties and new methods in the production of everbearers (see page 28) may and we hope will introduce a new era in the satisfaction and profits obtained from growing them. Superfection was used in achieving these results. After a second year's trial we are more convinced than ever that Superfection is the best everbearing variety we have ever grown.

During the many years in which everbearers have been grown, the chief drawback has been lack of productiveness. Superfection goes a long way toward eliminating that weakness. It is most productive of late summer and fall berries—the out-of-season ones which are so desirable and so valuable. Mrs. R. G. Wyld of Monroe County, New York, in a letter dated April 29, 1950, reflects accurately our own experience with Superfection. "Just a word of appreciation to you for the fine Superfection strawberry plants you sent us earlier this year. We have just begun fruiting the bed of **Allen's Superfection** and find the yield and growth of the plants almost phenomenal for an everbearer. We find the Superfection hardly distinguishable from our own Gem in size, shape and taste, although possibly more tart. On the first picking the yield was five times as great in quarts per plant, Superfection over Gem. We use your catalog much as a Bible on varieties with which we are not familiar."

Superfection is supposed to be an improved Gem, and as Mrs. Wyld says it is very similar to Gem in all respects except yield. The berries are light in color, with a shiny skin which makes them very attractive in the package. They hold their light color with very little darkening. Where tried commercially the berries should be well received by consumers.

In any attempt to grow everbearers seriously, all the leading varieties should be tested. However, if you must limit your plantings to one everbearer, we must recommend that you plant Superfection unless you have already grown one of the other kinds and found it entirely satisfactory. Price list, page 31.

STREAMLINER

Largest Berries of any Everbearer

From the year of its introduction, Streamliner has had a lot to live up to and to live down. We doubt if any variety has ever been more extravagantly ballyhoo-ed than Streamliner for the first three or four years.

Streamliner is a good everbearing variety. Quart for quart, average Streamliner berries would probably be of better quality and larger than any one of the four leading everbearers described on these pages. It is fair as a spring cropper, better than Gem but much less desirable than

Mastodon for that purpose. In our experience the main draw back to Streamliner has been lack of productiveness. Under good everbearing conditions where total yields were much better, Streamliner could easily surpass some of the other varieties because of the excellence of the fruit that is produced. With us it ranks fourth among the best four. Its possibilities, however, make it rate a trial wherever everbearers are grown seriously. Price list, page 31.



GEM

Excellent Fall Berry
Best with us for Many Years

With a good start, Gem will make more plants and a better bed than Mastodon; the individual plants, however, are smaller except when grown in the hill system or in very thin rows. With us Gem has always been the best and most productive everbearing variety until Superfection. It may still be the best in many areas. Berries are medium size, fairly even in shape, bright color which darkens very little and of good but tart quality. With sugar added Gem berries make delicious eating in late summer and fall. One of the best things about Gem is the persistence with which it makes berries on new runner plants—much better than either Mastodon or Streamliner in this respect. Gem is not very good as a spring cropper but for fall berries we rate it above both Mastodon and Streamliner. Even with Superfection available Gem should be tried wherever everbearers are grown. Like other everbearers, Gem is best suited for the middle and northern states, but has been considered the best of all everbearers for southern gardens. Price list, page 31.

MASTODON

Old Reliable — The Leader for years
Best Spring Cropper of all the Everbearers

Mastodon was the first widely accepted everbearer. It is still more widely planted than any other everbearer except possibly Gem. Mastodon usually makes a very rugged plant growth with larger, stronger individual plants than Gem and will probably survive and grow under adverse conditions where Gem would fail. Of course, everbearers should not be grown under adverse conditions. At best it is hard enough to get satisfactory growth and yield. We believe the main reason why Mastodon has retained its popularity for so long is that it makes a good spring crop even if it fails as an everbearer. It is a fairly good midseason variety which has considerable red stele resistance.

Mastodon berries are not quite as good in quality as Gem and somewhat less attractive in appearance because they are darker and more irregular in shape. They have a tendency to ripen unevenly with the underside green after the top has become fully red. Where well grown under good everbearing conditions, Mastodon has given lots of pleasure as a everbearing variety and frequently has proved to be a satisfactory cash crop.

Where Mastodon has done well we advise its continuance, at the same time trying out a few of the other leading everbearing varieties, Gem, Streamliner and SUPERFECTION. Price list, page 31.

