

## Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



# TOWNSEND'S



Bigger Crops  
and Profits  
from TOWNSEND'S  
SELECT STRAIN  
PLANTS



DORSETT  
NEW EARLY  
STRAWBERRY

E. W. TOWNSEND SONS  
SALISBURY ~ MARYLAND



Following the breeding and plant selection methods as practiced by the founder of E. W. Townsend Sons Plant Farms

E. W. TOWNSEND SR.  
Founder  
E. W. Townsend Sons  
Nurseries



## "A friendly word to our folks"

Dear Friends:-

Gladly and freely we offer our sincere thanks to our 1936 customers and friends, whose cooperation and our efforts to serve them to the best of our ability resulted in a gratifying increase in our volume of business during the past year.

Our Slogan has always been "Make every customer a personal friend" and is the best recipe that we know of for continued success. So you may be sure that the 1937 policy of this nursery will continue unchanged--to keep our old friends and make many new ones by giving them the best service, the finest strain of plants obtainable, and to maintain the lowest price possible, so that they will be assured of a good profit on the big crops our plants will produce for them.

This past season the demand and prices for berries was exceptionally good and growers who were in a position to meet the demand reaped a good profit from their investment. Strawberry and other berry prices are advancing steadily, and we are of the honest opinion that the berry grower who provides for a future crop will be well repaid for the investment he makes today.

As in the past, you will find all of our varieties are up-to-date and every new variety that we offer you, will be up to the "Townsend's" Approved" standard and worthy of your earnest consideration. We offer you nothing which has not been tried and tested in a most exacting manner to prove its quality and profit-making possibilities. Order from this catalogue with fullest of confidence that whatever selection you make, it will be good. The accompanying reports from leading growers in widely separated sections are well worth reading.

With our large stock of "Selected Strain" plants of "Approved Varieties" we are prepared to serve you better than ever before, to furnish you with the finest plants money can buy, and to do everything in our power towards making 1937 and '38 successful years for you as a berry grower.

Sincerely yours,

*E. W. Townsend*  
President E. W. TOWNSEND SONS

The results of Townsend's plant breeding methods. Note heavy crowns and fibrous root system

E. W. TOWNSEND & SONS  
PACKING HOUSE

Above photo is our new addition to packing house which gives us more room and helps to give you even "better service"



Experienced Men Making Strawberry Plant Selection, Farm No. 6

## PLANT SELECTION And Its Importance To The Berry Grower

**PLANT SELECTION** does not differ from the breeding of horses, cows and other animals in the matter of keeping up the "Strain" and improving it. Townsends have always taken pride in the "Strain" of plants offered their customers. Our thirty-six years of experience in the growing and propagation of small fruit plants has given us valuable information that could have been obtained only through constant contact with our propagating fields throughout the years we have grown plants. Every Townsend plant is an offspring of a selected plant that has special merits back of it. We go into our fields each year with experienced men under personal supervision of one of the Townsends and personally select plants that are to be used for mother plants. Plants are chosen that show outstanding vigor and productiveness, and to the greatest degree exhibit the true characteristics of the variety. These selected breeding plants are then reset into a plot where they are grown until the following spring. During this period of growth numerous strong healthy runner plants are produced. These plants are then taken up during the spring at proper planting time and set in large acreages on our farms where they are grown for our many customers throughout the country.

WE do not stop here, but go on year after year selecting this stock and keeping our strain up to the nearest to perfection that thirty-six years in small fruit plant breeding has taught us. Our many customers benefit by the selected strain in larger fields and better quality fruit.

### PLANTS OF STRONG CROWN DEVELOPMENT AND WHAT THEY MEAN TO YOU!

Recent research has shown that 80% of the fruit stems on Strawberry plants are formed in the crown of the plant from September to November of the season before blossoms appear. It is therefore, important to set nothing but well developed selected strain plants for your fruiting beds. Plants that will have sufficient vigor to send out strong crowned runner plants in which these fruit buds are formed. A strong crown plant will always produce the proper leaf area to insure heavy production, which the U. S. Dept. of Agriculture through recent research work advises is of importance in getting bigger crops of berries the following spring.

With Townsend's selected strain plants which have been bred for heavier yields, you are assured of a well developed fruiting bed, that will yield far above the average plants offered, when grown under identical conditions. The largest berry growing association and thousands of our customers throughout the country know this to be true and write us convincing letters about their heavy yield obtained from Townsend's select strain plants, a few of which we are proud to reproduce in our catalogue this year.

### 2500 QUARTS OR 10,000 QUARTS TO THE ACRE WHICH YIELD DO YOU PREFER?

The average yield of strawberries taking the country over is less than 2500 quarts per acre (according to government figures). This low yield will barely pay cost of growing strawberries. While a yield of 5000 to 14,000 quarts per acre will usually net from \$500 to \$1400. This is a very good profit even at the lower figure, and much more than is being made on the average truck crop. Many of our customers report yields of 10,000 to 14,000 quarts per acre and seldom report less than 5000 quarts. They know from experience that the strain of our plants have heavy yielding ability bred into them and write us that they do not hesitate to recommend our strain of plants to their neighbors and friends. Such confidence in our plants and service has been a main factor in building up our plant business to its present standing. As the World's Largest Growers and Shippers of Strawberry Plants, we will not break this confidence, and will continue to send out plants of the highest quality and render the best service possible.



### A TOWNSEND'S SELECT STRAIN PLANT

We Are Glad to  
Help You With Your  
Berry Problems

No matter if you are planting a Back Yard Garden or a Plantation and run into problems you would like help on write us. We will do our best to help you in every way possible.

# Townsend's TRUE BLUE PLANTS

are the American  
Standard of Quality

Beware of  
Substitutions

## THIS TRADE MARK IS YOUR PROTECTION FOR TRUE TO NAME QUALITY PLANTS

Townsend's name for the past thirty-six years has represented all that is best in berry growing and has become the by-word for true-to-name quality plants the country over. Many attempts have been made to sell inferior plants to the unsuspecting buyer at lower prices than our catalogue list price and represent the plants as being products of the Townsend's Nurseries.

To protect our customers against such practice we adopted three years ago the policy of carefully marking every bundle of plants shipped out from our nurseries by placing our trademark on the label. This is our customer's insurance against any one who by such unfair means are trying to capitalize on the Townsend name. When you see this trademark you can be reassured that you are getting true-to-name plants, and Townsend's Quality.



Every bundle of Plants sent out by Townsend's is labeled true-to-name and carries our Trade Mark

## MONEY-MAKING OPPORTUNITIES GROWING STRAWBERRIES

There are big profits in growing strawberries. The first step is to secure healthy, vigorous plants with yielding qualities bred into them. Plants that will produce uniform berries of the highest quality; berries that will bring the top price on any market. The local and distant markets are usually well supplied with small, undersize berries during harvest season, bringing the price down on this class of berries to an unprofitable basis, while the same markets are glad to get berries of superior quality and perfectly willing to pay a premium price for them. Our customers often write us that their berries have been topping the market from three to five cents per quart, this extra price being a very good profit and one that no grower of strawberries can afford to pass up.

## LET US HELP YOU GET STARTED

Our instructions are easily followed; simple enough for the average 10-year-old boy to understand. To those of our friends with little or no experience in this profitable strawberry field we are most happy to take up your problems and give you the benefit of the information that we have gained through the years we have been in the small fruit plant business. We also issue a complete culture guide on small fruit growing. This booklet is free for the asking.



Any stock received by you that does not meet these high standards will be replaced. It is also mutually understood and agreed that in no case will we be liable for any sum larger than the original purchase price.

## SATISFIED CUSTOMERS

Thousands of our customers have grown up with us. They started in a small way just as we did. Following our advice and instructions, they have made more money year after year in growing strawberries and other small fruits than any other crop. These thousands of old customers have sent to us tens of thousands of new customers. In this way TOWNSEND'S NURSERIES have grown until today we are the largest growers and shippers of Strawberry Plants in the world. We enjoy the full confidence of the Strawberry growers throughout the country. We are mighty proud of our business and just as proud of our long list of faithful customers who have contributed their share in building our business to its present standing. For this faithfulness we are giving to each of them the best that is within our power in trying each year to grow plants that will please them better and to give the best service at our command.

## WHEN YOU BUY TOWNSEND'S PLANTS

You purchase thirty-six years of practical growing experience and plant breeding with them. Plants that are full of vitality and will increase your yields as they are doing for thousands of our customers throughout the country. Mr. G. G. Adams, South Orrington, Maine, writes us: "Picked 8,200 quarts berries from two-thirds of an acre." F. D. Rogers, Corydon, Pa., average 11,700 quarts off an acre. S. Hartman, of Virginia, picked 11,520 quarts from an acre. There is no secret in making yields of this kind. You will find that Townsend's Selected Strain of approved varieties will increase your yield also.

## THE TOWNSEND FOUR-POINT GUARANTEE and What It Means to You

### ● QUALITY

The good name of this firm and good will of its customers have been built and preserved by always handling nothing but the highest grade stocks available. Every plant we ship is the best we can produce.

### ● TRUTH

Old customers know that they will always get the variety they order. They have faith in us and we will not break it.

### ● HEALTH

Every plant we ship is healthy, thrifty, and free from all injurious diseases. Diseased plants will produce dividends for neither you nor us.

### ● PRODUCTIVENESS

Every plant that goes into our propagation fields is selected for its heavy fruiting crowns. In this manner we keep our stock bred up in productiveness and vitality. They are carefully packed so that when they reach you they will grow strongly and produce as you have the right to expect from Townsend's plants.

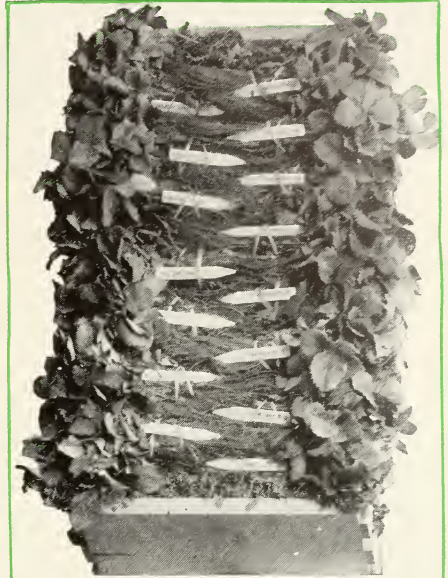
## Some Of The Reasons WHY Townsend's Plants Are Preferred By Successful Berry Growers

The Townsend's Plant Farms consist of more than 2000 acres of rich loam soil; that is ideal for growing Strawberry Plants and other berry plants. It has always been a known fact that the best plants are grown on New Ground Soil and Premium Prices are usually asked by other Nurserymen for such plants. We grow annually 350 acres of Strawberry Plants on such soil; and thousands of dollars are spent each year in clearing new ground to grow these fine plants. We invite you to visit us and see for yourself one of the largest plantings of New Ground plants in the country. Hundreds of customers visit us each year and place their order promptly after seeing such a vast planting of husky plants. Orders for more than three million plants were placed personally by representatives of large berry associations in New York; Conn.; Illinois and Penna. after a visit to our farms last year.

We do not get as many plants to the acre as plantings on old fields. But as one sales manager from a large fruit tree nursery in the East put it. Every plant is a specimen and one that will please the customer. A visit with us will convince you that Townsend's are growing the best plants that money can buy and at the same time keeping the price in line with the quality.

### OUR PACKING METHOD

All plants packed at Townsend's are placed in small well ventilated crates; light and durable. Between each layer of plants we apply a portion of damp sphagnum moss, which is very fine and light. This moss is used to preserve moisture around plant roots and keep them cool while in transit. No matter where you live, we insure our customers in getting their plants in a fresh growing condition.



Each and every bundle Townsend's Plants labeled true to name and carries our Trade Mark

Every precaution is used in digging and packing plants to see that they reach our customers properly labeled and True to Name. For this reason we spend thousands of dollars each year in placing on each and every bundle, plants tied at our packing house, the correct label of the variety ordered. Our Trade Mark appears on each and every label which is a guarantee that these plants are Townsend's selected strain and True to Name.

### Clean Trimming of Plants Makes Easy Setting

Plants received from the Nurseries well trimmed, not only saves customers time when setting, but transportation as well. You are not paying Extra Express or Postage for excessive decayed foliage which you usually find when not properly trimmed, and very often a loss in plants by this excessive foliage heating in transit causing bud decay or dried roots. This is an important part played by our experienced plant diggers each year in cleaning all plants thoroughly to help our customers further in making big yields of quality fruit without additional cost.

### Fibrous Rooted Plants

The fibrous root system is an important factor in getting a 100% stand after setting. To grow such a plant proper soils and plant food must be used. Our plant farms have been selected for proper soil conditions to grow plants, and our 36 years experience in growing berry plants has given us valuable information on growing a properly balanced plant; a plant that will grow and produce the yields you have a right to expect of them.



### Every Precaution Is Taken at DIGGING TIME

We take no chances or guess work on your order. The above picture shows a basket of well cleaned plants being properly labeled in the field before it goes to our grading house, where experienced graders, who know the standards of Townsend's Quality Plants, grade and tie these plants 26 to a bundle, placing correspondent label as on basket in each bundle.



Fibrous Rooted Strawberry Plant Properly Trimmed



Our daily digging capacity One and A Half Million plants

### Prompt Service — Quick Deliveries

(THIS MEANS SOMETHING TO YOU)

We have one of the largest digging capacities in the country and unless weather conditions are so that we can not dig at all, you can rest assured that your order will be taken care of promptly no matter how large or small it is. We are on the job 24 hours a day, throughout the shipping season. If you are not acquainted with Townsend's Service, give us a trial this year.

# VALUE-QUALITY

*Satisfied Customers*

Value cannot be measured by price alone. If quality is lacking, value is destroyed. But when you are offered the combination of low prices and high quality, only then does the value of that product exist.



Townsend's Plants are known the country over as one of the heaviest yielding strains grown

#### PICKED 1600 QUARTS BERRIES FROM 1000 PLANTS

Montgomery County, Penna.

I purchased 1000 of your select strain Premier plants. I have been growing berries for 20 years, but the largest crop I ever received was from these plants. Picking 1600 quarts from 1000 plants. I just can't say too much for your strain of plants.

C. GATES.

#### PAYS TO GROW TOWNSEND'S SELECT STRAIN PLANTS

Avery County, North Carolina.

I grew 18,000 quarts of strawberries from the plants purchased from you and had no trouble selling them for 25¢ per quart. We formerly purchased all our plants from another section, but they do not compare with yours, and it certainly pays to grow your plants.

J. HARTLEY.

#### 900 PLANTS—PICKED 1360 QUARTS OF BERRIES

Tomkins County, New York.

Enclosed check covers cost on order berry plants to be shipped in April. From the 900 plants purchased last year I picked 1360 quarts of as fine a lot of berries as I have ever seen. Your plants certainly have the producing qualities.

H. HOLTAMP.

#### YOU CAN DEPEND ON TOWNSEND'S QUALITY

Quebec, Canada.

I have had plants from many places, but none so good as the lot I received from Townsend's.

WM. H. O'BRIEN.

#### APPRECIATED OUR DEPENDABLE SERVICE

St. Louis, Missouri.

Received the Premier and Dorsett plants, found them to be beautiful plants and in excellent condition. Appreciate your fine dependable service, they are the best, most thrifty and have more roots than any plants I have ever bought. Thanks also for the extra count.

BEN T. STONE.

Cortland County, New York.

First order of plants received fine and dandy, all O.K.—all that you claim. I will always have a good word for "Townsend's" Sons plants. Enclosed find another order.

MR. ELMER BAKER.

#### HIS NEIGHBOR RECOMMENDS TOWNSEND'S PLANTS

New Carlisle, Ohio.

Your plants have been very highly recommended to me, by my neighbor please send catalog.

A. J. CROFT.

Lancaster County, Penna.

Please find order enclosed for plants. I have always been dealing with you, and find your plants in a fine condition on arrival.

AARON W. BRANDT.

## WE ARE PACKING CONFIDENCE IN EVERY BUNDLE PLANTS SENT OUT

For more than thirty-six years the Townsend's Nurseries have been run on a square deal plan. We have tried to pack *confidence* and *value* into every package of plants that we have ever sent out.

We realized in the beginning that first we must gain your confidence, and in order to hold it we must give you the same square deal every time you come to us with your order.

## WE NEVER SACRIFICED QUALITY TO MAKE A LOW PRICE

Every Townsend plant has all the quality built into it that such an organization knows how to build. We contribute this quality, together with our fair and courteous treatment of every customer to our success. Mass production and low prices without quality may go for a time, but no lasting trade can be built on any product except where Quality is present. Our motto has always been to grow the best quality plants possible, and to make the lowest possible price.

## We Enjoy the Full Confidence of the Leading Berry Growers Throughout the Country

No business can succeed unless its customers have faith in the product offered them. We appreciate receiving from our friends and customers letters like the following, and we will continue to send out plants that will merit such confidence as shown in these letters.

#### FRUIT TREES REFLECT OUTSTANDING VALUE

Union County, New Jersey.

Shipment of fruit trees arrived in perfect condition, packing excellent. The entire shipment reflects outstanding value.

GEO. H. COOPER.

#### ASSOCIATION MEMBERS HIGHLY PLEASSED WITH PLANTS

Lawrence Co., Tenn.

The shipment of plants came in good shape, every one interested in the order, were highly pleased. Sending along another small order for 20,000 plants.

OTTO HUNERWADEL.

Lake Co., Florida.

Ship plants soon as possible. I have been a well pleased customer for over 12 years. Best regards.

MR. J. W. CRAWFORD.



The foundation for your success in berry growing starts at the nurseries. Let us help you—start right



# AN IMPORTANT MESSAGE for the Commercial Grower



Since the beginning of our career as nurserymen, the Townsend nursery has been intensely interested not only in producing and handling the best strains and varieties of strawberry plants available, but also in offering to farmers and growers in different sections of the country those varieties which would be best adapted to that particular section and which demonstrated the best money-making possibilities for the local grower.

With that end in view, we have not only conducted extensive testing and proving grounds at the nursery, but have tried our best to keep an accurate account record of the adaptabilities of the different varieties as reported to us by our customers, and various state experimental stations whom we are closely connected with. This record has proven invaluable to us and to our customers in the various territories who wished to be sure, before buying, that the varieties they selected were particularly adapted to local conditions.

The varieties mentioned in this catalog, and recommended for the various territories, are the result of this painstaking research on the part of ourselves and our old customers. Further definite information is available at this office and we will be glad to furnish it to you upon request.

Many varieties offered by us for particular localities will do equally well in other localities, but close adherence to the data in this catalog and to such data as we will furnish upon request will distinctly minimize the possibility for error in selecting new varieties for your main crop plantings.

We are proud of this service, know you will appreciate it, and trust that you make use of it whenever necessary.



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

## Proper Time to Set Strawberry Plants—Other Berry Plants

We have been recommending the Early Spring setting of Strawberry Plants and other berry plants for over a quarter of a century, and this recommendation has led our customers to make bigger profits from their berries than most any advice we could have ever given them with the possible exception of obtaining better quality plants and better varieties. Fall setting is practiced in several of the Northern States, but not highly recommended outside the Southern States.

## Planting Dates for Different Sections

New England States, April and Early May; N. Y., N. J., Penna., Del., Md., Ohio, Indiana, Illinois, Mich., Tenn., Ky., West Va., D. C., late March or as early in April as possible; Southern States, February and March; all other states in Early April. Give your plants time to establish themselves in the soil while it is cool and before the hot suns start. Plow your land early and be ready to set at the first sign of spring.

## TERRITORIAL ADAPTABILITY of TOWNSEND'S VARIETIES

\* Varieties marked with \* are the leaders and ones most widely planted.

| Variety             | Approved for   | Season                   |
|---------------------|--|--------------------------|
| Beaver              | Western and Mid-Western States   | Extra Early              |
| Blakemore           | Western and Southern States, Md., Del., N. J., Pa., W. Va., Ohio             | Extra Early              |
| Bellmar             | Southern States including Missouri Valley Section                            | Early                    |
| Cooper              | All Northern States  | Early                    |
| Dorsett*            | All Strawberry sections except Fla., La., Ga.                                | Early                    |
| Fairfax*            | All Strawberry sections except Fla., La., Ga.                                | Early                    |
| Howard's Supreme*   | All Strawberry sections except far South                                     | Early                    |
| Klondyke            | Southern States  | Early                    |
| Premier*            | All sections except extreme South and Gulf States                            | Early                    |
| Townsend Missionary | Florida, N. C., Virginia, Maryland, S. C., Tenn., La.                        | Early                    |
| Aberdeen*           | N. J., Pa., Ohio and other Northern States                                   | Med. Early               |
| Big Joe*            | All States East Mississippi River  | Med. Early               |
| Catskill*           | All States East of Mississippi River except S. C., Ga., Fla.                 | Med. Early               |
| Culver              | New England States including N. Y., Ohio, Pa., W. Va., Ill., Ind.            | Med. Early               |
| Jupiter             | All Strawberry sections except extreme South                                 | Med. Early               |
| Southland           | Atlantic Coast and Gulf States   | Med. Early               |
| Aroma*              | Tenn., Ky., Ind., Ill., Eastern Kans., Ark., Mich., Mo., all Northern States | Late                     |
| Brandywine          | California and Florida   | Late                     |
| Chesapeake*         | Northern States including W. Va., Ohio, Ill., Ind., Mich.                    | Late                     |
| Ford*               | All States except S. C., Ga., Fla.   | Late                     |
| Lupton              | New Jersey, Ohio, Penna., New York, Conn.                                    | Late                     |
| Town King*          | All States with exception Gulf States and Pacific Coast                      | Late                     |
| Townsend's Big Late | All sections east of Miss. River except Gulf States                          | Late                     |
| William Belt*       | N. Y., Pa., and other states north of Mason-Dixon Line                       | Late                     |
| World's Wonder      | Maine, Vermont, N. H., Northern New York                                     | Late                     |
| Gandy*              | All States except Gulf States and Pacific Coast                              | Extra Late               |
| XTRALATE (New)      | Being tested in all berry sections   | Extra Late               |
| Gem Everbearing*    | All Strawberry sections except Florida                                       | Early summer             |
| Luckystrike Evgb.   | All Strawberry sections except Florida                                       | 'til frost 1st year set. |
| Mastodon Evgb.*     | All Strawberry sections except Florida                                       | 'til frost 1st year set. |



# DORSETT

**Vigorous Grower  
Heavy Yielder**

A  
PROFITABLE  
NEW  
EARLY  
STRAWBERRY

**WE HAVE ONE OF THE LARGEST PLANTINGS  
OF DORSETT IN THE COUNTRY**

Due to the heavy demands for our select strain Dorsett plants, we have increased our plantings so that we are in a position to take care of your order no matter how large or small. Just send along your orders and we will reserve plants for you, shipping out whenever you are ready to set.

Prices on Dorsett, Page 38

We do not hesitate to recommend DORSETT as being the biggest source profit the strawberry growers can hope to obtain at the present writing. This berry gives us more food for genuine enthusiasm than any variety we can remember. It is an all around variety, suitable to wide varieties of soils and climatic conditions, and under favorable growing conditions will out-yield the best. The berries are attractive and the New York City market offers premium prices on DORSETT. It has our stamp of approval and we offer it to our customers fully confident that it will please them.

**Color**—Rich bright red. Retains color long time after picked.

**Size**—Fully as large as Chesapeake or Townking.

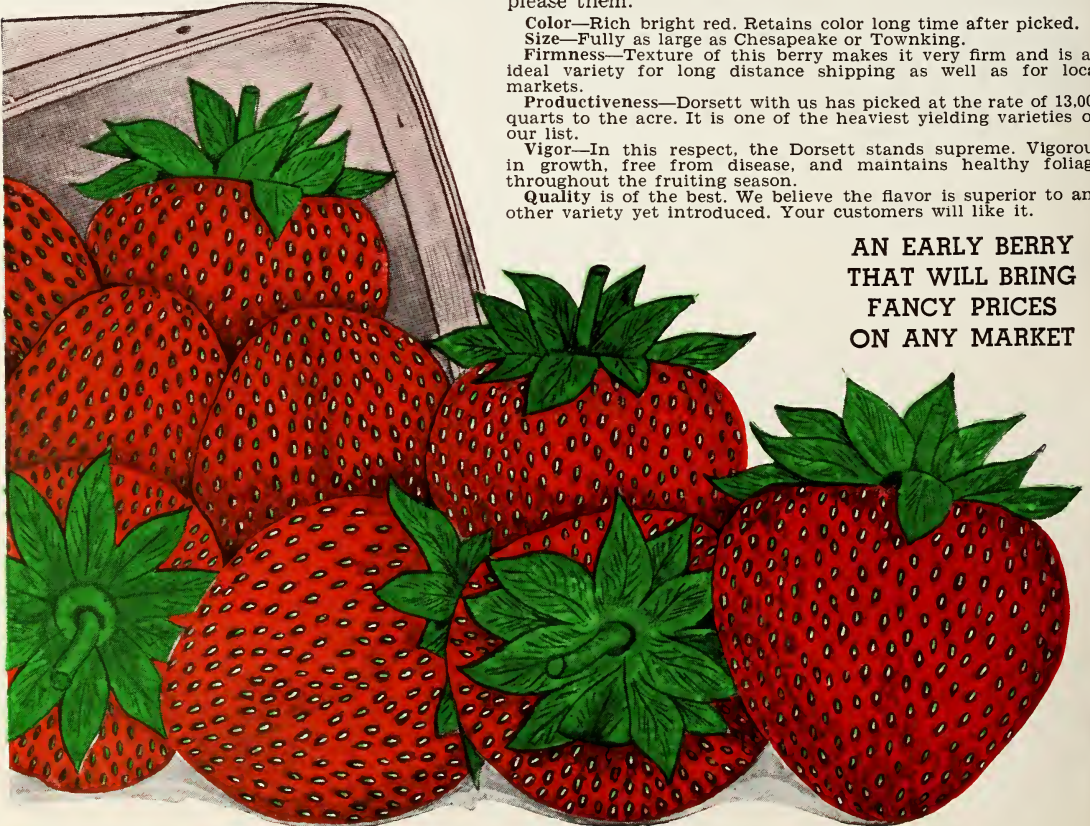
**Firmness**—Texture of this berry makes it very firm and is an ideal variety for long distance shipping as well as for local markets.

**Productiveness**—Dorsett with us has picked at the rate of 13,000 quarts to the acre. It is one of the heaviest yielding varieties on our list.

**Vigor**—In this respect, the Dorsett stands supreme. Vigorous in growth, free from disease, and maintains healthy foliage throughout the fruiting season.

**Quality** is of the best. We believe the flavor is superior to any other variety yet introduced. Your customers will like it.

**AN EARLY BERRY  
THAT WILL BRING  
FANCY PRICES  
ON ANY MARKET**





**GROW  
MORE**

# FAIRFAX

**A Leader  
on the Early Market**

The Fairfax is coming into general favor with the commercial growers, because of its somewhat tough skin texture and unusual shipping qualities. Our own experience with the Fairfax since introduction and the general acceptance of the commercial growers, who have purchased plants from us, carries our approval on Fairfax as a really worth while early variety that will make good profits for you.

Fairfax has been praised by fruit growers throughout the country who were fortunate enough to have this variety for fruiting in the spring of 1937. While other varieties were cut considerably in yield due to the dry weather and unfavorable growing conditions, this variety stood the drought exceptionally well and produced crops far above the average and, in several cases reported to us, broke all preceding records for yield. We, therefore, would certainly recommend to our customers setting a good proportion of your acreage to Fairfax to assure you of a good crop of berries, even under adverse weather conditions.

**Season of Ripening**—Fairfax ripens about the same time as Premier and Dorsett, in some few sections two or three days later.

**Quality** is an outstanding point with Fairfax as it has a wonderful flavor which makes it ideal for Commercial marketing or home consumption. It is without question one of the finest eating berries on the market.

**Production**—the yield of Fairfax compares favorably with Dorsett and Premier. It probably might not set as much fruit as the Premier; however, it makes up in yields with the size, as our berries of Fairfax last year run large from the early pickings to the last while Premier usually gets smaller towards the last pickings. It seems to stand up well in dry weather as good as Premier, but not quite as frost resistant as this variety.

**Vigorous Grower**—The growth of Fairfax is all that any one could ask for, it usually having a long root system and feeding habit. The foliage is a dark green of strong growth, protecting the berries from hot suns during harvest. You can bank on Fairfax making a good fruiting bed under ordinary growing conditions.

**Size of Fruit**—The fruit is large to extra large in size and being very uniform, making it an attractive berry when placed on the market.

**Color**—Fairfax is rich red in color, resembling the well known Chesapeake and Townking. After picking it turns dark to a certain extent. This does not mar the qualities of Fairfax as the texture is such as to make it a good keeper after picked from the vines.

We advise any one who is interested in a large, fancy, early berry, to try Fairfax this year along with some of the New Dorsett.



**11,000  
Quarts Per Acre**

Lancaster Co., Penna.

I certainly want to thank you for the fine lot of Fairfax plants sent us last year. Our crop is the best we have ever grown. They have yielded far beyond our expectation, averaging better than 11,000 quarts to the acre.

F. BROTTMAN.

**Local Market Takes All His Fairfax**

Cheshire County, N. H.

The Fairfax plants purchased from you last year certainly produced a remarkable crop; I never saw finer berries; our local market purchased them all at an attractive price thruout the season. Yours for more

RALPH C. YOUNG.



**SPECIAL  
OFFER**



**For Your Early  
Strawberry Garden**

Be the first in your neighborhood to have large delicious strawberries; order one of these gardens today at special prices.

- 50 Dorsett
- 50 Fairfax
- 50 Premier

150 Plants All for **\$1.00**

2 Gardens as Above for **\$1.75**



**TOWNSEND'S**

**SELECTED  
STRAIN  
PREMIER**

Is recognized by the largest berry Associations and Market Gardeners as the heaviest yielding strain grown.

Suffolk County, N. Y.

GENTLEMEN:-

The shipment of berry plants arrived in fine condition and all the Association members are very well pleased with the plants and service given us. Will have some more orders for you before the end of the season.

H. MEYJES.

Butler County, Pa.

The Premier plants received from you were fine, we picked about 1,280 quarts per 1000 plants set. We certainly can recommend your strain of plants as being heavy yielders.

J. JESTEADT.

Windsor County, Vt.

Enclosed please find order for more plants this year. From the 2000 Premier plants purchased last year we harvested over 4000 quarts.

F. E. HARRINGTON.

Barnstable County, Mass.

DEAR SIR:-

The growers in our Association certainly want to thank you for the fine Premier plants sent us this year. They were the best we have ever received from any one, the quick service given us was also appreciated, and you may look for more orders.

GEO. C. LILLIE.

Jackson County, West Va.

Enclosed is another order for Townsend's plants. I picked over 1300 quarts of Premier from 500 plants set.

G. E. BECKWITH.

Our strain of Premier is direct from the original planting and has been consistently bred each year for heavier yields.

## PREMIER (HOWARD-17)

The Most Widely Planted Early  
Strawberry Ever Produced

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

**PREMIER** has paid off thousands of old mortgages, purchased and paid for new homes, new barns and automobiles and the many other needy things too numerous to mention. And we predict that it will be grown in a large way for a great many years to come. Since the introduction of *Premier* we have made this grand variety our specialty. And the growers have become to recognize Townsend's as headquarters for *True To Name Premier* plants. We have shipped them to more than fifty thousand customers, and over and over year after year these customers come back for more. While *Premier* is too well known by the leading growers to need a description, however for the benefit of the beginner we will say that *Premier* and *Howard-17* are one and the same variety. The variety was originated by Mr. Everett C. Howard of Belchertown, Mass., and in many sections has become known by the name as *Howard-17*.

**Color**—Medium red and very attractive with the green cap which shows off the berry to advantage when placed in package.

**Size**—Under favorable growing conditions the berries will run large to extra large and very uniform.

**Firmness**—*Premier* can be classed as a long distance shipper where trucks are used. For the market gardener its firmness will be found to be very satisfactory.

**Vigor**—Foliage very strong and healthy. Will grow well on any good, rich garden soil in practically all sections of the country.

**Quality**—Stands out as one of the best flavored berries grown.

**Season of Ripening**—In the North, *Premier* is one of the first berries to ripen. It can be put on the market from a week to 10 days ahead of the midseason varieties.



HOME OF HOWARD'S SUPREME AND PREMIER (HOWARD-17)  
This Photo taken on the farm of A. B. Howard Sons, Belchertown,  
Mass., while harvesting their crop of Supreme and Premier



Patented July 25, 1933  
Plant Patent No. 71



Deep Feeder  
Drought Resistant  
Good Plant Maker  
Heavy Yields

# HOWARD'S SUPREME



Alleghany County, New York.

The Howard's Supreme are the finest berries I ever grew. Would not be without them. Enclosed order for more plants.  
A. D. BROWN.

Saint Louis County, Minn.

In our trial grounds where we have 22 varieties of strawberries growing your Howard's Supreme were by far the best.  
F. THAYER.

Piscataquis County, Maine.

Howard's Supreme deserves the name you have given it. It's supreme over all I have ever grown, large delicious berries, plenty of them.  
R. WOODWARD.

*A Universal Strawberry.* It has proven a good yielder and big money maker in every part of the country in which it has been introduced.

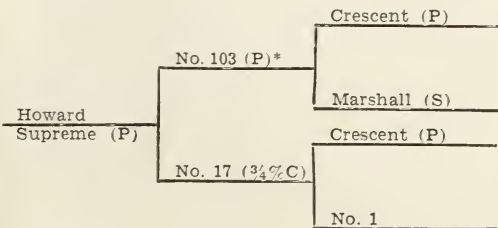
*Strong Grower.* Vigorous grower in all soils and climates. Plants upright with strong fruiting stems. Being immensely productive in heavy soils where many other varieties fail.

*A Topper in Productiveness.* At official test of Connecticut Agricultural Station, Mt. Carmel, Connecticut, it produced at the rate of 15,110 quarts per acre. The heaviest yielding variety grown.

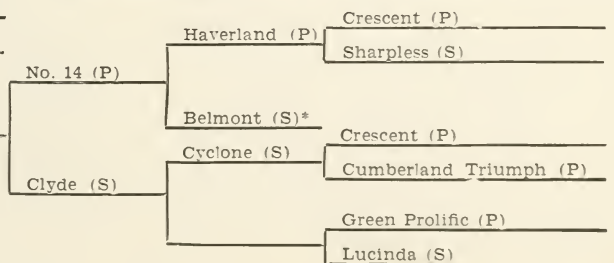
*Quality.* In quality it is equal to any variety on our list. Color, deep red, berry firm, excellent keeping qualities.

*Season.* It starts ripening a few days later than Premier and continues a week longer. Can be classed as an early to Mid-season variety.

The exclusive patent rights to Howard's Supreme has been purchased by E. W. Townsend Sons and is sold only through their nurseries.



## Pedigree of Howard's Supreme



\*S Staminate  
P Pistillate

# 2 BIG MONEY MAKERS

## AROMA

Fancy Late Berry for the Northern and Central States

**AROMA.** The Townsend's selective and restrictive method of improving strawberry plant qualities has scored another signal success in producing Blue Blood Strain of the Aroma variety, which offers a grower quality and productiveness far in advance of any others to be purchased in the country.

The dollar you invest in Townsend's Selected Strain Aroma will work harder and produce greater dividends than any other investment you can make in your Aroma purchase. The largest associations catering to the growing and shipping of the famous Aroma berry have discovered by test that the Townsend Strain of Aroma is both superior in quality and production to the average plant. As a result, millions of Aroma plants are grown annually by Townsend's to meet the heavy demand of these large growers who, by experience, know the great yielding ability of our strain and are quick to take advantage of the extra profits derived from them. It will pay you to let us reserve your supply of Aroma plants this year, as we have a nice stock of new ground grown plants as this catalogue goes to press and can reserve your plants and make shipment whenever you are ready to set.

**Fruit**—A bright sparkling red, slightly conical in shape, with large green cap. The texture is of the best and for this reason makes it one of the leading shipping berries on our list.

**Production**—Yields of Aroma is well above the average. It is not a rare thing for our customers to report yields of 10,000 quarts to the acre, especially in the Aroma berry section. It is also found to be an exceptionally fine, heavy yielding late variety for the New England States.

**Growth**—While Aroma likes rich loam or clay soil it would do well on most all types with the exception of sandy soil. This is due to the fact that it is a vigorous grower making a nice fruiting bed under ordinary growing conditions. The foliage is free from all spots and due to the rapid growth it is very easily cultivated and kept free from grass.



This fine block of Catskill will be used to fill your orders this year

## CATSKILL

(Midseason to Late)

Recommended for all states except Louisiana, Mississippi, Georgia, and Florida.

**CATSKILL**, although of recent introduction, has been grown and tested extensively throughout most of the berry growing states. Fruit growers who have seen this variety in fruit have realized that Catskill is a berry having greater possibilities than any other midseason to late variety that has been introduced in years. Catskill is an ideal vigorous grower having an excellent long root system and large, well developed crowns. These two factors stand out prominently in recommending it as one of the best dry weather resisting varieties and one that should give excellent results in most any type soil.

**Fruit** is bright rich, red color, similar to Big Joe. The cap stands up well off the berry, making it have a very attractive appearance.

**Quality**—The flavor is of excellent quality, comparing favorably with the leaders. It can be classed as a long-distance shipper, its texture being favorable with Big Joe and Dorsett and other commercial varieties.

**Productiveness**—There were very few varieties in our test plots this year that equalled Catskill in production, and we are of the opinion that the Northern market gardeners will find Catskill to be up with the best. There are very few good midseason varieties on the market suitable for the Northern States, and if you are having trouble getting one suitable for your soil, try Catskill. We have a fine stock of plants of this variety, as shown in the above photo, and will be glad to book your order reserving plants for you until proper shipping date.

If you have not grown Townsend's Strain of Aroma place your order this year with us. You will not be disappointed!



# BIG Joe!

MIDSEASON TO LATE

## Large Fancy Berry

As a money-maker I know of no variety in the midseason to late class that will surpass the Joe. In productiveness it is almost by itself. In size and beauty it is all any one could desire. There is nothing but good qualities about the Joe. In plant growth Joe makes a strong, clean plant. Sets just enough plants for a good matted row, showing up well on most all types of soils, and is at its best on clay or springy loam soil.

Joe is giving satisfaction thruout the leading Strawberry sections of the country, and if you are looking for a real fancy berry for commercial purposes or fancy home trade you can not afford to miss planting Joe. We have listed Joe in our catalogue for the past twenty years, and it is very seldom that we ever hear any one speak unfavorably of Big Joe. With us here it ranks with the best.

### Some of the Outstanding Good Points About Big Joe

- Size*—Large to extra large.
- Color*—Rich red; very attractive.
- Quality*—Ranks with the best.
- Firmness*—Firm enough to be classed as a long-distance shipper.
- Productiveness*—Very few varieties its equal.
- Vigor*—Makes plenty plants for fruiting bed on ordinary soil.



## BIG JOE

A Popular  
Midseason  
to Late Variety  
Approved for All  
States Except Far South

## ABERDEEN

(Midseason to Late Fruiting)

Approved for New Jersey, Pennsylvania, Ohio, West Virginia, Illinois, Indiana, New York, and the New England States

### A BIG MONEY-MAKER FOR THE NORTHERN BERRY GROWER

**ABERDEEN** is one of the most productive varieties on our list. Fruit averages large throughout the season. Color, a bright, shiny red. Berries mostly a top shape having a beautiful top green calyx that adds materially to its beauty. In plant growth it ranks with the very best, making a fine fruiting row on any ordinary soil. It is very solid, an excellent shipper when grown in the northern states. Some of the leading horticulturists of the North rank Aberdeen ahead of all other varieties, while one of the largest berry growers in Oswego County, New York, advises us that out of ten leading varieties fruiting on his farm Aberdeen was the heaviest yielder and sold for top prices throughout the shipping season.