SEE . . . our Bargain Page 29
COLLECTIONS
Family Garden - - Everbearing

COMMONSENSE METHODS FOR GROWING GOOD STRAWBERRY CROPS

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1951 will bear their best crop in May or June 1952. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

With fall planting, even if you could get plants that would live and start growing there would be very few runner plants formed in the fall and a very meager crop of berries the following spring. In addition, you would have the trouble and risk of carrying the plants through two winters instead of one—with mulching and other necessary care—before getting a full crop of berries. Control of weeds and grass would require much more work with fall planting.

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and

down to help prevent erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy (b) it has a high water table (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND? In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 or 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary—but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable if plowed under while still green.

WHEN SHOULD PLANTS BE SET? **EARLY! EARLY! EARLY!**

The most important single thing in growing strawberries successfully is to set the plants **EARLY**. With no other crop that you grow is early spring setting so **ALL IMPORTANT**.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States, April or the first half of May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet. Manure from poultry and broiler houses is not recommended because it either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

SHOULD CHEMICAL FERTILIZERS BE USED? On very fertile garden soils none is needed. On most good soils fertilizers will not prove beneficial if plenty of stable manure of any kind has been applied. On some soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of organic nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate of ammonia should not be used in these applications as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosphorus is O. K.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer treatment is necessary. If growth is not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer

Good Plants Packed To Arrive In Good Condition

PLANTS FOR VARIOUS PLANTING DISTANCE

	Rows	In the row	Total per acre
3	ft. apart	18 inches	9,680 plants
3	ft. "	24 "	7,260 "
3½	ft. "	18 "	8,297 "
3½	ft. "	24 "	6,223 "
4	ft. "	18 "	7,260 "
4	ft. "	24 "	5,445 "
3	ft. 8 in. apart	20 "	7,128 "

has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory.

WHAT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in excellent condition for many days in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O. K.

The very best way to hold plants is in cold storage at 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil, leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Even moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 32 Degrees F. until planting

conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments have shown that anyone who cannot normally set plants by April 15th, could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good



TOO SHALLOW JUST RIGHT TOO DEEP

which leaves the roots reasonably straight down in the soil, spread some if possible with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dibble, paddle, a big spoon or in larger fields a horse or tractor drawn transplanter. With plants that have very long roots clipping them off to about 4 or 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture).

HOW FAR APART SHOULD PLANTS BE SET? In general, we recommend setting plants 18 to 20 inches apart in rows $3\frac{1}{2}$ to 4 feet apart. This requires about 7,000 plants per acre. (See table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 27. A variation would be using rows $3\frac{1}{2}$ feet apart, set plants 12 inches apart with two runner plants, one each way, from each mother plant set. Midland, with big strong plants and few runners, is excellent for hill system—small plots.

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best—1 to $1\frac{1}{2}$ inches deep with the hoe or slightly deeper with horse cultivator.

There are three other important jobs to be done along with the hoeing work.

(1) **Uncover the buds.** At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.

(2) **Cut off the blossoms at each hoeing.** The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth.

(3) **Most of the training of new runners is done at hoeing time.** A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong, new runners out like spokes from a wheel and root them until a fruiting row $1\frac{1}{2}$ to $2\frac{1}{2}$ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled off or cut off.

WEED KILLERS. We doubt if weed killers should be used on small garden plots. If carefully done, they are helpful in larger acreages. We have used 2, 4D with good results for summer grasses and weeds. There is always some injury to the plants with weed killers. Consult your County Agent or State Agricultural Col-

lege for full information before using weed killers on valuable crops like strawberries.

Geese are being used to help control certain weeds and grasses in strawberry plantings. Experience indicates: Field must be fenced in and geese provided with shelter. 5 to 7 geese per acre are needed. Put them in before growth gets large. Remove from field during blossom and berry season.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the Northern States and would be helpful in many fields as far South as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F) have occurred but before hard freezing (20 degrees F or lower). It should be removed (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation, it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added, or because of a high water table.

DO STRAWBERRIES NEED SPRAYING? When good varieties are selected and clean healthy plants are used, strawberries do not need spraying as a rule. Red-Stele has become serious in some areas. It is avoided by using clean plants on uninfected soil.

It can be largely ignored on infected soil by using resistant varieties like Temple, Sparkle, Fairland, etc.