Give Aberdeen a fair trial on any ordinary soil and you will be surprised at the results. We have a good supply of plants. However, the demand is always heavy on this variety and usually late in the season finds us sold out. We would advise placing your order early and having us reserve sufficient Aberdeen plants to take care of your planting, making shipment when you are ready to set. Prices of Aberdeen will be found on page 38.

Complete Prices  
Strawberry Plants  
on page 38



## ABERDEEN

Attractive  
And A  
Heavy Yielder



Mr. and Mrs. Gilbert Haines of Oswego, New York and their fine field of Aberdeen and Chesapeake berry plants; Mr. Haines is a leading berry grower in Oswego County



# THIS VARIETY STANDS AT THE TOP OF THE LIST AS THE MOST PERFECT LATE STRAWBERRY

# TOWNKING



You can buy Townking from Townsend's Nurseries only. We guarantee that Townking will please you or money will be refunded.

**TOWNKING** stands at the top of the list as the most perfect late strawberry; Townking is a strong healthy grower; producing a good fruiting bed on the average soil. It is well adapted to heavy clay soils as well as low springy types. In production it ranks with the very best late varieties, in fact for several years in various test plots throughout the country, it has outyielded such varieties as Chesapeake, Gandy, Lupton, and Wm. Belt, about two to one in color, shape, size, beauty and firmness. It is simply in a class by itself. The flavor is very mild; so mild in fact that any person can eat them from the vines; where an acid berry is objectionable. It has been truthfully described by one of our customers as the New Late Berry without a fault.

From a small beginning only a few years ago; and without any extensive advertising; Townking has become the leading late strawberry in most strawberry sections of the country; being widely planted from coast to coast.

If you are not already growing Townking we ask that you give it a trial this year. Knowing as much as we do about this berry; we are of the honest opinion that it will please you and make a nice profit for you.

### SOME OF THE OUTSTANDING POINTS OF TOWNKING

**Color.**—Bright rich red. **Firmness.**—A good shipper for long distant markets; stands up well after picking. **Quality.**—Far superior to the Lupton and Gandy; your customers will like it. **Productiveness.**—Makes good fruiting beds on ordinary soils; sets heavy in fruit and when properly fertilized will outyield all other late varieties. **Growth.**—We have never yet to see a field of Townking plants with any signs of blight or rust on it; will stand up well in extremely northern climates. Size of berries are large to extra large making a fancy pack that will bring top prices.

New York State.

GENTLEMEN:—

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

WM. BRANT.

### TOWNKING OUTYIELDS BEST LATE VARIETIES

Wicomico County, Maryland.

GENTLEMEN:—

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

C. DAVIS.

OUR CUSTOMERS RECOMMEND TOWNKING AS THE BEST LATE VARIETY. WE RECOMMEND IT

COMPLETE PRICES OF TOWNKING  
Will be found on page 38

### Comparing Townking with Lupton

Annual Strawberry Report from Allegheny County Agriculture Extension Association of Pennsylvania.

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

Varieties tested and yield from twenty-five feet of row

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

Fleetwood, Penna.

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

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

GENTLEMEN:—

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

J. W. BEAN.



# Blakemore Extra Early



THE IDEAL  
COMMERCIAL  
BERRY

REMOVES  
ALL  
SHIPPING  
WORRIES



**BLAKEMORE.** This fine, extra early variety was originated by the U. S. Dept. of Agriculture and was a scientific cross of Premier and Townsend's Missionary. In the past few years, since it was introduced, it has become one of the leading varieties of strawberries throughout the South, including Texas, Missouri, Arkansas, and Indiana, taking the place of the well known Klondyke and Missionary in many berry growing sections, and we can safely recommend this grand variety for all states south of the Maxon-Dixon line and possibly in some sections of Pennsylvania and New Jersey where plant control is practiced, as it seems to make a heavy fruiting bed, and in these sections gives better results when the beds are kept down to maximum width of two feet.

**Shipping Qualities**—Fruit of Blakemore is very firm and holds up well on long distance hauls. It will also withstand heavy rains while ripening on the vines, showing very little loss of fruit.

**Production**—It is a heavy producer and one of the outstanding values of this berry is the fact that it produces 80% of its crop within one week after first picking, making it a very valuable variety for large growers who wish to strike the early berry market in large quantities.

**Size**—Fruit is medium to large, running uniform in size and having very sprightly flavor, which makes it an excellent variety for canning or preserving. Since introduction Blakemore has become the leading canning variety.

**Vigorous Grower**—Another outstanding feature of Blakemore is the fact that it will make a heavy plant growth on most

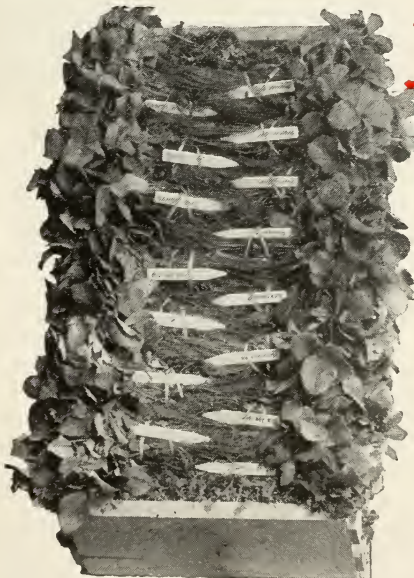
any type soil. Foliage stands up well above the berries and of a rich, dark green. If you are in doubt about an early variety we would recommend giving Blakemore a trial.

### BLAKEMORE DEVELOPING YELLOW LEAVES

Yellow foliage in the Blakemore strawberry first appeared about three years ago and we think it is due to a sporting or mutation, which has occurred in all sections of the country. No method of the transfer of this trouble from an affected plant to a healthy plant has ever been found and there is no reason whatsoever to think that setting healthy plants in an adjoining field or in a field where Blakemore yellows have appeared will, in any way, affect the healthy plants, as this particular yellow on Blakemore is not contagious, but is the characteristics of the Blakemore variety, and can be classed as a heritage.

Our Blakemore planting is constantly being rogued and any plants showing signs of yellow are immediately taken out. Although we do not guarantee that our Blakemore plants will not show some signs of yellows, we do believe that by this practice it will eliminate the yellows to a very small proportion of your fruiting bed and by our plant selection method of propagation it is possible that within a year or two Townsend's strain of Blakemore will outgrow this heritage 100%.

When placing your order for Townsend's Select Strain Blakemore you are assured of getting plants that are as near perfect as it is possible to grow.



Every Bundle Surplus Plants Labelled and Are of Approved Varieties

*Here's  
Real Value  
IN SURPLUS  
STRAWBERRY  
PLANTS*

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

Surplus Strawberry Plant  
Prices  
1000 Plants \$2.75 per 1000  
5000 Plants 2.50 per 1000  
See Price List on Page 38  
for Complete Surplus  
Plant Prices



# WM. BELT (late)

PENNSYLVANIA'S FAVORITE LATE BERRY

The Fancy Trade Demands Berries Like Wm. Belt. It's a Favorite With Market Gardeners



The Wm. Belt is grown largely in New York and Pennsylvania for fancy trade. It is in demand on account of its large size, good eating qualities and fine appearance, making it a favorite with both grower and consumer. **WM. BELT** is very productive, producing a good crop of fancy berries on just ordinary soils. It is not new by any means. We have been growing Wm. Belt for the past 25 years and it is just one of the varieties that has come to stay. About the only fault we can find with Wm. Belt is the fact that it is subject to rust on low, springy soils; therefore would advise planting this variety on upland type or on heavy clay soils. It stands at the top of the list as a late money making berry and is highly prized by the market gardeners that cater to the fancy trade. Wm. Belt and Townking are two good late varieties to cater to. We have only a limited supply of Wm. Belt, so would advise placing order early that we may reserve your plants and ship at proper planting time.



## There's Big Profits

Growing STRAWBERRIES  
LET US HELP YOU START RIGHT

For the small amount invested I know of no other crop that will afford as much pleasure and profit as strawberries.

We receive thousands of letters annually from our good friends and customers telling us of their success with berries and how much they enjoy working with them.

Strawberries are very easily grown, but if there is any information you would like to have on their culture just drop us a line and we will be only too glad to help you in every way possible.



Mr. Avers' berry field 16 wks. after setting

Ottawa County, Ohio.

GENTLEMEN:

Enclosed find snap of our strawberry patch taken 16 weeks after setting. We surely are well pleased with our berry plants and have gladly recommended your strain to other growers.

GEO. W. AVERS.

PICKED MASTODON FROM JULY 4th TO NOVEMBER 11th

Monroe County, New York.

Dear Sirs:

Enclosed order for 2000 Mastodon plants. Plants purchased from you last year fruited nice large berries. Picked them from July 4th to November 11th, selling at a good profit throughout the season.

MRS. M. LYPA.

PLEASED WITH OUR PLANTS AND SERVICE

Buchanan County, Mo.

GENTLEMEN:

My strawberry plants received O. K. I am certainly pleased with these nice husky plants you sent me, also the prompt way you handled my order.

ARTHUR WARD.

Dear Mr. Townsend: Oswego County, New York.

The above photo is of my Raspberry and Strawberry Garden combined with fruit trees and vegetables. I would not be without a berry patch, as I get a great deal of pleasure from them. Any surplus I have is readily sold to local stores at a good profit.

J. A. LAWTON.

GENTLEMEN: Washington County, Md.

I have been purchasing plants from you for several years. Our crop this year was extremely nice, picking over 7000 quarts which we sold on Washington market for as high as 30¢ a quart, netting us a very good profit on less than an acre.

W. SLIGH.

Dear Friends: Lake County, Ohio.

From year to year I have bought strawberry plants from you. They have always been wonderful producers for me, have no trouble selling berries grown from your plants at a good price.

S. T. ANDREWS.

**PRICES** Of All Varieties Berry Plants Will Be Found on Page 38-39



# Chesapeake



## WHY It Dominates the Late Varieties

- A**—Sure Cropper.
- B**—Bright rich red color.
- C**—Doesn't discolor after picking and retains bright red color for several days.
- D**—Average size, 20 to 30 berries to a quart.
- E**—Exceptionally late and a good shipper.
- F**—Doesn't come into bearing until all the early varieties are practically through and extends berry season fully two weeks.
- G**—Distinctly a high quality berry, which brings top market price.

### CHESAPEAKE A PROFITABLE LATE VARIETY

It is a very noticeable fact that in many sections of the country the prices of late strawberries have been somewhat higher than for the early berry crop. In such sections where this occurs we do not hesitate to recommend the well known CHESAPEAKE as one of the most profitable late varieties.

It is well adapted to rich loam or springy type soil and on such soils will make a good fruiting bed which will produce an excellent yield of fine quality berries, attractive, and of large size. For this quality and extra size the growers of CHESAPEAKE usually get higher prices than for any other variety.

Several of the large berry growing sections in the North are now using TOWNSEND'S SELECT STRAIN CHESAPEAKE and results obtained from them as a late variety have been so satisfactory that increased plantings are being made annually.

### TOWNSEND'S SELECT STRAIN CHESAPEAKE ARE VIGOROUS GROWERS

CHESAPEAKE was originated several years ago. During these years CHESAPEAKE was noted as being a shy plant maker. In some cases, not making sufficient plants to get a good fruiting bed. This trouble has been overcome by our plant selection and through this selection we have built up our strain to such a high degree of plant making qualities that you can rest assured that you will have no trouble in getting a good fruiting bed under ordinary growing conditions with TOWNSEND'S SELECT STRAIN CHESAPEAKE.

We have a nice stock of CHESAPEAKE plants to offer our customers this year and can take care of your order whether it is for one hundred or one million, as TOWNSEND'S PLANT FARM is noted as headquarters for CHESAPEAKE of outstanding quality.

## The BIG Commercial Strawberry

*Approved*

For All States Except The Extreme South

An excellent late berry

WE SELL MILLIONS ANNUALLY

Just one of the many testimonials acclaiming the merits of Chesapeake Strawberries.

Niagara County, New York.

Dear Sirs:

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

I remain your R. H. YOUNG

# Plant FORD

No Rust  
Blemish  
Here

A Townsend's Introduction That  
Has Stood the Test of Years

FORD. like Premier is frost resistant and has made hundreds of our customers big money when other late varieties were killed by frost. Ford is a strong, hardy plant grower on all soils. Fruit very large, firm and of good quality; ranks with the very best in production. Ford will make too many plants if not kept thinned out. When set in the matted row system, keep it thinned out and you will not be disappointed in this grand variety. Another thing about Ford, in all our years of growing this variety, we have yet to see any signs of rust or heard of a crop failure.

Ford. A late variety that produces when other crops fail. We recommend it.

TOWNSEND'S PREMIER YIELDS 8,000 QUARTS PER ACRE  
THIRD YEAR

Shenandoah County, Virginia.

I have been using your Premier plants for years with fine results, picking 8,000 quarts per acre last season from a 3 year old patch. Quote me on 3,000 Premier and 2,000 Catskill.

CHAS. M. WILL.

Cambria County, Pa.

Enclosed money order for \$28.60 for strawberry plants. I purchased some from you in 1934, and the berries were wonderful and I would not order elsewhere. As ever your old customer.

MR. GEORGE J. KLINK.

Delaware Co., Ohio.

We have 2½ acres of Townsend's Premier that we set in 1935, they produced heavily this year (1936). We are well satisfied with your plants.

MR. ROBERT R. LACHER.

Townsend's  
Select Plants  
Tell the Story  
At Harvest  
Time



## BIG LATE (IMP.)

Excellent for Dessert Qualities

A Townsend introduction, known as the Aristocrat, for the dessert qualities found in this berry. Proven a good money maker for the market gardener, as it is a heavy producer on most any ordinary soils. Fruit medium to large; bright, glossy red. Fruit stems hold the berries well up off the ground.



A Bearing Field of Ford, as Above Picture, is Like Having Money in the Bank.

## LUPTON

A Favorite Late Variety for  
New Jersey and Penna.

Originated in New Jersey and widely grown in that state, where it seems to be at its best. We can also recommend it for Ohio, New York, West Virginia and Pennsylvania. Berries are large, attractive in appearance and an excellent shipper. Under tests while up with the average late berry, it was not as good a producer as TownKing or Chesapeake. Because of its large size and attractive color it always demands top prices. If you have trade wanting berries of fancy appearance Lupton will serve you well, although the eating quality is not as good as some of the other late varieties.



LUPTON



## XTRALATE

TRADE-MARK REG.

### The Latest Fruiting Strawberry Grown

Customers throughout the country have been demanding varieties of strawberries that would fruit after all other varieties were through. While there were several extra late varieties on the market they seemed to be shy producers. This caused us

to make rigid plant selection on the late Gandy and, also, to seek new varieties. We believe that through our plant selection we have increased the yield of Gandy more than forty percent, which increase makes it a profitable late variety, and with our new find, XTRALATE, we are offering to our customers two of the very latest, heavy producing varieties on the market. If you have a market calling for late varieties don't fail to order either one of these two varieties. Our stock of XTRALATE is larger than last year and we have reduced the prices so that it is in reach of all who want a profitable late variety.

We have tested and fruited the XTRALATE on our trial grounds for the past six years and are of the honest opinion that we are offering to the berry growers one of the latest and heaviest fruiting varieties on the market, and if you are in need of an extra late strawberry we want you to try XTRALATE this year on our Money-Back Guarantee—that is, if you are not perfectly satisfied with the results, write us and your money will be refunded. We have confidence in this variety and know you will like it as hundreds of our customers, who have seen this berry heavily laden with the choicest of fruit at harvest time, have given XTRALATE their approval as being the best extra late variety they had ever seen growing.

NO OTHER  
STANDARD VARIETY  
IS AS LATE AS  
XTRALATE



### NEW XTRALATE BERRY

- *Color*—Rich, Bright Red.
- *Size*—Medium large to Large.
- *Quality*—Is of the Very Best.
- *Productiveness*—Heavy Fruiting, picking as high as 9,000 qts. per acre.
- *Firmness*—Good Keeper, Holding up well on long Hauls.
- *Vigor*—Makes good fruiting beds on most all soil.
- *Season*—Latest Variety Grown.



## GANDY

### A Favorite Extra Late Variety

The original GANDY was originated in New Jersey several years ago and has been successfully grown in practically all berry growing sections. Berry growers liked the quality and size of GANDY, also its good shipping qualities, but complained of its shy bearing. We immediately started selecting our heaviest producing plants and, using them for propagating stock, the results were that in a few years we had this well known variety producing more than double the quantity of fruit. The news of our success in building up a heavy producing strain of GANDY has spread throughout the country and today we have one of the largest plantings of GANDY plants in the country, which is needed to fill our order with.

**THE FRUIT OF GANDY** is of excellent quality, good shipper, large to extra large, bright red berry, with dark, double green cap. It usually ripens about two weeks after Premier and Dorsett.

GENTLEMEN:

Reserve for me 11,000 of your select strain Gandy plants. Will give shipping instructions later. I made more money from my Gandy planting last year than any other variety. Send Catalogue to Mr. W. Piquin. He saw my Gandy berries and wants some plants.

Barnstable County, Mass.

M. GONSALVES.



# GROW FALL BEARING PICK BIG RED delicious 6 Months IN THE YEAR

PLANTS SET THIS SPRING  
FRUIT IN 10 WEEKS

To our Friends who receive this catalogue and have never grown the Fallbearing Strawberries. Just think of setting plants this spring and picking Big, Luscious Strawberries within 10 weeks after setting and plenty of them until snow flies; or hard freezing weather stops them.

Probably you would think of it as a novelty. However it is being planted throughout the country on a large commercial scale by Market Gardeners, and thousands of Home Gardeners. If you have never planted them before try them this year; they will give you a vast amount of pleasure and profit from a small investment. Order any of the varieties listed on the next page as they are the cream of the Fallbearing list, and will furnish you with plenty of berries this summer and fall. And will also give you a nice crop of fruit the following spring after setting, fruiting about the same time as our Early to midseason varieties.



**MASTODON**  
One of the Largest  
Fallbearing Varieties



Every home garden should have  
a planting of fallbearing

Fallbearing Strawberries require very little space to grow them to perfection. Just space plants 12 inches apart in rows 12 inches wide and you can hardly realize how many berries can be picked from one of our garden collections. The women folks are planting fall bearing in their garden instead of short crop vegetables. They are furnishing the table with fresh delicious berries six months in the year on a small investment, others have written us that they had more than they could use and made extra money by selling them to their neighbors and local stores who are always willing to take them at a fancy price.

**Fallbearing Strawberries**  
Profitable to Market Gardeners

The fallbearing strawberries have found a tender spot in the hearts of Market Gardeners who find a ready sale on nearby markets, and local trade. Also lending attractiveness to their roadside markets during the late summer and fall months when berries are at a premium price.

Customers who have used our plants write us that Townsend's Selected Strain Fallbearing averaged one quart to every plant set, while others write that they have made as high as \$450.00 from just one Profit Making Fallbearing Garden. We have built us a strain of Fallbearing that we are proud of and have a nice bunch of husky plants to fill your order from this year. Let us reserve your plants and ship at proper planting time this spring.

Keep in mind that all varieties of strawberries are not Fallbearing. The Mastodon, Gem, Lucky Strike and Wayzata which we list in our catalogue, are true Fallbearing sorts and are the ones that you should plant.



**BIG V**  
*Fall B*

Small F  
Fallbearing

50 Mastodon  
50 Gem

100 Select Strain

Large F  
Fallbearing

Will furnish plenty  
for a large family.

100 Mastodon  
100 Gem  
25 Wayzata

225 Select Strain

Big Prof  
Fallbearing

A garden that will fit  
of delicious berries  
dollars.

500 Mastodons  
250 Gem  
250 Luckystrike

1000 Select Strain

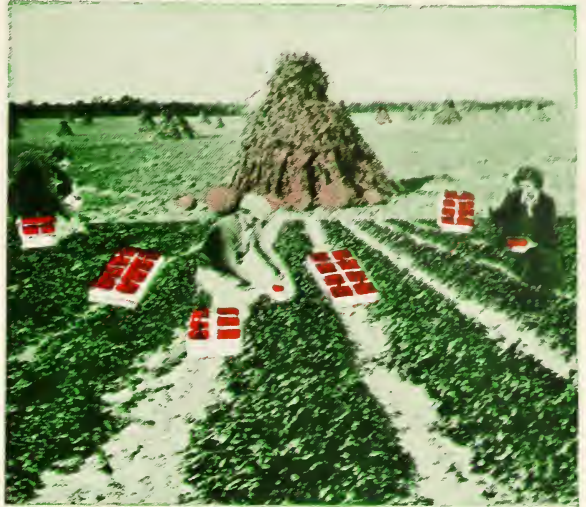


Big Luscious, Red Strawberries 6 Months in the Year from a  
Townsend's Fallbearing Garden

# STRAWBERRIES

## flavored BERRIES

PLENTY OF  
STRAWBERRIES  
UNTIL SNOW FLIES



All Summer and Fall Townsend's Fallbearing Will Furnish You With an Endless Flow of Big Red Delicious Berries

### MASTODON — A Fallbearing Leader

Is one of the largest Fallbearing Strawberries grown. The berries are attractive in size and color with a nice large green cap. Fallbearing berries always bring a Premium Price on the fall berry market, and Mastodon usually tops the market. You can set plants of the Mastodon Fallbearing this spring and have plenty of delicious flavored berries during July, August, September and until cold freezing weather. Townsend's select strain Mastodon will usually pick one quart of berries from every plant set. They can be grown very close together, if grown in hill system, spacing plants 12 inches apart each way and keeping all runners cut off. A small space in the garden will give you this delicious fruit at a very small cost. The market gardeners growing them for roadside stands will find in Mastodon a profitable investment. Would advise ordering early as good Mastodon plants are scarce this year. We will book your order and make shipment whenever you are ready to set.

Is one of the largest Fallbearing Strawberries grown. The berries are attractive in size and color with a nice large green cap. Fallbearing berries always bring a Premium Price on the fall berry market, and Mastodon usually tops the market. You can set plants of the Mastodon Fallbearing this spring and have plenty of delicious flavored berries during July, August, September and until cold freezing weather. Townsend's select strain Mastodon will usually pick one quart of berries from every plant set. They can be grown very close together, if grown in hill system, spacing plants 12 inches apart each way and keeping all runners cut off. A small space in the garden will give you this delicious fruit at a very small cost. The market gardeners growing them for roadside stands will find in Mastodon a profitable investment. Would advise ordering early as good Mastodon plants are scarce this year. We will book your order and make shipment whenever you are ready to set.

### NEW WAYZATA—Fallbearing — Big, Delicious Flavor

This new Fallbearing Strawberry was originated in Minnesota, where it has stood the test of extreme cold weather and has always produced a good crop of berries in the fall months of first year set and another nice crop the following spring. The fruit is extra large in size and bright rich red in color. It can also be classed as a good shipping variety, being very solid and of excellent quality. Wayzata makes very few runner plants, producing most of its berries on extra strong crown shoots growing up from the main plant, for this reason it can be set 10 to 12 inches apart and a large crop of berries produced from a small area. A space, 10 feet by 10 feet, set with 100 Wayzata should produce for you from 75 to 100 quarts of berries. Owing to the shy plant making ability of Wayzata, the propagating stock is scarce and high in price. Therefore, would advise ordering early if you intend on setting Wayzata for your crop of berries this summer and fall.

### LUCKY STRIKE — Attractive Fallbearing Excellent Quality

This variety has been a favorite with some growers throughout the country. One of our New Jersey customers will have no other variety; while Mr. Theo. Hewes, of Indiana, writes us that he considers Lucky Strike the best fall bearing grown. It is a beautifully shaped berry, rich red in color and a good flavor, stands up well in shipping and makes a good fruiting bed on ordinary soil.

### NEW GEM — Heavy Fallbearing Producer

A heavy fruiting. Big, rich, red berry of very fine flavor and quality. It does exceptionally well in all the Northern States and as far west as Missouri. It seems to be a good producer in most any type of soils; and at it's best on rich loam. Gem is a little better plant maker than the Mastodon, therefore, would suggest putting the plants a little farther apart in the row, about 16 inches is a good distance. Gem is also a very valuable variety for its spring crop. It produces a nice crop about the same time as the midseason varieties do. We grow several acres on our farms for their berries and like Gem very much. This season we picked Gem as late as November, the 14th, and noticed quite a few green berries and blossoms on the plants. It surely will give you a long fruiting season and it takes a mighty cold freeze to stop them.

Write for Free Culture Guide on Growing Fallbearing Berries.



NEW  
GEM



BLUE  
bearing

GARDENS

Yard  
Garden

\$1.00

delicious berries

\$2.15

Making  
Garden  
bring many extra

\$7.15







**MASTODON**  
One of the Largest  
Fallbearing Varieties



Big Luscious, Red Strawberries 6 Months in the Year from a  
Townsend's Fallbearing Garden

# GROW FALL BEARING STRAWBERRIES

## PICK BIG RED delicious flavored BERRIES

### 6 Months IN THE YEAR

PLANTS SET THIS SPRING  
FRUIT IN 10 WEEKS

To our Friends who receive this catalogue and have never grown the Fallbearing Strawberries. Just think of setting plants this spring and picking Big, Luscious Strawberries within 10 weeks after setting and plenty of them until snow flies; or hard freezing weather stops them. Probably you would think of it as a novelty. However it is being planted throughout the country on a large commercial scale by Market Gardeners, and thousands of Home Gardeners. If you have never planted them before try them this year; they will give you a vast amount of pleasure and profit from a small investment. Order any of the varieties listed on the next page as they are the cream of the Fallbearing list, and will furnish you with plenty of berries this summer and fall. And will also give you a nice crop of fruit the following spring after setting, fruiting about the same time as our Early to midseason varieties.

Every home garden should have  
a planting of fallbearing

Fallbearing Strawberries require very little space to grow them to perfection. Just space plants 12 inches apart in rows 12 inches wide and you can hardly realize how many berries can be picked from one of our garden collections. The women folks are planting fall bearing in their garden instead of short crop vegetables. They are furnishing the table with fresh delicious berries six months in the year on a small investment, others have written us that they had more than they could use and made extra money by selling them to their neighbors and local stores who are always willing to take them at a fancy price.

**Fallbearing Strawberries**  
Profitable to Market Gardeners

The fallbearing strawberries have found a tender spot in the hearts of Market Gardeners who find a ready sale on nearby markets, and local trade. Also lending attractiveness to their roadside markets during the late summer and fall months when berries are at a premium price.

Customers who have used our plants write us that Townsend's Selected Strain Fallbearing averaged one quart to every plant set, while others write that they have made as high as \$450.00 from just one Profit Making Fallbearing Garden. We have built up a strain of Fallbearing that we are proud of and have a nice bunch of husky plants to fill your order from this year. Let us reserve your plants and ship at proper planting time this spring.

Keep in mind that all varieties of strawberries are not Fallbearing. The Mastodon, Gem, Lucky Strike and Wayzata which we list in our catalogue, are true Fallbearing sorts and are the ones that you should plant.



## BIG VALUE Fall Bearing GARDENS

Small Back Yard  
Fallbearing Garden

50 Mastodon ALL  
50 Gem FOR **\$1.00**

100 Select Strain Plants

Large Back Yard  
Fallbearing Garden

Will furnish plenty of delicious berries  
for a large family.

100 Mastodon  
100 Gem ONLY **\$2.15**  
25 Wayzata

225 Select Strain Plants

Big Profit Making  
Fallbearing Garden

A garden that will furnish you with plenty  
of delicious berries and bring many extra  
dollars.

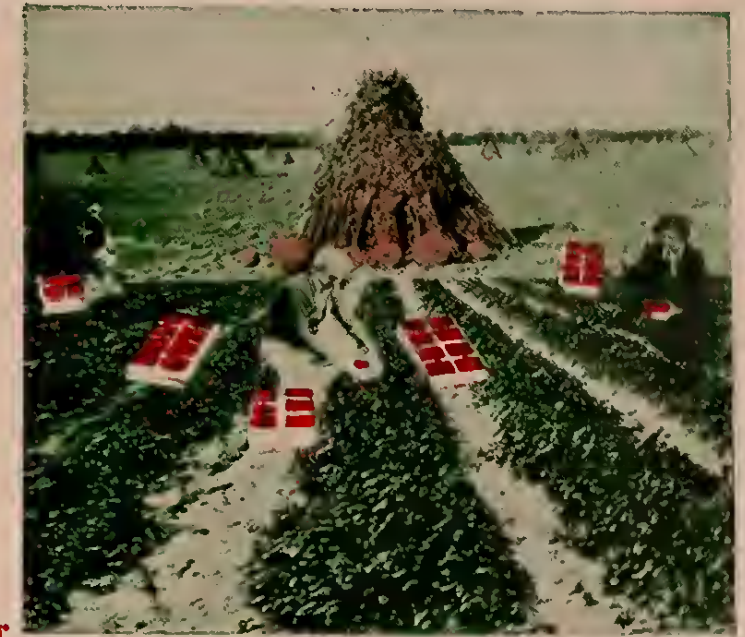
500 Mastodons  
250 Gem ALL  
250 Luckystrike FOR **\$7.15**

1000 Select Strain Plants

PLENTY OF  
STRAWBERRIES  
UNTIL SNOW FLIES

### MASTODON — A Fallbearing Leader

Is one of the largest Fallbearing Strawberries grown. The berries are attractive in size and color with a nice large green cap. Fallbearing berries always bring a Premium Price on the fall berry market, and Mastodon usually tops the market. You can set plants of the Mastodon Fallbearing this spring and have plenty of delicious flavored berries during July, August, September and until cold freezing weather. Townsend's select strain Mastodon will usually pick one quart of berries from every plant set. They can be grown very close together, if grown in hill system, spacing plants 12 inches apart each way and keeping all runners cut off. A small space in the garden will give you this delicious fruit at a very small cost. The market gardeners growing them for roadside stands will find in Mastodon a profitable investment. Would advise ordering early as good Mastodon plants are scarce this year. We will book your order and make shipment whenever you are ready to set.



All Summer and Fall Townsend's Fallbearing Will Furnish  
You With an Endless Flow of Big Red Delicious Berries

### NEW WAYZATA—Fallbearing — Big, Delicious Flavor

This new Fallbearing Strawberry was originated in Minnesota, where it has stood the test of extreme cold weather and has always produced a good crop of berries in the fall months of first year set and another nice crop the following spring. The fruit is extra large in size and bright rich red in color. It can also be classed as a good shipping variety, being very solid and of excellent quality. Wayzata makes very few runner plants, producing most of its berries on extra strong crown shoots growing up from the main plant, for this reason it can be set 10 to 12 inches apart and a large crop of berries produced from a small area. A space, 10 feet by 10 feet, set with 100 Wayzata should produce for you from 75 to 100 quarts of berries. Owing to the shy plant making ability of Wayzata, the propagating stock is scarce and high in price. Therefore, would advise ordering early if you intend on setting Wayzata for your crop of berries this summer and fall.

### LUCKY STRIKE — Attractive Fallbearing Excellent Quality

This variety has been a favorite with some growers throughout the country. One of our New Jersey customers will have no other variety; while Mr. Theo. Hewes, of Indiana, writes us that he considers Lucky Strike the best fall bearing grown. It is a beautifully shaped berry, rich red in color and a good flavor, stands up well in shipping and makes a good fruiting bed on ordinary soil.

### NEW GEM — Heavy Fallbearing Producer

A heavy fruiting, Big, rich, red berry of very fine flavor and quality. It does exceptionally well in all the Northern States and as far west as Missouri. It seems to be a good producer in most any type of soils; and at its best on rich loam. Gem is a little better plant maker than the Mastodon, therefore, would suggest putting the plants a little farther apart in the row, about 16 inches is a good distance. Gem is also a very valuable variety for its spring crop. It produces a nice crop about the same time as the midseason varieties do. We grow several acres on our farms for their berries and like Gem very much. This season we picked Gem as late as November, the 14th, and noticed quite a few green berries and blossoms on the plants. It surely will give you a long fruiting season and it takes a mighty cold freeze to stop them.

Write for Free Culture Guide on Growing  
Fallbearing Berries.



NEW  
GEM



# MAKING SMALL FRUITS PAY!

## "Bigger Profits"

TOWNSENDS Select Strain plants are being grown in every state of the Union; Their heavy yields are making bigger profits for our customers. We have a nice stock of plants this year; and hope to receive your order. We will do our part in furnishing you with plants of the highest quality; that will help you to grow these bigger yields and more profitable crops of berries; as they are doing for thousands of others throughout the country.

### 5000 PREMIER PLANTS SET—PICKED 8200 QUARTS BERRIES

Penobscot Co., Maine.  
The 5000 Premier plants we bought of you picked 8200 quarts. There is no other variety for us but your Premier plants. With very many thanks for your courtesy to us and fair business dealings.  
G. J. ADAMS.

### OVER SIXTEEN HUNDRED QUARTS BERRIES FROM 1000 PREMIER PLANTS

Montgomery Co., Penna.  
I got 1000 Premier plants of you and they all lived and done fine. They are as good a berry as I ever raised, and I have grown berries for about 20 years, and one of the largest crops I ever got. I sold sixteen hundred ninety-six quarts, we ate and canned all we wanted besides. I just can't say too much for your Premier plants.  
CLAUD H. GATES.

### PREMIER YIELDING AT THE RATE OF 16,000 QUARTS PER ACRE

Jefferson Co., N. Y.  
Your Premier unsurpassed for yielding. We have picked as high as 2,000 quarts from one thousand plants.  
CLARENCE BIBBINS.

### TOWNSEND'S PLANTS SHOWED GOOD BREEDING

Washington Co., Ind.  
Received plants and trees. I am sure the plants showed the most distinctive marks of good breeding, care, and skill in packing than any nursery stock I ever received.  
A. ELMO NICHOLSON.

### TOWNSEND'S LARGE PLANTS BRING REPEAT ORDERS

Menard Co., Ill.  
I want to tell you that the strawberry plants you sent me were wonderful plants, had such nice root system, packed in good shape. I will get my next year's plants from you as they are always large plants. My neighbors will order also from you, they have seen these wonderful plants.  
JAMES H. JOHNSTON.

### 5,000 PLANTS SET IN DROUGHT DOING O. K.

Frederick Co., Md.  
Our 5,000 plants arrived O. K.—No rain until four weeks after they were set, have a good stand.  
ROY W. SIGLER.

### OUR PACKING METHOD INSURES SAFE ARRIVAL

Mesa Co., Colo.  
Plants came through in excellent condition in spite of the distance. Thanks for the extras and courtesy.  
ERNEST GEAR.

### SERVICE AND QUALITY

Plymouth County, Mass.  
Plants you shipped April 16th arrived April 18th at noon; over half of them were in the ground (from Maryland to Mass. in two days), and today, the 23rd, are getting their first hoeing. The plants were surely A-No. 1 Grade.  
ALBERT HOLMES.

Knox Co., Tenn.  
The shipment of plants received in splendid condition. Thanks for the promptness and for the wonderful selection you made.  
MR. LEWIS M. MOSES.

## Northern Growers Recognize The Hardiness of Townsend's Select Strain Plants

Northern Growers are now realizing the true hardiness of plants grown on our Plant Farms. While it is true, that the temperature here does not go down to 20 below zero during the winter months, nevertheless we do have some mighty cold weather, and at times we get the eight below point, and quite often the thermometer hangs around the zero mark. And during all these cold spells our plants are not protected by mulch of any kind; these low temperatures harden plants off to such an extent that the Northern Growers are convinced that no where in the Country can they obtain plants any hardier than Townsends' Select Strain Plants.

### PROUD OF TOWNSEND'S STOCK

Hamilton Co., Ohio.

Received plants in A-No. 1 shape, looked like they had just been dug when I received them. I have not lost a plant. I thank the TOWNSENDS for this FAST SERVICE and fine plants. People come from all around to look at them. I am proud to tell them the stock came from TOWNSENDS.

CHAS. ZIMMERMAN.

Jefferson Co., Ky.

The Dorsett plants, we received from you, were the most beautiful plants we ever saw. Thanking you so much.

JOHN M. PAULEY.

Rockingham Co., N. H.

Thanks for promptness in filling order, also the extra plants.

CLYDE GUPTILL.

### OUR EXPERIENCE IN PACKING COUNTS ON LONG HAULS

Deer Lodge Co., Montana.

Plants arrived in perfect condition, as moist and crisp as if they were dug the day before, although I did not receive them until eight days later. I admit I was dubious of sending so far, but still I could not go wrong with TOWNSEND'S plants with the reputation they have made for themselves.

JAMES G. THOMAS.

# Big Bargain

## STRAWBERRY Gardens

GROW FRESH "DELICIOUS" STRAWBERRIES IN YOUR OWN GARDEN

Have a strawberry patch in your garden this year. It's fun, grow your own berries for pies, canning, cakes, jams, cereals, and desserts. Little space is required to raise luscious berries from Townsend's selected strain plants. They will grow in corners of the garden, along property lines or in small or large garden plots. It's surprising how many quarts of berries can be picked from a small planting. Mr. Ben Stanton of Wyoming County, Pa., writes us he picked 420 quarts from his garden of big berries. Mrs. R. Walker of Penobscot County, Maine, picked 183 quarts from her All Season Garden, while Mrs. Gene Arnold, Wayne County, New York, Canned 67 quarts and sold over \$30.00 worth from a \$2.00 investment.

The Big Bargain Garden Collection on this page will fit into any size back yard garden and do well in practically every section of the country. Let us reserve for you one of these Big Bargain Strawberry Gardens and make shipment at proper planting time. Complete culture guide sent free with each order.



EVERY TOWNSEND'S GARDEN IS GUARANTEED TO PLEASE YOU!

### SPECIAL TEST GARDEN

Be the First in Your Neighborhood to Pick Ripe Strawberries

Here's four of the greatest yielding, early fruiting varieties ever introduced. The quality of fruit is of the best and all strong vigorous growers, that have proven a success in practically all states. Set this Garden and have the first berries in your section.

- 250 Fairfax
- 250 Dorsett
- 250 Aberdeen
- 250 Premier
- 1000 Plants

ALL FOR

**\$5.00**

Catalogue Value \$5.90



### A Garden of Big Berries

This garden will yield extra large berries of the very best quality and plenty of them from early season to late.

- 100 Dorsett—Early
- 100 Premier—Early
- 100 Big Joe—Midseason
- 100 Chesapeake—Late

400 PLANTS

ONLY **\$2.00**

Catalogue Value \$2.80

### ALL SEASON STRAWBERRY GARDEN

This garden will furnish the average family with rich red, delicious berries from early in the season to late fall. We give you your preference of Gem or Mastodon Everbearing in this collection.

- 25 Premier
- 25 Catskill
- 25 Chesapeake
- 25 Mastodon or Gem
- 100 Plants

SPECIAL PRICE

Catalogue Value \$1.30

**\$1.00**

## 2 HEAVY YIELDING Money Saving Gardens

### TOWNSEND'S OWN SELECTION GARDEN

Our selection will have a catalogue value of \$4.80 or more and contain best varieties suitable for your section.

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

**\$2.65**

SPECIAL PRICE

Catalogue Value \$4.80 or More

### SPARE TIME GARDEN

With little attention you can realize a nice profit from this garden, should pick at least 1000 quarts.