Spraying to prevent rot in wet seasons has not been effective. Hill system or well spaced rows are best preventives of berry rot. The clipper, sometimes present near wooded areas, can be controlled by 40 lbs. per acre of proper dust mixture. Con-

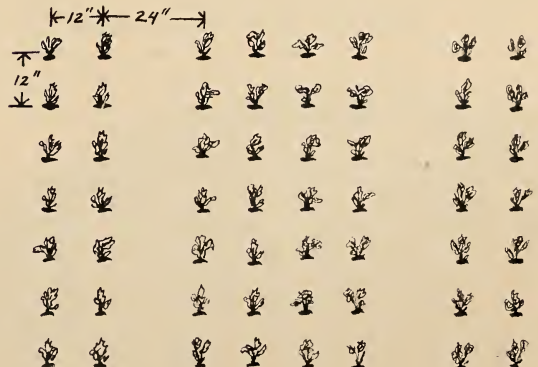
sult your County Agent. If other insect or disease troubles should appear, our FREE circular on STRAWBERRY INSECTS AND DISEASES may be helpful in identifying the cause and applying the remedy.

RENEWING OLD BEDS. Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew bed don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. Balance of effort should be by hand or some kind of drag to remove excess plants in thick places and to train in new runners in any vacant places. For years we have found this method simplest, easiest and best.

"Don't fail to set strawberry plants this spring as early as possible. IN NO OTHER WAY can you get a good crop of berries before late spring or early summer of 1952 unless you try growing everbearers for berries this year."

Growing Everbearers For Berries This Year

Plants set in March and April, pick berries in August and September, only four to five months after setting. We hope and believe this will be possible and successful for more people as a result of the new spaced-plant sawdust-mulch system, described on the next page. In the development of this system planting plans have varied, but the one demonstrated by the Ohio Station as giving the largest yields, most economical operation and highest profits is the 4-row bed type planting illustrated below.



FINE PROFITS IN EVERBEARERS

with

New Methods and New Varieties

This account is condensed from a report in Ohio Farm and Journal Research, Jan. and Feb., 1950, by Dr. Wesley P. Judkins, then with the Ohio Station, now Head of the Department of Horticulture at Blacksburg, Virginia.

"During the last few years some Ohio growers have been making fine profits from everbearing strawberries. The renewed interest in this crop appears to be due to the spaced-plant sawdust-mulch system of production developed by Karl Michener of Burton City, Ohio."

"Greatest profits have been secured from the Gem variety. During the past year eight everbearing varieties have been tested at the Station. Two of these were superior to Gem and should be considered in future plantings."

Gem plants which were set out at the Ohio Station in April, 1949, produced 4100 qts. per acre, Superfection 5630 qts. and Brilliant 7000 qts. The original Michener system consists of a single row of parent plants with a row of runner plants established on each side. Tests at Wooster (Ohio Station) indicate that production may be increased 40 to 60% if the entire row is set to parent plants in the spring and no runners are allowed to develop.

"The latest developments in everbearing strawberry production demonstrate that the largest yields, greatest ease and economy of operation, and highest profits are to be secured by following a 4-row bed-type planting system." (See diagram page 27.)

The plants are set one foot apart in rows which are one foot apart. A two foot alley or middle is left between each 4-row bed.

The 4-row system produces high yields in August, which are maintained during the remainder of the season. The single row plus two runner plants does not usually reach full production until mid-September or later.

"The 4-row system can be expected to produce 7000 qts. per acre of Superfection the first year."

Under Ohio conditions everbearing strawberries should be planted just as early in the spring as the land can be prepared—late March or early April. The planting should be established on fertile, well-drained soil which has been under cultivation for a year or two to reduce the problem of white grub and weed control. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. Sawdust can be either from hardwood or softwood and may be either fresh or weathered. This mulch is very important for conserving soil moisture and suppressing weed growth. Quite a few weeds will usually grow up through the sawdust within a few weeks after it is applied. These weeds must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

All the blossoms which develop on the newly set plants should be removed until early July. After that, if the plants have become well established and are growing vigorously, the flowers may be allowed to develop fruit. If the plants are making poor growth because of late planting or drought, blossom removal should be continued until the middle of July. Berries start ripening about one month after full bloom.

After fruit production starts, berries may be harvested about twice each week until frost stops growth in October. The sawdust mulch helps to conserve soil moisture during the late summer. If an extended drought occurs the crop can be greatly increased in size and quality by the use of irrigation.

All runners should be removed from the plants as fast as they develop. This is essential if highest yields are to be secured.

"The sawdust mulch appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. A full inch of mulch should be maintained."