- 200 PREMIER
- 200 DORSETT
- 200 FAIRFAX
- 200 TOWNKING
- 100 XTRALATE

900 PLANTS

ALL FOR **\$4.85**

Catalogue Value \$6.00





## MISSIONARY (Early)

*the*  
**LEADING  
Southern  
VARIETY**



**90%**

of the Total Berry Acreage  
in Florida Is Missionary

"Townsend's Nurseries"  
The Home of Missionary;  
Introduced by Townsend's  
26 Years Ago, and Still Going Strong

The fact that, during the past 26 years, the Townsend nurseries have shipped over 100,000,000 Missionary plants into the State of Florida alone is proof in itself that, for a main southern crop the Missionary is unexcelled. Because of our method of "up-breeding" (continually improving on this old variety), the Townsend standard for this variety has been continually raised so that today southern planters acknowledge that our strain is the most productive and the surest to produce consistently large profits of any Missionary plants sold. They do not gamble, but stick to us and are well repaid for their confidence in our product.

Buy Townsend's Selected Missionary plants for southern planting!

Recommended for States of Fla., Ga. N. C., Tenn., S. C., Texas

### EARLY AND MEDIUM EARLY STRAWBERRIES OF OUTSTANDING MERITS

**BEAVER** (Early). The fruit of this variety is large, bright red of very firm texture and an ideal variety for long distant shipping. It is a cross of Dr. Burrill and Premier (two well known heavy yielding varieties). Our Western customers, who have tried Beaver, have found it to be an outstanding early variety for their section.

**BELLMAR** (Early). Bellmar is recommended for the Southern states, including Texas, Missouri, Kansas, and Nebraska. It ranks high as an early berry because of its bright, rich red appearance and heavy crops produced, even in dry regions.

**COOPER** (M. E.). A berry of large size, coarse in texture, running very uniform in shape. It is grown extensively in Michigan, Wisconsin, Indiana, and Western New York.

**GIBSON** (M. E.). This variety is also listed as Parson's Beauty. It is an extra heavy producer, well shaped berries, but the fruit has just a little too soft a texture to carry well on long distant hauls. It is adapted to practically all types of soil, very easy to grow, and market gardeners find GIBSON produces excellent profits for roadside sales as the flavor and appearance is very good.

**JUPITER** (Patented) (M. E.). This variety is being grown extensively throughout the leading strawberry sections and is found to give better results in such berry growing states as Nebraska, Iowa, and other northwestern states. Color: Glistering red with excellent shipping qualities. It is one of the largest mid-season varieties on the market. The berry that the fancy trade would take at a good price. We would advise giving JUPITER a fair trial in your planting this year.

**KLONDYKE** (Early). This is an old variety being grown quite extensively now in North Carolina, South Carolina, Southern Illinois, Tennessee, and Alabama. The berries are very bright, round, firm, and an excellent shipper. TOWNSEND'S strain of KLONDYKE is being used by the largest associations in the South.

**MARSHALL** (M. E.). It is an old favorite with the berry growers in the northern states. Fruit is extra large in size and is grown extensively for fancy trade. The plant growth is vigorous and does best on clay or low springy type soil.

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

**CULVER**. This grand variety hails from the N. Y. State Agricultural Experiment Station. The plant itself is a vigorous and healthy grower. Berries are large and very attractive, having a varnished gloss, and dark red, fairly firm and a very good variety for preserving. Fruiting season can be classed as a long mid-season variety, fairly heavy producer.

Every commercial grower expressly, should try a few plants of this variety along with his favorite.

### POPULAR LATE VARIETIES

**BRANDYWINE**. It is an old favorite being grown extensively in N. Y., Calif., Fla. at the present time. Fruit is large, dark red with excellent quality and very heavy yielder. Should not be planted on low soils.

**PEARL**. (Very Late). This variety does best on springy type or heavy clay soil. The season of PEARL is very late and there is very little danger of late frosts getting any of the blossoms or berries. Fruit: rich red, good size, and fine quality, grown extensively in North and Eastern states.

**SAMPLE** (This is IMP.). This variety is still a favorite in some sections of the country especially Ohio and West Virginia, but is fast giving way to other late varieties such as Town King, Chesapeake and Xtralate. Fruit is very firm, bright red in color and usually very productive and grown on rich soils. We grow sufficient stock each year to take care of our customers who wish to order best strain SAMPLE plants.

### WORLD'S WONDER

(Late)

The Largest Berry  
Grown

The greatest thing about World's Wonder is its size. We know of no other berry that will equal it in this respect. It is without a doubt the largest berry grown. We have picked these berries on our test plots, where nine berries filled a quart. Quality good; moderately firm and fairly productive. Suitable for home use or nearby market, where the size counts. Our supply of this variety is limited, so if you are in need of a fancy large berry, order early.



WORLD'S  
WONDER

# STRAWBERRY CULTURE DIRECTIONS



Just right



Too deep



Too shallow

**VARIETY SELECTION.** Perhaps the most important task of all is the correct selection of varieties for the particular territory in which they are to be planted. A careful study of the variety recommendations in this catalog, and personal communication with the Townsend Nurseries will eliminate the possibility of the buyer purchasing varieties which have not the greatest profit-making possibilities in his territory.

**SOIL PREPARATION.** In the first place, be sure that the land is reasonably fertile and as nearly as possible free of weeds and grass. Plow the land to be used carefully in the fall (this is much preferable to spring plowing) and spread a liberal coat of barnyard manure over the plot during the winter or early spring. Potato fields, tomato or cow-pea plots, or any site where the land has been enriched by growing truck crops makes an ideal plot for the strawberry patch.

If manure is not available, broadcast a heavy application of commercial fertilizer over the plot just before the plants are set in the spring. (Two or three weeks in advance is just about right). Sheep manure or a mixture of 1500 pounds of tankage and 500 lbs. of acid phosphate is good, distributed at the rate of 1000 lbs. per acre. Raw bone meal will not injure the plant roots and is the only fertilizer recommended for use directly under the plants.

The soil should be worked up into as good condition as possible before setting the plants. If the ground is manured, drag the soil level, marking the rows with a light marker, setting the plants on the side of the mark, using the same side of the mark on each row for equal width.

**CARE OF PLANTS ON ARRIVAL.** Townsend's plants come to you properly cleaned and bunched ready to set.

If the roots are too long to set in a stony soil, clip off a portion of them cleanly.

If the plants are received before the soil is ready, open the boxes and take the plants out, dampen the roots up to the string, redampen the moss and re-pack in the same box, place in a cool cellar and the plants, if still dormant, will keep from 7 to 10 days without injury. Healing in is permissible, if done by an experienced man but it is slow and tedious and the tops and crowns may get wet. The first method is best.

**SETTING THE PLANTS.** For large plantings, a horse drawn transplanter is good to use if a good operator is available. For small plots, or in stumpy new land, the garden trowel is best to use. On stony soils use a spade. Set the plant roots straight down without crowding and pack the earth firmly around them.

**PLANTING DISTANCE FOR MATTED ROW SYSTEM.** Generally, the matted row system is considered the best and most practical. Plant rows 3½ to 4½ feet apart, depending on varieties used. A matted row should be 3 feet wide when the plants are laid by, and sufficient room should be left for the pickers. Keep the space between the rows cultivated as long as the runner plants form. Plants should be set 15 to 24 inches apart. Good, rank growing varieties like the Premier, Aberdeen, Blakemore, Dunlap, Howard Supreme and Jupiter should be set 24 inches apart in the row, with rows 4 feet apart.

**EVERBEARING IN HILL SYSTEM.** The hill system is the only way to grow everbearing strawberries successfully. Keep the runner plants cut off, not allowing more than five or six well-spaced runner plants to form. This produces large, vigorous plants, each plant often yielding a quart of berries during the summer and fall. Space these rows 30 inches apart to allow for horse cultivation. The two rows in the bed are spaced 12 inches apart, and the plants set 18 inches apart down the rows. With this spacing, 16,000 plants will set an acre. Such spacing allows room to work with a hoe around the plants at all times. Plant food can easily be applied as the cultivation continues through the summer months. Feeding the plants while they are fruiting is easily done without injury by broadcasting fertilizer or chicken manure around the plants. Cultivation is easy, as such spacing affords sufficient room around the plants to keep down all grass and properly mulch by shallow working with the hoe during dry weather.

**CULTIVATING.** Tillage in newly set strawberry fields should be thorough in the early part of the season,

in order to preserve moisture so that plants can become established thoroughly in the soil and later in the season to conserve moisture so that the plants can develop runners. Weeds and grass should be kept out of the fields at all times, as they will take the moisture needed by the strawberry plants. Most successful growers use the cultivator as often as once each week throughout the first growing season, and during periods of drought even more frequently. Hoeing should be done as often as it is found necessary to clean out all weeds and grass. Cultivating should be shallow near the plants, both because of the danger of loosening them in the soil and because if too deep the roots near the surface will be broken. The teeth on each side of the cultivator should be shortened, so they will not stir the soil near the row to a depth of more than 1 or 2 inches, as many kinds of weeds continue to grow in late autumn and start to grow in early spring. We advise working the plants until hard frosts occur. The field will then be free from weeds, and in the following year very few will have time to grow before the harvest season.

## ONE OF THE SECRETS IN GROWING STRAWBERRIES

While there should be no secrets in the growing of Strawberries when every grower is exchanging ideas with his neighbors, there seems to be one point that has not been given enough publicity by the neighbor, journals and nurserymen. With the majority of the plant growers in the North it has always been a practice to hold off setting plants until all frosts and freezing is over. On low springy type soils this probably is a logical practice. However, on land with a good drainage and which dries out early in the spring this practice should not be followed. Strawberry plants, when properly grown and hardened, will stand considerable cold weather after setting. Heavy frosts will not hurt them at all and it takes a rather hard freeze to do any damage at all. Any snows after setting is of more benefit to the plants than harm. I can remember some few years back when plants shipped to growers up on the Hudson in New York were never wanted before April the 25th. One day a customer from that vicinity came down to our Nurseries and we were telling him about how hardy our plants were and what they could stand. He seemed interested in this idea of early setting and told us to ship his order out April the first, that year. We did so. The next year he did not come down. However, he sent us an order just the same, instructing us to make shipment March the 15th, stating that he had exceptionally fine results from his early planting the previous year. Of course, we thought this just a little too early, and told him that we would make the shipment on March the 25th and that he could have them ready to set out by April the 1st. This year we received another order from him and he is still setting Townsend plants and setting early.

No doubt a considerable number of growers have taken our advice and are setting early. Others will try it this year and within a few years it will be no secret; as the neighbor will then have the opportunity of telling his next door neighbor just how important it is to set plants early, which will give the plants plenty of time to get their roots growing properly before the hot sun and dry weather starts. It is also a great advantage to the market gardener in getting his stock of plants in the ground early, giving him much more time to devote to the rush spring work.

| NUMBER PLANTS REQUIRED TO SET AN ACRE    |               |               |
|--|---------------|---------------|
|  | Number Plants | Plant Spacing |
| Strawberries, Field Culture .....        | 8000          | 21"x11"       |
| Strawberries, Garden Culture .....       |               | 21"x11"       |
| Everbearing Strawberries, Field .....    | 8000          | 31"x11"       |
| Everbearing Strawberries, Garden .....   |               | 11"x11"       |
| Everbearing Double Row Hill System ..... | 16,000        | 21"x11" x 12" |
| Blackberries .....                       | 1700          | 8'x3'         |
| Red Raspberries, Hedge Row .....         | 2400          | 6'x3'         |
| Red Raspberries, Hill System .....       | 1800          | 5'x3'         |
| Black Raspberries .....                  | 1500          | 7'x3'         |
| Dewberries, Solid Rows .....             | 2400          | 6'x3'         |
| Grapes .....                             | 400           | 9'x10'        |
| Asparagus .....                          | 3200          | 7'x2'         |

Complete Culture Guide on Small Fruits Will Be Sent Free to Anyone Requesting This Booklet

Townsend's  
**Certified**  
**SELECT**  
**STRAIN**  
 Raspberry Plants  
 Is Your Insurance  
 For  
 Bigger Profits

# FRUIT GROWERS

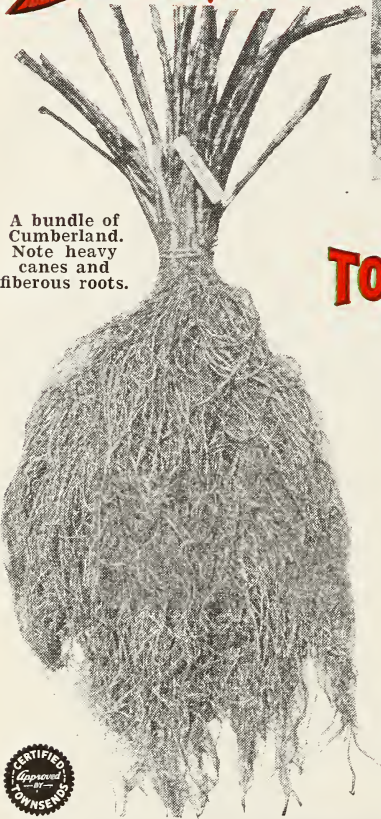
*in 48 States*

## Set Townsend's Select Strain RASPBERRY PLANTS in 1936



A Field of Certified Cumberland Growing on Our Farms  
 Photo Taken Seven Weeks After Set

A bundle of  
 Cumberland.  
 Note heavy  
 canes and  
 fibrous roots.



PLANTS HAVE A  
 NATIONWIDE REPUTATION

Heavier yields and bigger profits are a sure thing for the raspberry grower who invests in a patch of Townsend's Select Strain certified plants. We leave no stone unturned to grow plants that are worthy of the Townsend's reputation for excellence. Our propagating field is set in proper soil to produce a well balanced plant with vigorous root system and grown under the supervision of a specialist on raspberries. They are carefully watched during the growing season for any kind of disease that might appear. Twice a year State Inspectors visit our plantings and carefully inspect all growing plants. Townsend's plants come to you doubly inspected and carries with them a certified seal pronouncing them free from mosaic and other injurious disease.

Because of this conscientious thorough method of disease-prevention, growers in forty-eight states set Townsend's Raspberry plants last year. Realizing that the one sure method of stepping up their yields was to purchase plants which have been grown right, properly packed, and delivered to them in a fresh growing condition. We feel sure that with normal care after planting that Townsends Select Strain certified raspberry plants will practically double your yields, thereby cutting cost of production and increasing profits.

A raspberry planting is good for several years, don't gamble on your planting stock, get the best plants obtainable. They will cost you less in the long run. You will find our prices reasonable and we know you will be pleased with the plants we send you.

Complete prices on Raspberry plants will be found on page 39.

A Field of Latham Red Raspberries  
 One Year After Set



Don't  
 OVERLOOK  
 "This"

**48**  
 Select 1 Year  
 Red Raspberries

FOUR VARIETIES  
 12 PLANTS EACH  
 LATHAM, KATHERINE,  
 NEWBURGH, CHIEF

Reduced Price **\$2.15**

**TOWNSEND'S**  
*Certified*



*Selected Strain*  
**BLACK RASPBERRIES**

The varieties of Raspberries we are offering this year are all leaders in their respective section of the country; and we solicit your order; confident that we are furnishing you the best Raspberry plants possible to grow and one of the greatest Raspberry-Bargains ever offered. We would like to reserve for you some of these heavy yielding certified plants; and make shipment when ever you are ready to set.

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

**NEW LOGAN** is an outstanding new Black Raspberry variety. Probably its two most noteworthy characteristics are that it ripens about a week earlier than the Cumberland and is very resistant to virus diseases. The berries are of good size and quality, vigorous growers and very productive; is a favorite in the Central States as well as the North. If you desire an early variety, Logan is one of the best.

**PLUM FARMER** is considered by large growers to be the best early black cap variety for New York, Pennsylvania, and the New England States. Strong, vigorous, upright grower and very productive. Fruit is medium to large and of good quality, being very juicy. Ripens its fruit very fast; consequently, the bulk of the crop is off in four or five pickings.

**COLUMBIAN PURPLE** This is the leading commercial variety of the purple type. Berries are firm of a dark purple and sprightly flavor, is a vigorous grower and very productive. Grown extensively in the states of New York, Pennsylvania, West Virginia, Ohio, Massachusetts and Connecticut.

**CUMBERLAND** is by far the most widely planted black raspberry grown today. In hardiness and production it is unexcelled by any other variety. The fruit is large, very sweet and rich in flavor. In spite of its large size the fruit is very firm and will withstand long-distant shipping. Bushes are very vigorous, being well adapted to supporting their large crop of fruit. Season of ripening midseason to late. We can safely recommend Cumberland to our customers who are looking for a profitable black raspberry. We have a nice stock of certified Cumberland plants this year at reasonable prices. We know you will like the Cumberland and results obtained with them. For a continuous crop of fruit over a long period, plant Cumberland and Logan.

*The Best Market and Canning Black Cap*  
**CUMBERLAND**  
*Super Quality Demands Highest Prices*



**Complete Prices Raspberry Plants on Page 39**

**Townsend's Heavy Yielding**

**RASPBERRY GARDEN**

150 Plants—Six Best Varieties

- 25 Cumberland Black
- 25 New Logan Black
- 25 Plum Farmer Black
- 25 New Chief Red
- 25 Latham Red
- 25 St. Regis Evbg. Red

150 Plants Catalog Value \$5.60

All for **\$4.15**

2 COLLECTIONS ABOVE

300 Plants for only

**\$7.80**

All Select 1 Year No. 1 Stock



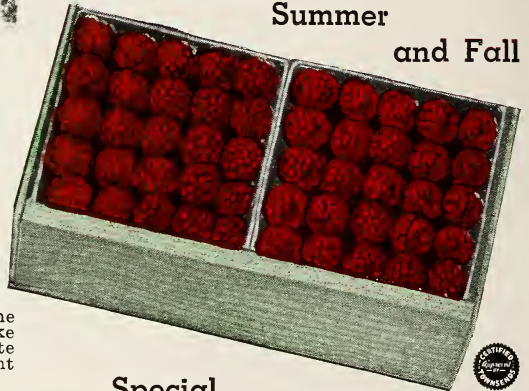
# Fallbearing

## RASPBERRIES

Pick Berries

Summer

and Fall



Special Home Planting Offer

12 Katherine

12 St. Regis

24 Plants

ALL FOR \$1.00

The Fallbearing Raspberry is Also One of the Earliest Spring Fruiting Varieties

The fallbearing Raspberry is not a novelty by any means, the commercial growers are quick to realize the value of the early spring crop produced, also the possibilities of having berries all summer and fall. Therefore it is planted on a large scale in practically all states east of the Mississippi. Market Gardeners having a local trade will find this fruit to be a profitable investment. For the home garden fallbearing Raspberries are ideal. They are easy to grow and can be planted along the border line and make an attractive appearance when planted as a background. Fruiting first year set and continuing for several years from original planting. To increase fall production the new growth should be sheared back about 18 inches after the spring crop is harvested.

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

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

# "Don't MISS" PLANTING - NEWBURGH



36 PLANTS  
12 Plants Each  
All select 1 Year No. 1 plants  
Newburgh Chief For  
Katherine \$1.69  
2 Collection \$3.00



Newburgh Berries Are Extra Large

## A NEW LATE RASPBERRY of Outstanding Merits

Newburgh has gained popularity in a very short time since its introduction. This variety was originated by the New York State Agriculture Experiment Station, and is one of the most promising late Red Raspberries of recent introduction.

The fruit is firm, does not crumble, and of large size. It is rich red very attractive, in keeping and shipping qualities it's of the best. The fruit is borne out in the open making it easily picked, Newburgh is a vigorous grower, hardy, and productive and we can recommend it for all sections and especially for the extreme northern states where growers have trouble with winter killing in severe winters.

For complete prices Raspberries see page 39



# The Largest Size and Heaviest Yielding Raspberry **Latham**



There are two **BIG** reasons why Townsend's Selected Strain Latham Plants mean the surest road to bigger raspberry profits. The first is, there is no finer looking red raspberry on the market. The second, is of all the raspberry varieties the Latham produces more berries to the acre and does so with the least amount of care, of any variety we have ever known.

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

The Latham has been put to every known test. It has proved under identical conditions in competition with practically all leading varieties of raspberries. In every instance it has outdistanced the field both in yield and net profit per acre.

Furthermore to clinch its standing as the undisputed leader of the field, Townsend's Selected Strain Latham comes to you Mosaic free. This disease which so often means lost profit and constant annoyance becomes a thing of the past when you buy our Latham plants.

**IMPORTANT! NOTE!** Our Latham ARE the Redpath Strain. Officially Latham and Redpath are considered one and the same variety. Notwithstanding this conclusion, many well informed practical fruit growers are still of the opinion that the Redpath is a superior strain of the Latham. **OUR LATHAM** are the **REDPATH STRAIN**—hence planters are doubly assured of getting dependable stock when they order our Latham—(Redpath Strain).

Don't overlook this big value

**RED RASPBERRY OFFER**

25 **NEW CHIEF**, 1 year size.  
 25 **LATHAM**, 1 year size.  
 50 Select Plants **\$1.45**  
 Special Price

---

50 **SELECT LATHAM**.  
 50 **SELECT CHIEF**.  
 100 Plants **\$2.15**  
 Special Price

# **CHIEF** the Earliest Raspberry of them all



## Absolutely Hardy—Easy to Grow

Selected from a planting of 4000 Latham Seedlings, the Minnesota State Breeding Farm has given to the berry growers of America the famous Latham's only rival "Chief."

Chief has turned out to be by far the finest early Red for general planting. The fruit is not quite as large as the Latham, but is bright red, very firm and an unusual heavy yielder. The Chief is practically immune from mosaic and mildew and is very hardy. With the excellent keeping and shipping qualities of the "Chief." The brilliancy of color and flavor appeal, makes it stand out as a money making variety for the commercial grower and market gardener as well as a fine early variety for the back yard garden.

## Townsend's Raspberry Plantings Are Grown for Plants Only

Contrary to the common policy of digging small plants from the middle of the rows and leaving the best canes in the field for fruiting purposes. Our policy is to dig the entire field, thus giving you the best, strongest and most vigorous plants.

Complete Prices of Raspberry Plants on Page 39

## READY FOR MARKET WHEN PRICES ARE HIGHEST



## PLANT SUFFICIENT CHIEF

This Year to Take Care of Your Early Market. It Will Pay You





**BIG PROFITS**

# Growing New BOYSENBERRY

## A Profitable Berry for Commercial or Home Planting

The commercial planter who sets Boysenberry this year will be in line for a nice profit. The berries are extra large, attractive and of fine flavor. Taking the buyers wherever offered, the tremendous yields that Boysenberry makes surely will cut down production cost and if sold only at ordinary berry prices, a good profit can be realized, although it is a well known fact that they bring from 30 to 50% higher price than the Youngberry and other varieties of Blackberries.

Boysenberry with us is perfectly hardy and we are of the opinion it can be grown successfully as far north as Vermont if given winter protection.

To the Home gardener, we quote what some of the leading Horticulturists in the country say, "Plant a row of Boysen-

berry, and it will be the pride of your garden." Our supply of plants is limited this year, therefore would advise ordering early to be sure of getting plants of this fine berry.

### A NEW DEWBERRY

By Far the Largest and Heaviest Producing Berry of the Blackberry or Dewberry Family

- Berries measure 2 inches in length
- Averages 35 berries per quart box
- 2200 pints picked from 100 2-year old plants
- Gross returns from one acre \$1760.00

**Don't Miss This Special Boysen Berry Garden Offer**

- 12 Boysenberry
- 12 Youngberry
- 12 Lucretia

36 Strong 1 yr. Plants

2 collections for \$5.00

**\$2.90**

**8 TWO YEAR BUSHES Your Choice!**

- 4 Currants
- 4 Gooseberries
- Any varieties listed on this page
- 2 collections above for \$3.19

**ALL FOR \$176**

## CURRANTS



Approved Varieties

**CHERRY.** Large berries on short clusters; a robust, fruitful variety. The vigorous, stocky bushes produce large quantities of bright red fruit with thin skins and remarkably fine flavor.

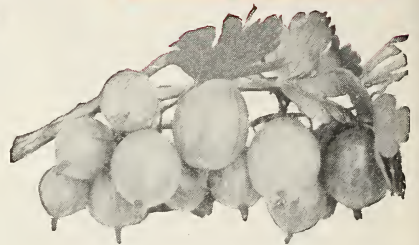
**RED CROSS.** Large, red, fine. Very productive and of extra high quality. Rich, mild, sub-acid.

**WILDER.** Bunch and berries very large, bright, attractive red color, even when dead ripe. Flavor not too acid and fruit continues on bush for quite a period.

**PERFECTION.** Beautiful, bright red, holding its large size to end of bunch. Easy to pick—a superior bearer—less acid and of better quality than any other large currant.

**WHITE GRAPE.** Very large, yellowish white. Mild acid flavor. Extremely valuable for table use.

Customers ordering Currants and Gooseberries by Mail, See Parcel Post Rates, Page 30



POORMAN GOOSEBERRY

## GOOSEBERRIES



Selected List Best Paying Varieties

Prices:

- 30c each; 6 to 10, 27c each;
- 11 to 50, 25c each

**DOWNING.** Large, handsome, pale green; of splendid quality for both cooking and table use. The plant is strong and usually free from mildew.

**RED JACKET.** This is the most free from mildew of all the leading varieties. The fruit is large, smooth, pale red in color, fine flavored, and is produced in great abundance.

**POORMAN.** Largest, healthiest and most vigorous grower. Fruit large, red, very attractive; exceedingly productive.

Complete Culture Directions on Gooseberries, Currants and Blueberries will be gladly mailed free on request.



## .. Giant .. BLUEBERRIES

### NEW CULTIVATED VARIETIES

These blueberry plants are a source of fine fruits and combine with them an ornamental shrub of rare beauty. Large plump tender berries the size of grapes and practically seedless. The varieties we are offering are of the latest origination by Department of Agriculture and divided into three seasons of ripening, Early, Midseason and Late. We will furnish plants of any desired ripening season. Two or more plants should be set to insure cross pollination and full crop.

#### PRICES STRONG PLANTS

|        |          |          |           |
|--------|----------|----------|-----------|
| Each   | 3 Plants | 6 Plants | 12 Plants |
| \$1.45 | \$4.15   | \$7.80   | \$15.00   |

If plants are to be shipped Parcel Post add 20c for each plant.



**TOWNSEND'S**  
 SELECT STRAIN



**BLACKBERRIES**

All Grown From Root Cuttings

The high standard that we have set for the strawberry world to follow is duplicated in the blackberry plants we grow for our trade. Because we know that blackberry plants developed from root cuttings are far superior to tips or sucker plants all of our blackberry plants are grown from strong root cuttings. They transplant very easily, produce larger canes, and fruit that is far superior. The varieties we are listing on this page are all upright growing sorts, although the first year they grow pretty much on the ground, but stand in bunches after the first crop. One planting will last you several years and while we sell several hundred thousand plants each year to commercial planters we have always maintained that every home garden should have a few of these plants growing as they are very easy to grow and a few plants will furnish plenty of big, rich flavored, juicy berries for making cobblers, wines, jams and jellies.

*Eldorado*

THE MOST WIDELY PLANTED OF ALL BLACKBERRIES

is the most widely planted blackberry on the market, it does well in the extreme North on account of its hardiness. Eldorado is of fine quality, berries are glossy black and with very little core. For making jellies, jams and pies it is unexcelled, having a very rich flavor. We only offer stock grown from rooted cuttings as we consider them far superior to sucker plants. You can depend on Townsend's Eldorado to give you satisfaction as a midseason to late variety.

**New ALFRED Blackberry**  
 LARGE, SWEET AND  
 A HEAVY PRODUCER

Alfred is grown throughout the Northwestern States. Also is heavily planted in Ohio, West Virginia, Indiana, Illinois, New York and Pennsylvania. It is of recent introduction. Midseason fruiting, extremely large, practically free from seeds and coreless. Very sweet and juicy. For a midseason variety we recommend Alfred.

For  
 PRICES  
 BEARING  
 AGE  
 Blackberries  
 and  
 Dewberries  
 SEE PAGE  
 33

**New ROBINSON**

Fallbearing  
 Blackberry

This new Fallbearing Blackberry has proven to be a profitable fall cropping variety as well as producing a fine crop of extra large fine quality berries along with other varieties listed. To have blackberries over a long season include the Robinson in your planting.

**EARLY HARVEST**

Earliest of All  
 Blackberries

This variety is one of the earliest blackberries to ripen and most productive of the early sorts. If you are looking for a very early blackberry, then plant Early Harvest of Townsend's Selective Strain. Fruit is very firm, medium large and a vigorous grower. Our stock is grown from root cuttings only.

**3 Fine Varieties of Dewberries**

The Dewberry is of the blackberry family, being of trailing habit, they can be planted on any soil with good results, for garden culture we recommend setting them alongside the fence or boundary line. Their large size and sweet flavor make them unexcelled as a table variety.

**LUCRETIA (Dewberry)**

Fruit large and firm and juicy. Vines are very hardy and can be planted in Northern States successfully.

**BOYSENBERRY (Dewberry)**

Complete Description of This New Variety on page 30

**YOUNGBERRY.** This dwarf trailing form of the dewberry is highly prized by growers wherever it is known, because of the enormous size of the fruit and fine eating qualities, combined with its great productivity of the plant and the high prices the crop commands on the open market.

Every dollar which you invest in this plant will return big dividends. A yield of 8,000 quarts per acre is not unusual for the Youngberry. For the home garden we do not know of a Dewberry that will afford as much real pleasure from a small investment as this variety. The fruit can be eaten direct from the vines or placed on the table without an addition of sugar. Every home should have sufficient Youngberry plants to enjoy this great fruit.



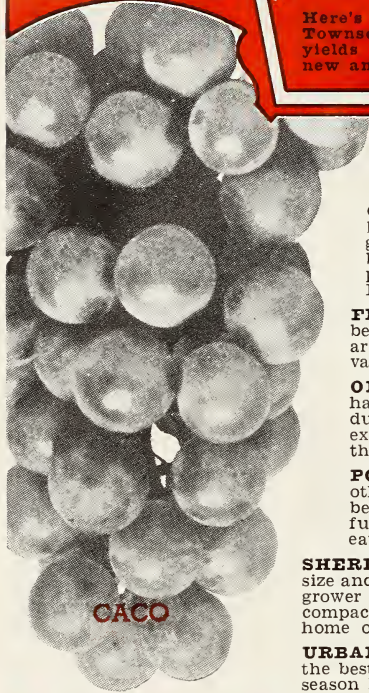
YOUNGBERRY (Dewberry)

**BIGGER  
YIELDS**

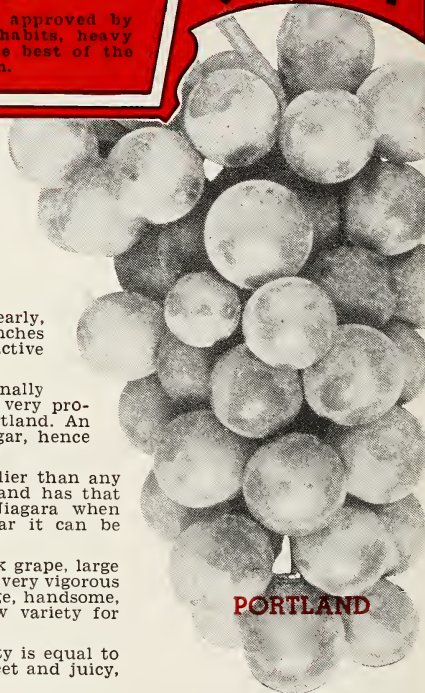
**XTRA new VARIETIES  
GRAPES**

**BETTER  
QUALITY**

Here's seven new grapes that's been approved by Townsend's for their early fruiting habits, heavy yields and quality fruit. They are the best of the new and all are of recent introduction.



**CACO**



**PORTLAND**

**CACO (Red).** Is a large red grape having good flavor and holding fruit well, after ripening.

**CHAMPAGNE (Amber).** A delicious flavored amber colored grape produces large compact bunches. Vine is strong grower producing fruit at an early age. It's one of the best on our list.

**FREDONIA (Black).** Ripens very early, berries large juicy and sweet, bunches are large and compact, a very attractive variety.

**ONTARIO (White).** Is an exceptionally hardy grape, vigorous grower and very productive, ripens few days after Portland. An excellent blending of acid and sugar, hence the taste is sprightly and yet sweet.

**PORTLAND (White).** Ripens earlier than any other known grape. Berries large and has that beautiful yellow color like the Niagara when fully ripe. Contains so much sugar it can be eaten long before it's fully ripe.

**SHERIDAN (Black).** Late, Bluish-black grape, large size and more attractive than Concord. A very vigorous grower and heavy yielder, producing large, handsome, compact clusters. A most valuable new variety for home or commercial plantings.

**URBANA (Red).** The flavor and quality is equal to the best European grapes, fruit very sweet and juicy, season late.

**TOWNSEND'S**



**GRAPES**



**Standard Varieties  
Better Paying**

**BETA (Black).** An early vigorous growing grape, hardy, tremendously productive and grown extensively in the Northern States, bunches large compact, fruit medium in size.

**CONCORD (Black).** The most extensively planted black grape, bunches are compact and of excellent quality. Season of ripening midseason to late, as a commercial variety Concord stands supreme. For the home it is one of the best black grapes, no matter where you live Townsend's winter hardened Concord will give you excellent results.

**CATAWBA (Red).** Late ripening, large, firm and very sweet, color, copper red, used extensively for making wines.

**DELAWARE (Red).** The standard of excellency, berries of amber color, ripening very early, fruit large, juicy, sweet. Vines hardy and productive.

**GOLDEN MUSCAT (Yellow).** Golden yellow color, bunches large and fruit of excellent quality, the nearest hardy grape in taste and appearance to the European Grapes.

**MOORES EARLY (Black).** A seedling of Concord, ripens two weeks earlier, heavy producer of large black fruit of excellent quality, planted extensively by commercial planters.

**NIAGARA (White).** One of the largest white grapes. Handsome compact bunches, delicious flavor. A strong grower ripening with Concord.

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

**GRAPES  
FOR  
ARBOR  
PLANTINGS**



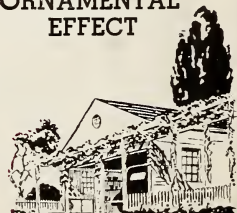
*Big value! Grape offer*

**ALL 2-YEAR SELECT VINES**

- 1 Fredonia, Black
  - 1 Caco, Red
  - 1 Champagne, Amber
  - 1 Moore's Early, Black
  - 1 Niagara, White
  - 1 Catawba, Red
  - 1 Worden, Black
  - 1 Concord, Black
  - 2 Collection above
- 8**  
Select  
Vines  
All for  
**\$1.65**

- 2 Champagne, Amber
  - 2 Caco, Red
  - 2 Fredonia, Black
  - 2 Ontario, White
  - 2 Portland, White
  - 2 Sheridan, Black
  - 2 Concord, Black
  - 2 Moore's Early,
  - 2 Catawba, Red
- 16**  
Select  
Vines  
for  
**\$3.45**

**PLANT GRAPES  
FOR  
ORNAMENTAL  
EFFECT**



**FOR QUICK RESULTS**

**SET Townsend's BEARING-AGE Berry Plants.**

**Pick Fruit the First Year**

Bearing Age Red Raspberry plants are selected one-year stock when transplanted into our Nursery rows in the Spring. They are grown a full year under ideal conditions, as our 20 acres of Irrigation system is used practically exclusively for the production of these plants. Plenty of humus is added in the soil each Spring before setting. Careful pruning is made thruout the season that a well-balanced plant can be offered our customers. These plants are tied into bundles full length of canes, as shown in picture on this page. They are carefully wrapped to protect all wood, that they will reach our customers in perfect condition. While the cost of the plants is somewhat higher than our One Year Selected stock, however, sufficient fruit can be picked from these plants the first year to more than pay for the difference in price.



*Bearing Age Red Raspberries Strong, Healthy Canes, That Will Fruit This Year*

**MONEY SAVING COLLECTION OFFERS**

**BEARING AGE GRAPE COLLECTION**

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

8 Vines **\$2.10**  
All for

**BEARING AGE RASPBERRY COLLECTION**

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

60 Plants **\$28.50**  
Special Price

**TOWNSEND'S SPECIAL BEARING AGE BLACKBERRY OFFER**

- 12 Robinson.
- 12 Eldorado.
- 12 Alfred.
- 12 Early Harvest.
- 12 Youngberry.
- 12 Lucretia.

72 Plants **\$26.00**  
for

**FOR THE HOME GARDEN OR MARKET GARDENER**

Anyone who wishes to get early returns from their garden cannot afford to pass up this particular size plant. We have customers each year who place their orders with us, advising that they have just moved into a new home and there are no small fruits planted, and they are anxious to get some fruit this year. This can be done by planting our Bearing Age Stock, which we offer in Raspberries, Blackberries, Grapes, Dewberries, and with a planting of the Everbearing Strawberries. A full season is saved, and our customers enjoy plenty of fruit on their table in a short time, just as though there was a well-established small fruit garden on the property before he moved in.

Market gardeners who cater to the roadside trade often have calls, I am sure, for Raspberries and other small fruits. It is good business to keep on hand what his customers call for. By taking advantage of our Bearing Age Plants he is soon in a position to offer these small fruits, even though he did not set them out the year previous. For a quick turn-over on your money there is nothing in the small fruit line any better.

**SUPPLY OF BEARING AGE STOCK LIMITED**

While we try to grow enough Bearing Age Plants to furnish all our customers, the increased demand on them this Fall has cut short our supply. Therefore, we certainly would advise placing order as soon as possible if you are thinking of ordering this particular stock, for we honestly feel sure that we will be sold out on them early in the season.

**PRICES BEARING AGE PLANTS**

|   | BEARING AGE RED RASPBERRY PLANTS |        |        |        |        |
|---|----------------------------------|--------|--------|--------|--------|
|   | 12                               | 25     | 50     | 100    | 200    |
| CHIEF   | \$1.20                           | \$1.90 | \$3.00 | \$5.00 | \$9.10 |
| LATHAM  | 1.15                             | 1.85   | 2.95   | 4.85   | 8.75   |
| ST. REGIS, EVERBEARING                        | 1.20                             | 1.90   | 3.00   | 5.00   | 9.10   |
| KATHERINE, EVERBEARING                        | 1.30                             | 2.00   | 3.25   | 5.60   | 10.25  |
| BEARING AGE BLACK AND PURPLE RASPBERRY PLANTS |                                  |        |        |        |        |
| CUMBERLAND                                    | 1.20                             | 1.90   | 3.10   | 5.20   | 9.45   |
| LOGAN   | 1.40                             | 2.20   | 3.60   | 5.85   | 10.75  |
| PLUM FARMER                                   | 1.20                             | 1.90   | 3.10   | 5.20   | 9.45   |
| COLUMBIAN PURPLE                              | 1.40                             | 2.20   | 3.60   | 5.85   | 10.75  |
| BEARING AGE BLACKBERRY PLANTS                 |                                  |        |        |        |        |
| ALFRED  | 2.00                             | 3.00   | 5.00   | 10.00  |        |
| EARLY HARVEST                                 | 1.00                             | 1.50   | 2.40   | 4.00   | 7.50   |
| ELDORADO                                      | 1.00                             | 1.60   | 2.60   | 4.50   | 8.25   |
| ROBINSON EVERBEARING                          | 1.30                             | 2.00   | 3.00   | 5.50   |        |
| RUSSELL                                       | 1.00                             | 1.50   | 2.40   | 4.00   | 7.50   |
| YOUNGBERRY DEWBERRY                           | 1.30                             | 2.00   | 3.00   | 5.50   | 10.00  |
| LUCRETIA                                      | 1.50                             | 2.40   | 4.00   | 7.50   |        |
| FRUITING AGE GRAPES                           |                                  |        |        |        |        |
|   | each                             | 3      | 6      | 12     | 25     |
| CONCORD—Blue                                  | \$0.25                           | \$0.65 | \$0.95 | \$1.45 | \$2.35 |
| CATAWBA—Red                                   | .50                              | .75    | 1.45   | 2.15   | 3.75   |
| DELAWARE—Red                                  | .35                              | 1.05   | 1.80   | 3.45   | 6.75   |
| GOLDEN MUSCAT                                 | .50                              | 1.35   | 2.55   | 4.75   | 9.15   |
| MOORE'S EARLY—Black                           | .30                              | .75    | 1.05   | 1.50   | 2.70   |
| NIAGARA—White                                 | .30                              | .75    | 1.05   | 1.50   | 2.70   |
| URBANA  | .50                              | 1.35   | 2.55   | 4.75   | 9.15   |
| WORDEN—BLACK                                  | .30                              | .75    | 1.05   | 1.50   | 2.70   |
| NEWER VARIETIES FRUITING AGE GRAPES           |                                  |        |        |        |        |
| CACO—Red                                      | .50                              | 1.35   | 2.55   | 4.75   | 9.15   |
| CHAMPAGNE—Amber                               | .45                              | 1.10   | 1.85   | 3.50   | 6.60   |
| FREDONIA—Black                                | .50                              | 1.35   | 2.55   | 4.75   | 9.15   |
| ONTARIO—White                                 | .50                              | 1.35   | 2.55   | 4.75   | 9.15   |
| PORTLAND—White                                | .45                              | 1.10   | 1.85   | 3.50   | 6.60   |
| SHERIDAN—Blue Black                           | .50                              | 1.35   | 2.55   | 4.75   | 9.15   |

Customers wanting any plants on this page sent Parcel Post prepaid, use Postal Rates at bottom of page 39.