According to Dr. Judkins, sawdust does not make the soil acid. Any temporary nitrogen deficiency which may develop if the mulch is mixed with soil can be remedied by the use of a quickly available nitrogen fertilizer.

The spaced-plant, sawdust-mulch system comes high per acre, with more plants and much hand labor required, "but numerous Ohio growers have demonstrated in small and medium sized plantings that a carefully managed patch will give high profits."

For those who want to try this very promising method of getting berries this year we have the best lot of everbearing plants in many seasons—Superfection, Gem and others.

OUR BARGAIN PAGE

Family Garden Collection

Our collections this year are real bargains. They save you **TIME** and **MONEY**.

TIME because you get top-notch dependable varieties without reading all the descriptions; because you do not have to figure postage. All our collections, except the two largest, are postpaid anywhere in the U. S. A. at prices quoted.

MONEY because of the postpaid feature and the special reduced rate on all the collections offered. For family garden or small commercial planting, veteran growers, as well as beginners, will do well to choose one of these collections.

PREMIER—*frost proof; sure crop every year*

TEMPLE—*fine quality; very strong grower; red-stem resistant*

CATSKILL—*big crops of big berries; good for freezing*

REDSTAR—*best very late variety.*

Collection A	100 plants,	25 each of the 4 kinds (postpaid)	\$ 3.90
Collection B	200 plants,	50 each of the 4 kinds (postpaid)	6.50
Collection C	400 plants,	100 each of the 4 kinds (postpaid)	10.90
Collection D	1000 plants,	250 each of the 4 kinds (35 lbs.)	21.00
Collection E	2000 plants,	500 each of the 4 kinds (70 lbs.)	32.00

Everbearing Collections

for Berries this year

New methods of culture (see page 28) will stimulate the planting of everbearing varieties. To assist growers in getting the best, we offer special prices on the four leading everbearing varieties.

MASTODON—*Old Reliable, the leader for years; good spring cropper*

GEM—*Excellent fall berry; best with us for many years*

STREAMLINER—*Largest berries of any everbearer—widely advertised*

SUPERFECTION—*Our best everbearer after two years' trials; similar to Gem but better.*

Collection X	100 plants,	25 each of the 4 kinds (postpaid)	\$ 5.50
Collection Y	200 plants,	50 each of the 4 kinds (postpaid)	9.90
Collection Z	400 plants,	100 each of the 4 kinds (postpaid)	17.80

POSTPAID

Order all collections by name. Collection A, Collection B, etc. Collections postpaid anywhere in U. S. A. at prices quoted except Collections D and E, which will go cheaper by express beyond the third zone.

AFRAID?

You need not hesitate planting strawberries in your garden. Beginners can do it well and successfully. Order one of these collections or other varieties from our price list on page 31. You will be delighted with the fine large berries you can grow by following the simple directions given on pages 24 to 28.

Best Varieties for Freezing

Light Colored: Blakemore, Catskill, Tennessee Shipper, Klondyke, Fairland and Redstar.

Dark Colored: Sparkle, Midland, Fairfax, Marshall, Premier and Fairpeake.

Generally the light colored varieties are preferred in large package commercial trade; darker varieties in small package commercial trade and home freezers.

While some varieties are better than others frozen, all berries are good frozen if they are good fresh. Freeze the varieties you have if you have freezing facilities.

DON'T FAIL

to set strawberry plants this spring, as early as possible. **IN NO OTHER WAY** can you get a full crop of berries in late spring or early summer of 1952. Fall setting is not practical nor profitable in the middle and northern states except under unusual conditions. Order plants now, set them in March or April! That's the sure way to have a good crop of luscious berries next year!

INSTRUCTION TO PURCHASERS

Terms. Cash with order. Remit by Money Order, Bank Draft, or Cash in Registered Letter. No C. O. D. shipments, without part payment.

Packing. No extra charge made for packing at prices quoted on page 31.

Time of Shipment. We ship plants from November 1st to May 15th. See paragraph on page 24 "When should plants be set?"

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

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

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

WHEN TO ORDER—AND HOW TO SHIP

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

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

PARCEL POST. Generally cheapest and most satisfactory for small shipments and larger shipments in nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Postal charges depend upon weight of shipment and postal zone in which you live. From zone guide and rate table below you can estimate postage. Include postage in your remittance, to avoid additional postal charges and delay in delivery on a C. O. D. shipment. Send enough postage as any excess will be returned to you.