# APPLE TREES

## FOR COMMERCIAL and HOME PLANTINGS

Here's a fine lot of Heavy Fruiting varieties selected by Townsend's. They are the choicest of Standard Varieties and the best of the new sorts, good for keeping or cooking giving you delicious apples throughout the season and far into the winter. For your benefit we have listed the varieties according to their ripening season --Yellow Transparent being one of the earliest and York Imperial one of the latest fruiting varieties. We have a nice stock of fine quality, two-year grown trees and know they will please you. Would advise having apple trees come by Express or Freight.

- YELLOW TRANSPARENT.** Best early yellow apple, mild and juicy.
- WILLIAM'S EARLY RED.** Beautiful bright red, early apple, fine for dessert, mild flavor.
- EARLY McINTOSH.** Red, handsome, resembles McIntosh in appearance and flavor.
- GRIMES GOLDEN.** Best yellow fall apple, firm, fine grain, mild pleasant flavor.
- McINTOSH.** Handsome, red, large and fancy with tender juicy aromatic flesh of highest quality.



DOUBLE RED DELICIOUS

- KENDALL McINTOSH.** Dark, solid, red, most attractive, of good size, flesh white, fine grain, tender, sub acid.
- JONATHAN.** Medium size red apple of highest quality, very attractive.
- DELICIOUS.** Striped with red, medium size of fine flavor.
- CORTLAND.** A fine new, handsome, red, large, and of high quality. Also a good storing variety.
- RED ROME BEAUTY.** Very large, red, productive, hangs well on tree and a good keeper.
- YELLOW DELICIOUS.** New heavy bearing yellow, white meat and fine sub-acid flavor.
- DOUBLE RED DELICIOUS.** An outstanding, new, deep red apple with all the flavor and quality that goes to make up a supreme apple, good keeper and hardy grower. Fine sub-acid flavor.
- GALLIA BEAUTY.** Clear bright red, considered one of the best winter keeping varieties, firm, juicy.
- STAYMAN'S WINESAP.** A fine late keeping red, flesh yellow, firm, tender, juicy.
- BALDWIN.** Red, large, sub-acid, good quality, a fine northern variety.
- NORTH WESTERN GREENING.** Hardy, vigorous growing, fruit greenish-yellow, good quality and keeper.
- WINTER BANANA.** Medium to large, golden yellow with red bluish fine grain, flesh good quality.
- YORK IMPERIAL.** Fine, large, hardy red, excellent quality, good keeper.

**TOWNSEND'S**  
**Big Bargain Apple Offers**

|  |   |
|--|---|
| 1 Big 5-6 Ft. Tree, each variety.<br>New Cortland<br>Yellow Transparent<br>Winter Banana<br>Grimes Golden<br>Red Delicious<br>McIntosh<br>6 Trees in All For <b>\$3.45</b> | All Red Varieties, three early—three late<br>1 Select 4-5 Ft. Tree, each variety<br>Stayman Winesap<br>Red Delicious<br>Baldwin<br>Early McIntosh<br>Jonathan<br>Wm. Ey. Red<br>6 Trees All For <b>\$2.85</b> |
|--|---|

With the above offers—six fine grape vines will also be included absolutely free.

### CRAB APPLES

- TRANSCENDENT.** Clear yellow with bright red cheek—one of the best.
- HYSLOP.** Large, well shaped, very brilliantly colored with dark purplish red, excellent for jelly.

| APPLE TREE PRICES                 |        |        |        |
|-----------------------------------|--------|--------|--------|
| All Varieties Listed on This Page |        |        |        |
| All Two Year Trees                | 1-9    | 10-50  | 51-300 |
| Fancy 5/6 ft. 11/16 in. up..      | \$0.75 | \$0.70 | \$0.65 |
| Select 4/5 ft. 9-11/16 in.....    | .65    | .60    | .55    |



### HALE HAVEN

A delicious flavored yellow freestone peach of attractive appearance. Very hardy and frost resistance. Ripens two weeks earlier than Elberta. Fruits at an early age. One of the best peaches on our list for commercial or home planting.



## PEACHES



Leading Varieties for Home or Commercial Use

Every fruit tree sent out by Townsend's must pass the same rigid inspection and grading as required by us on our berry plants. We guarantee safe arrival and satisfaction.

| PRICES PEACH TREES                           |        |        |        |
|--|--------|--------|--------|
|  | 1-9    | 10-49  | 50-300 |
| Heavy Select Trees 5/6 ft. 11/16 in. up..... | \$5.50 | \$4.45 | \$4.40 |
| Large Select Trees 4/5 ft. 9-11/16 in. ....  | .45    | .40    | .35    |
| Medium Select Trees 2/3 ft. 5-7/16 in. ....  | .25    | .17    | .14    |

- BELLE OF GEORGIA.** Ripens 1st to 15th of August. Large white fleshed with pink cheek; excellent flavor, rapid grower, very productive.
- CARMAN.** Ripens about the middle of July. Skin pale yellow, with a slight blush. One of the best early market peaches, very hardy, a good Northern variety.
- CHAMPION.** Ripens about July 20th. A very profitable commercial variety, noted for its regularity of bearing; skin rich cream white, with red cheek. Large in size and grown extensively by the Western Growers.
- CRAWFORD.** Early. Ripens in early July. Large yellow peach with deep red cheek, flesh very yellow and juicy, of the freestone type.
- CRAWFORD.** Late. Ripens after Elberta; a freestone variety of high quality. Flesh deep yellow. Skin yellow with a broad dark red cheek.
- CUMBERLAND.** Extra large peach. Vigorous grower, hardy as the Carman, ripens a few days ahead of Carman. Above medium in size, attractive in color and shape, good in quality.
- ELBERTA.** Ripens about middle August. A valuable variety for home or commercial purpose. Fruit very large, flesh very yellow, skin yellow with rich red cheek, extremely highly flavored and of the freestone type.

- EARLY ELBERTA.** Ripens about a week earlier than Elberta. Fruit large, yellow with brilliant shade of red.
- J. H. HALE.** One of the best sorts for the market or home. Fruit is large, round and excellent quality. Skin and flesh very yellow, flavor sweet, ripens a little before Elberta.
- MAYFLOWER.** The earliest fruiting variety on our list. Fruit is medium in size, dark red, and of excellent quality.
- PRIMROSE. (28 B. E.)** A large yellow fleshed freestone peach of fine quality, ripens about same time as Belle of Georgia, originated by New Jersey Agriculture Experiment Station.
- RADIANCE. (47 B. G.)** A white fleshed freestone peach of large size and quality, very attractive in color. Originated by New Jersey Agriculture Experiment Station.
- ROCHESTER** is a very early peach, ripens a little ahead of the Elberta. Flesh yellow, fine flavor, being very sweet; freestone and good size.
- ROBERTA.** Yellow freestone; ripening ten days after Elberta. Fruit growers are much enthused over the Roberta as it ripens at a time when prices are usually high. Fruit attractive and good quality.
- SHIPPERS LATE RED.** Promising new, late, yellow peach, with attractive red blush. Extra hardy, good cropper, trees fruiting very young.



### 2 Outstanding New Peaches SOUTH HAVEN PEACH

- \* A big yellow golden color with red cheek.
- \* Immense productiveness.
- \* Fruit farmers are now planting whole orchards of this wonder peach.
- \*\* Ripens 14-20 days earlier than Elberta.
- \* Trees hardy, quick growing, young bearing.
- \* Combines all the good qualities of the famous Elberta.

### Golden Jubilee

**GOLDEN JUBILEE.** Today's outstanding early yellow freestone peach. Ripens four weeks before Elberta, very hardy. Buds resisting winter freezing well. Grand luscious golden yellow flesh of the highest quality. A fine variety for home or commercial plantings.

**8**  
Heavy Select  
PEACH TREES

1 tree each of the following varieties: Crawford Early, Carman, Early Elberta, Rochester, Golden Jubilee, Champion, South Haven and Elberta. 8 fine big trees

ALL FOR **\$2.96**

**6**  
Heavy Select  
PEACH TREES

Fruiting All Season

1 tree each - Belle of Georgia, Early Crawford, Late Crawford, South Haven, Golden Jubilee and Elberta  
2 Collections for \$4.26

ALL FOR **\$2.25**

**Free!** **6**  
GRAPE VINES

valued at \$1.16

with each fruit tree collection listed in this Catalog We will include free six selected 2 year No. 1 Grape Vines, as follows: 2 Concord, 2 Catawba, 2 Niagara.

Don't fail to take advantage of this special offer.





**MONT-MORENCY**  
Big Early Sour Cherry

**TOWNSEND'S**  
CHERRY TREES



PRICES Strong Stocky 2 Year Trees

|                               |             |             |             |
|-------------------------------|-------------|-------------|-------------|
|                               | 1-9         | 10-49       | 50-100      |
| 5-6 Ft. Heavy Selects . . .   | \$0.85 each | \$0.75 each | \$0.70 each |
| 4-5 Ft. Large Selects . . . . | .80 each    | .70 each    | .65 each    |

**SWEET CHERRIES**

The best in the sweet cherry class

- BLACK TARTARIAN.** Makes a beautiful erect grower; a heavy bearer. Ripens in late June and July. Fruit is purplish in color, rich and juicy.
- GOVERNOR WOOD.** A healthy grower and abundant bearer. Large, yellow fruit, covered with bright red. Ripens middle of June.
- NAPOLEON.** Deep yellow tinged with red.
- YELLOW SPANISH.** Ripens end of June. Fine for canning. Fruit large, with golden coloring tinted with crimson.
- SENECA.** Soft, juicy, flesh richly flavored, best early cherry.
- WINDSOR** Large, dark purplish red, flesh firm, crisp, sweet, good quality and an excellent shipper, fruits late.

**SOUR CHERRIES**

For quick results plant the sour varieties

- EARLY RICHMOND.** June. Sour red, the earliest of Sour Cherries. Fruit round, skin thin, rather tough and easily separated from the pulp and requires small amount of sugar when canning.
- ENGLISH MORELLO.** Late July and early August. The only real late cherry. Tree grows quite small and of dwarf habit. Fruit good size, nearly black.
- MONTMORENCY (Large).** Late June. A commercial variety in popular demand. Tree bears young, within 2 years after planting. Fruit of good size, bright, clear red.

**Special Plum and Cherry Offer**

OFFER #1      OFFER #2

1 Abundance      1 Tree Each Napoleon  
1 Burbank      Montmorency, Black Tartarian, Early Richmond,  
1 Bradshaw      Four Heavy  
Three Heavy      Select Trees      \$2.95  
Select      Only

**\$2.30**      **\$2.95**

You also get 6 Grape Vines, Value \$1.16 Free with above offer.

**PLUM TREES**

We consider the following list of plums to be among the best varieties on the market, we have selected only varieties that are hardy and heavy bearers. Always plant several varieties together so they can cross pollinize. They will fruit much better.

**PLUM PRICES**

|                       |            |            |            |
|-----------------------|------------|------------|------------|
|                       | 1-9        | 10-49      | 50-100     |
| 5-6 Ft. Heavy Selects | \$0.90 ea. | \$0.85 ea. | \$0.80 ea. |
| 4-5 Ft. Large Selects | .85 ea.    | .80 ea.    | .75 ea.    |

- ABUNDANCE.** (Japanese). Skin pinkish red, changing to dark red. Ripens late August or early September. Fruit medium size, roundish; flesh yellow, tender and sweet.
- BRADSHAW.** Large dark violet-red, flesh yellowish green, very productive and vigorous grower, August ripening.
- FRENCH DAMSON.** A large beautiful plum of good quality surpassing all other plums in this class.
- HALL.** Dark purple, large, greenish yellow flesh, good quality excellent for roadside stands or market.
- STANLEY.** Dark blue, with splendid quality for dessert or culinary purposes.

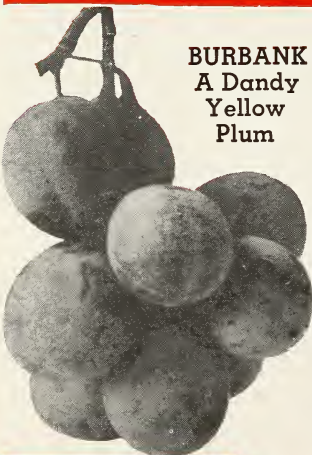
**2 OUTSTANDING PLUMS**

- BURBANK.** A triumph of the genius of "The Master Horticulturist." Remarkably successful all over the country. It seems to succeed in any soil. Fruit large, dark red or purplish with thin lilac bloom. Flesh amber yellow with rich sugary flavor. It's a dandy.
- ITALIAN PRUNE (Fellenberg).** Excellent for drying, preserving or dessert. Large fine fruit that is firm, sweet and delicious. We have nothing to offer that will take its place. Every home should have a few trees.

**SPECIAL OFFER**

4 Heavy Selected Trees 5-6 Ft.  
2 Burbank and 2  
Italian Prune all for **\$2.45**

6 Grape Vines included free.  
Value \$1.16 with this offer.



**BURBANK**  
A Dandy Yellow Plum

**PEAR OFFER**

Choice Medium Grade

all strong 4-5 ft. trees

1 New Douglas  
1 Bartlett  
1 Anjou  
1 Kieffer  
1 Duchess

All 5 Trees **\$3.15** FOR

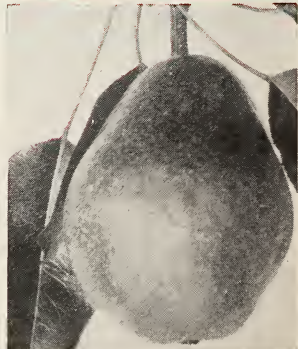
You also get with our compliment 6 grape vines free. Value \$1.16

**ALL 2 YEAR GROWN PEAR TREES HEAVY ROOTED**

**PRICES**

|                        |             |             |             |
|------------------------|-------------|-------------|-------------|
|                        | 1-9         | 10-49       | 50-100      |
| 5-6 Ft. Heavy Selects. | \$0.90 each | \$0.85 each | \$0.80 each |
| 4-5 Ft. Large Selects. | .80 each    | .75 each    | .70 each    |

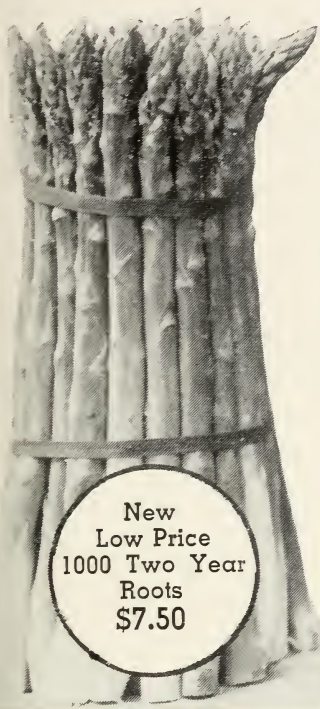
- ANJOU.** A heavy yielding late variety, good keeper, very juicy and fine flavor.
- BARTLETT.** One of the finest dessert and eating Pears. Heavy producer. Golden yellow with red cheek.
- CLAPS FAVORITE.** Large pale yellow with red cheek. Tree hardy and does well everywhere. Fruit fine grained, sweet and highly flavored.
- DUCHESS (d'Angouleme).** Dull yellow, netted with russet, very large. Trees blight resistant and heavy producer.
- KIEFFER.** Large yellow of fine quality. Trees hardy and bears very late.



**BARTLETT PEAR**

**SECKEL.** Small, attractive in color. Trees vigorous, bears late.  
**NEW DOUGLAS.** Beautiful large smooth golden yellow pear flecked with russet, sweet and juicy, blight resistant and hardy in most all climates.






  
**TOWNSEND'S**
  
 SELECT STRAIN
   
**ASPARAGUS**



**Our Asparagus Roots Are Grown From the Highest Grade Seed**

The roots that Townsend's offer their customers are produced from seed that often cost us \$6.00 per pound, which is thirty times higher than Asparagus seed that we can buy on the market. We do not hesitate to say that seed grown from these selected seed will in every case produce larger yields, heavier bunches, and will actually sell on the city markets or to canneries from two to three times the price of the ordinary Asparagus grown from low vitality roots. It has been the opinion of growers that the amount of manure furnished the Asparagus fields that were old enough to cut governed the size of the Asparagus and quality. While this is an important factor in getting a good grade of grass as we all know, it has been proven time and time again that roots grown from a selected seed known for its strong vitality in producing a like Asparagus will increase more than double the Asparagus cut per acre with the same amount of manure as Asparagus grown from ordinary roots. We are giving you the facts as we have seen them and ask you, does it pay to set anything but the best roots? We are only growing three varieties of Asparagus, as they are the leaders in the Asparagus varieties, and we know they will please our customers and furnish them with Asparagus of the highest quality and plenty of it.

|              |        |        |        |        |        |                             |
|--------------|--------|--------|--------|--------|--------|-----------------------------|
|              | 25     | 50     | 100    | 250    | 1000   |                             |
| 1 Year ..... | \$0.40 | \$0.65 | \$1.00 | \$2.00 | \$6.00 | If asparagus is wanted by   |
| 2 Year ..... | .55    | .85    | 1.20   | 2.35   | 7.50   | parcel post add 3¢ each     |
| 3 Year ..... | 1.00   | 1.50   | 2.00   | 4.00   | 12.00  | 25 roots. To cover postage. |

500 plants at 1000 rate  
(Write for quantity prices on lots of 3000 or more.)

**Mary Washington.** A heavy yielding strain producing uniform, long, tender shoots grows very rapidly; an excellent variety for market gardeners or home use.

**Martha Washington.** A selected strain from the Washington variety, much heavier stock and a greater producer than the original Washington variety; practically blight resistant.

**Pedigreed Washington.** This new variety is the first result of a blister proof campaign for the eradication of Asparagus rust. It is vigorous and high yielding Asparagus. The tips are of uniform size with good tight buds of bluish purple. Makes an attractive appearance when bunched; tender and delicious.

**TOWNSEND'S**

**RHUBARB**

Market Gardeners and Commercial Growers know the value of clear pink rhubarb as being in greater demand and bringing higher prices than any other color rhubarb. The rhubarb roots that we are offering this year are grown from selective pink stock. This is to insure our customers of getting as near 100% pink stock as it is possible to grow with very little effort on their part.