RATE TABLE

Zone	1st Pound	Each Additional Pound
2nd	12 cts.	2 cts.
3rd	13 cts.	3 cts.
4th	14 cts.	4 cts.
5th	15 cts.	6 cts.
6th	16 cts.	7 cts.
7th	17 cts.	9 cts.
8th	18 cts.	11 cts.

ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland, you are in zone indicated. If convenient, ask your Postmaster.

Zone 2—includes Trenton, N. J., Harrisburg, Penna., Philadelphia, Penna., Hagerstown, Md., Charlottesville, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Penna., Roanoke, Va., Wilmington, N. C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes Chicago, Ill., St. Paul, Minn., St. Louis, Mo., Little Rock, Ark., New Orleans, La.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Texas, Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

PRICE LIST FOR SPRING — 1951

Description Page	25 plants	50 plants	100 plants	200 plants	300 plants	400 plants	500 plants	1000 plants	5000 plants
Early Varieties									
12 \ BLAKEMORE	\$.85	\$1.45	\$2.30	\$4.05	\$5.20	\$6.15	\$7.20	\$11.50	\$52.50
9 \ DORSETT	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
10 \ FAIRFAX	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
9 \ HOWARD 17	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
13 \ KLONDYKE70	1.20	1.90	3.15	4.30	5.15	5.95	9.50	42.50
13 \ KLONMORE70	1.20	1.90	3.15	4.30	5.15	5.95	9.50	42.50
13 \ MAYTIME	1.00	1.65	2.60	4.60	5.90	7.05	8.15	13.00	60.00
11 \ MIDLAND	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
13 \ MISSIONARY70	1.20	1.90	3.15	4.30	5.15	5.95	9.50	42.50
8 \ PREMIER	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
9 \ SEN. DUNLAP95	1.55	2.50	4.40	5.65	6.80	7.85	12.50	57.50
9 \ SUWANNEE85	1.45	2.30	4.05	5.20	6.15	7.20	11.50	52.50
13 \ TENNESSEE SHIPPER	1.00	1.65	2.60	4.60	5.90	7.05	8.15	13.00	60.00
Midseason Varieties									
15 \ BIG JOE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
14 \ CATSKILL	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
15 \ CULVER	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
16 \ FAIRLAND	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
15 \ PATHFINDER	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
15 \ REDCROP	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
16 \ TEMPLE	1.00	1.65	2.60	4.60	5.90	7.05	8.15	13.00	60.00
Late Varieties									
19 \ AROMA	1.00	1.65	2.60	4.60	5.90	7.05	8.15	13.00	60.00
18 \ CHEASPEAKE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
18 \ FAIRPEAKE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
19 \ GREAT BAY	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
19 \ KARDINAL KING	1.00	1.65	2.60	4.60	5.90	7.05	8.15	13.00	60.00
19 \ LUPTON	1.00	1.65	2.60	4.60	5.90	7.05	8.15	13.00	60.00
19 \ MASSEY	1.00	1.65	2.60	4.60	5.90	7.05	8.15	13.00	60.00
19 \ ROBINSON	1.00	1.65	2.60	4.60	5.90	7.05	8.15	13.00	60.00
16 \ SPARKLE	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
17 \ TENNESSEE BEAUTY	1.00	1.65	2.60	4.60	5.90	7.05	8.15	13.00	60.00
Very Late Varieties									
21 \ AMBROSIA	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
21 \ GANDY	1.00	1.65	2.60	4.60	5.90	7.05	8.15	13.00	60.00
20 \ REDSTAR	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
Everbearing Varieties									
23 \ GEM	1.80	3.00	4.80	8.40	10.80	12.95	15.00	24.00	110.00
23 \ MASTODON	1.80	3.00	4.80	8.40	10.80	12.95	15.00	24.00	110.00
22 \ STREAMLINER	2.05	3.40	5.40	9.45	12.15	14.60	16.90	27.00	125.00
22 \ SUPERFECTION	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	140.00

W. F. ALLEN COMPANY SALISBURY, MARYLAND

All plants f. o. b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety, write for quantity rate.

Tennessee Shipper and Tennessee Beauty plants are bought with the understanding that they are not to be propagated for sale without permission of patent holder.

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND EARLY OCTOBER.



*PREMIER — The Frost
Proof berry. Sure Crops — Big Crops*

W·F·ALLEN Company

SALISBURY, MARYLAND

CATSKILL — King of the mid-season kinds.