**McDONALD.** A new early producing Rhubarb of exceptionally fine quality, originated in Canada, a true pink variety, and a good forcer. Price 30¢ each

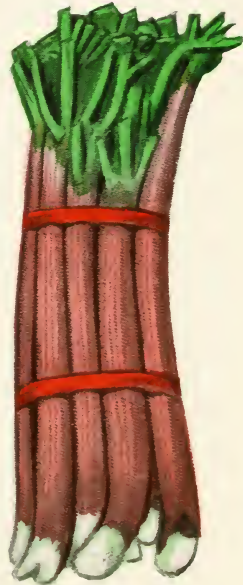
**MYATTS LINNAEUS.** Produces large, tender stalks, flavor sprightly fine for pies and sauces.

**QUEEN.** Extra strong grower, extremely large stalks, color dark pink, a good commercial variety.

**RHUBARB PRICES—ABOVE VARIETIES**

|            |        |                 |        |
|------------|--------|-----------------|--------|
| Each ..... | \$0.10 | 25 Roots .....  | \$1.50 |
| 6 .....    | .55    | 50 Roots .....  | 2.50   |
| 12 .....   | .85    | 100 Roots ..... | 4.00   |

Rhubarb by parcel post add 3¢ each root to cover postage.  
Write for Our Free Folder on Growing Rhubarb



Pink Rhubarb brings top prices at any market



Above field: Maryland Golden averaged 415 bushels U. S. No. 1 to the Acre

**MARYLAND GOLDEN SWEET POTATOES**

We are again offering to our customers thru this small space in our catalogue one of the outstanding sweet potatoes on the market—Maryland Golden. As stated in our last year's catalogue, this variety of potatoes was just what the

country has been looking for and, from the reports received by our customers this year, who ordered Maryland Golden from us, and the market reports throughout the country, we are entirely convinced that there is not a sweet potato on the market today that has the money making possibilities for the commercial grower as well as the satisfaction obtained by the small growers for table use, as the Maryland Golden. The demand far exceeds the supply and we look for it to remain so for a good many years. Be the first in your community to grow this wonderful potato and benefit by the profits you will receive from them.

The color is all that the name implies—a deep, rich, golden yellow with a slight pinkish cast, holding its color perfectly when cooked. It is not of the dry type like Little Stem Jersey or of the wet type like the Nancy Halls or Yams, only slightly moist at any state of maturity. It produces a crop very early, therefore, is one of the best varieties for our Northern customers to grow where early maturing varieties are a necessity.

We want to tell you more about this variety; however, space will not permit it here. Therefore, we have printed an illustrated folder on Maryland Golden which will be sent to you free on request.

We offer you Maryland Golden plants and certified seed stock at prices shown on the left. Let us reserve your supply early this year as last year found us sold out long before the season was over.



Ruffsedale, Penna.  
The 400 sweet potato plants did far better than I expected; from the 400 plants, we dug 27 bushels fancy sweet potatoes. I expect to keep on growing them as I was well pleased with the results.

ALVIA SMITH.

**Prices of MARYLAND GOLDEN Sweet Potato Plants**

Ready After May the 25th

|                   |        |
|-------------------|--------|
| 100 Plants .....  | \$0.75 |
| 250 Plants .....  | 1.25   |
| 500 Plants .....  | 2.00   |
| 1000 Plants ..... | 3.00   |

**CERTIFIED SEED STOCK**

For Growers who wish to grow their own plants, we offer this stock. Delivers anytime from our storage house.

**\$2.25 Per Bushel**

Write for special prices on lots of 10 bushels or more.



# TOWNSEND'S

TRUE TO NAME  
PLANTS

## 1937 PRICES STRAWBERRY PLANTS

GUARANTEED  
SATISFACTION

All prices quoted below are F.O.B. Salisbury, Maryland, and in effect from January the 1st until June 1st, 1937. Customers ordering plants sent Parcel Post prepaid, see Parcel Post Rates on page 39. We ship a limited number of strawberry plants in late summer and fall. Customers wanting plants for planting at that time, ask for our **Special Late Summer and Fall Price List**. All plants are tied 25 to bundle. No less than 25 plants of variety sold.

Description of varieties  
will be found  
on page

|                                     | 25<br>Plants                           | 50<br>Plants | 100<br>Plants | 200<br>Plants | 300<br>Plants | 400<br>Plants | 1000<br>Plants | 3000<br>Plants | 4000<br>Plants | 5000<br>Plants |
|-------------------------------------|--|--------------|---------------|---------------|---------------|---------------|----------------|----------------|----------------|----------------|
| <b>EARLY VARIETIES</b>              |  |              |               |               |               |               |                |                |                |                |
| 13 ABERDEEN .....                   | \$0.25                                 | \$0.40       | \$0.65        | \$1.10        | \$1.50        | \$1.80        | \$4.00         | \$11.40        | \$14.60        | \$17.50        |
| 24 BEAVER .....                     | .30                                    | .45          | .75           | 1.30          | 1.80          | 2.20          | 5.00           | 14.40          | 18.40          | 22.50          |
| 24 BELLMAR .....                    | .25                                    | .40          | .65           | 1.10          | 1.50          | 1.80          | 4.00           | 11.40          | 14.60          | 17.50          |
| 15 BLAKEMORE .....                  | .25                                    | .40          | .60           | 1.00          | 1.35          | 1.60          | 3.50           | 9.90           | 12.60          | 15.00          |
| 8 DORSETT .....                     | .30                                    | .45          | .70           | 1.20          | 1.65          | 2.00          | 4.50           | 12.90          | 16.60          | 20.00          |
| 9 FAIRFAX .....                     | .30                                    | .45          | .65           | 1.25          | 1.75          | 2.15          | 4.75           | 13.65          | 17.60          | 21.25          |
| 11 HOWARD SUPREME (Pat.) .....      | .40                                    | .55          | 1.10          | 1.80          | 2.40          | 3.00          | 7.00           | 20.55          | 27.00          | 32.50          |
| 10 Howard 17 .....                  | .30                                    | .45          | .70           | 1.20          | 1.65          | 2.00          | 4.50           | 12.90          | 16.60          | 20.00          |
| 24 Klondyke .....                   | .25                                    | .40          | .65           | 1.10          | 1.50          | 1.80          | 4.00           | 11.40          | 14.60          | 17.50          |
| 24 Missionary .....                 | .25                                    | .40          | .60           | 1.00          | 1.35          | 1.60          | 3.50           | 9.90           | 12.40          | 15.00          |
| 10 PREMIER .....                    | .30                                    | .45          | .70           | 1.20          | 1.65          | 2.00          | 4.50           | 12.90          | 16.60          | 20.00          |
| <b>MEDIUM EARLY TO LATE</b>         |  |              |               |               |               |               |                |                |                |                |
| 24 Southland .....                  | .30                                    | .45          | .75           | 1.30          | 1.80          | 2.20          | 5.00           | 14.40          | 18.40          | 22.50          |
| 13 BIG JOE .....                    | .30                                    | .45          | .70           | 1.20          | 1.65          | 2.00          | 4.50           | 12.90          | 16.60          | 20.00          |
| 24 CATSKILL .....                   | .30                                    | .45          | .65           | 1.25          | 1.75          | 2.15          | 4.75           | 13.65          | 17.60          | 21.25          |
| 12 Cooper .....                     | .30                                    | .45          | .75           | 1.30          | 1.80          | 2.20          | 5.00           | 14.40          | 18.40          | 22.50          |
| 24 Culver .....                     | .30                                    | .45          | .70           | 1.20          | 1.65          | 2.00          | 4.50           | 12.90          | 16.60          | 20.00          |
| 24 Gibson .....                     | .25                                    | .40          | .65           | 1.10          | 1.50          | 1.80          | 4.00           | 11.40          | 14.60          | 17.50          |
| 24 JUPITER (Patented) .....         | .30                                    | .45          | .75           | 1.30          | 1.80          | 2.20          | 5.00           | 14.40          | 18.40          | 22.50          |
| 24 Marshall .....                   | .40                                    | .65          | 1.20          | 1.95          | 2.45          | 3.15          | 7.50           | Stock limited  |                |                |
| <b>LATE TO VERY LATE</b>            |  |              |               |               |               |               |                |                |                |                |
| 12 AROMA .....                      | .25                                    | .40          | .65           | 1.10          | 1.50          | 1.80          | 4.00           | 11.40          | 14.60          | 17.50          |
| 24 Brandywine .....                 | .30                                    | .45          | .75           | 1.30          | 1.80          | 2.20          | 5.00           | 14.40          | 18.40          | 22.50          |
| 20 Townsend's Big Late (Imp.) ..... | .25                                    | .40          | .65           | 1.10          | 1.50          | 1.80          | 4.00           | 11.40          | 14.60          | 17.50          |
| 17 CHESAPEAKE .....                 | .30                                    | .45          | .75           | 1.30          | 1.80          | 2.20          | 5.00           | 14.40          | 18.40          | 22.50          |
| 18 FORD .....                       | .30                                    | .45          | .70           | 1.20          | 1.65          | 2.00          | 4.50           | 12.90          | 16.60          | 20.00          |
| 19 GANDY .....                      | .25                                    | .40          | .65           | 1.10          | 1.50          | 1.80          | 4.00           | 11.40          | 14.60          | 17.50          |
| 18 Lupton .....                     | .30                                    | .45          | .70           | 1.20          | 1.65          | 2.00          | 4.50           | 12.90          | 16.60          | 20.00          |
| 24 Pearl .....                      | .30                                    | .45          | .70           | 1.20          | 1.65          | 2.00          | 4.50           | Stock limited  |                |                |
| 24 Sample (Imp.) .....              | .30                                    | .45          | .70           | 1.20          | 1.65          | 2.00          | 4.50           | 12.90          | 16.60          | 20.00          |
| 14 "TOWNKING" .....                 | .30                                    | .40          | .65           | 1.10          | 1.50          | 1.80          | 4.00           | 11.40          | 14.60          | 17.50          |
| 16 WM. BELT .....                   | .30                                    | .45          | .70           | 1.20          | 1.65          | 2.00          | 4.50           | 12.90          | 16.60          | 20.00          |
| 24 World's Wonder .....             | .50                                    | .75          | 1.25          | 2.10          | 3.00          | 3.80          | 9.00           | Stock limited  |                |                |
| 19 "XTRALATE" (Imp.) .....          | .50                                    | .75          | 1.25          | 2.10          | 3.00          | 3.80          | 9.00           | 26.40          | 34.40          | 42.50          |
| 15 SURPLUS PLANTS .....             | Not less than 1000 Surplus Plants sold |              |               |               |               |               | 2.75           | 7.75           | 10.25          | 12.50          |
| <b>FALL BEARING STRAWBERRIES</b>    |  |              |               |               |               |               |                |                |                |                |
| 21 GEM .....                        | .40                                    | .65          | 1.20          | 1.95          | 2.45          | 3.15          | 7.00           | 20.40          | 26.60          | 32.50          |
| 21 Luckystrike .....                | .50                                    | .75          | 1.25          | 2.10          | 3.00          | 3.80          | 9.00           | 26.40          | 34.40          | 42.50          |
| 21 MASTODON .....                   | .40                                    | .55          | 1.10          | 1.80          | 2.40          | 3.00          | 7.00           | 20.40          | 26.60          | 32.50          |
| 21 WAYZATA .....                    | 1.40                                   | 2.50         | 4.00          | 7.70          | 11.25         | 14.60         | 35.00          | Stock limited  | order early    |                |

500 plants of one variety sold at the 1000 rate.

(Orders calling for large quantities, write for special prices)

**NEW LOWER EXPRESS RATES ON STRAWBERRY PLANTS SHIPPED FROM SALISBURY, MARYLAND.** This new rate will mean a saving to our customers of approximately 40% in transportation cost. Due to this extremely low rate and quick deliveries, we can recommend express shipments on all orders of 500 plants or more.

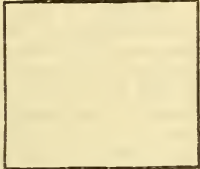
**WE WILL BE GLAD TO QUOTE SPECIAL PREPAID PRICES.** Any customer who wants to know the exact cost of plants laid down to their nearest express office, just write and tell us how many plants of each variety you will need, giving nearest express office, and we will be glad to forward by return mail exact cost of plants, including all transportation to your express office.

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

Form No. 6001

POST OFFICE DEPARTMENT  
THIRD ASSISTANT POSTMASTER GENERAL  
DIVISION OF MONEY ORDERS

No. \_\_\_\_\_  
Stamp of Issuing Office



The Postmaster  
will insert

here \_\_\_\_\_  
the office drawn on, when the office named by  
the remitter is in Alaska, and does not transact money order business.

Spaces above this line are for the Postmaster's record, to be filled in by him

**Application for Domestic Money Order**

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

Amount

\_\_\_\_\_ Dollars \_\_\_\_\_ Cents

Pay to } **E. W. TOWNSEND SONS**  
Order of } \_\_\_\_\_  
(Name of person or firm for whom order is intended)

Whose }  
Address }  
Is } No. \_\_\_\_\_ Street

**SALISBURY,**

Post }  
Office } \_\_\_\_\_

State **MARYLAND**

Sent by \_\_\_\_\_  
(Name of sender)

No. \_\_\_\_\_ Street  
City }  
and }  
State } \_\_\_\_\_

**PURCHASER MUST SEND ORDER AND COUPON TO PAYEE**  
(FOR FEES SEE OTHER SIDE) c5-7155

# Fees for Money Orders Drawn on Domestic Form

Payable in the United States, including Hawaii, Puerto Rico, and the United States Virgin Islands, or in Guam and Tutuila (Samoa); also for orders payable in Antigua, Bahamas, Barbados, Bermuda, British Guiana, British Honduras, British Virgin Islands, Canada, Canal Zone, Cuba, Dominica, Grenada, Jamaica, Montserrat, Nevis, Newfoundland, Philippine Islands, St. Kitts, St. Lucia, St. Vincent, and Trinidad and Tobago.

|                   |                               |           |
|-------------------|-------------------------------|-----------|
| <b>For Orders</b> | From \$0.01 to \$2.50.....    | 6 cents.  |
|                   | From \$2.51 to \$5.00.....    | 8 cents.  |
|                   | From \$5.01 to \$10.00.....   | 11 cents. |
|                   | From \$10.01 to \$20.00.....  | 13 cents. |
|                   | From \$20.01 to \$40.00.....  | 15 cents. |
|                   | From \$40.01 to \$60.00.....  | 18 cents. |
|                   | From \$60.01 to \$80.00.....  | 20 cents. |
|                   | From \$80.01 to \$100.00..... | 22 cents. |

---

## Memoranda of Issuing Postmaster:

---

If order is purchased through Rural Carrier, he will fill spaces below:

Carriers receipt No: \_\_\_\_\_

\_\_\_\_\_, Carrier.

NOTE.—The maximum amount for which a single Money Order may be issued is \$100. When a larger sum is to be sent additional Orders must be obtained. Any number of Orders may be drawn on any Money Order office on any one day.

Applications must be preserved at the office of issue for three years from date of issue.

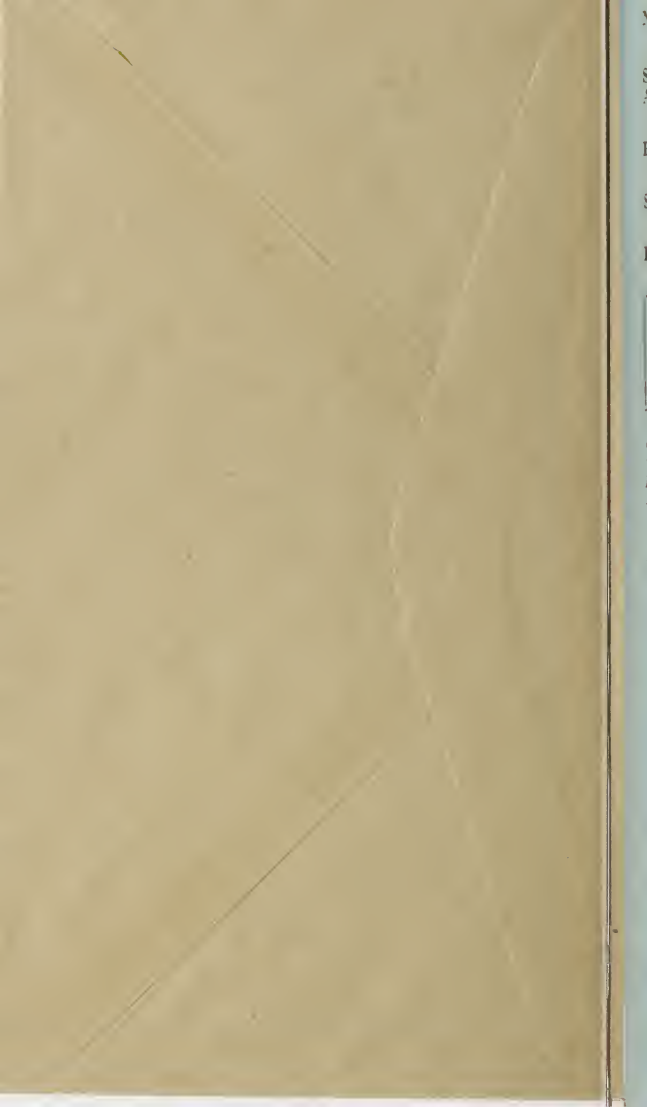
From .....

Town .....

State .....

*E. W. Townsend & Sons*  
PLANT FARMS

**SALISBURY**  
**MARYLAND**











THE UNIVERSITY OF CHICAGO  
DEPARTMENT OF CHEMISTRY  
RECORDS

[The following text is extremely faint and illegible due to the quality of the scan. It appears to be a list of records or a table with multiple columns and rows.]

**Certified  
PLANTS**

# PRICE LIST OF

**Approved  
VARIETIES**

Fall Delivery  
After November 1st

## RASPBERRIES—BLACKBERRIES DEWBERRIES—GRAPES

Spring Delivery  
January until June 15th

All prices quoted below are F.O.B. Salisbury, Maryland, and in effect from January 1st until June 15th. Customers ordering plants sent PARCEL POST, PREPAID, see PARCEL POST RATES at bottom of page. Fall shipping season opens November 1st on all stock listed on this page. Write for our LATE FALL PRICE LIST if you anticipate Fall setting.

Description of varieties will be found on page

### RED RASPBERRY PLANTS

For Prices on Bearing Age Plants, see page 33

|   | 12     | 25     | 50     | 100    | 200    | 300    | 400    | 500    | 1000    |
|---|--------|--------|--------|--------|--------|--------|--------|--------|---------|
|   | Plants | Plants | Plants | Plants | Plants | Plants | Plants | Plants | Plants  |
| 29 CHIEF. Select 1-yr. No. 1.....             | \$0.70 | \$1.05 | \$1.75 | \$2.95 | \$5.30 | \$7.20 | \$8.65 | \$9.60 | \$17.90 |
| 29 LATHAM. Select 1-yr. No. 1.....            | .60    | .95    | 1.60   | 2.85   | 5.10   | 6.90   | 8.15   | 9.10   | 17.00   |
| 28 KATHERINE. (Evgb.) Select 1-yr. No. 1....  | .75    | 1.25   | 2.25   | 3.95   | 6.75   | 8.95   | 10.75  | 12.50  | 22.50   |
| 28 St. Regis. (Evgb.) Select 1-yr. No. 1..... | .55    | .95    | 1.60   | 2.85   | 5.10   | 6.90   | 8.15   | 9.00   | 17.00   |
| 28 NEWBURGH. Select 1-yr. No. 1.....          | .95    | 1.50   | 2.65   | 4.70   | 8.40   | 11.20  | 13.30  | 14.85  | 28.75   |

### BLACK RASPBERRY PLANTS

For Prices on Bearing Age Plants, see page 33

|  |     |     |      |      |      |      |      |      |       |
|--|-----|-----|------|------|------|------|------|------|-------|
| 27 CUMBERLAND. Select 1-yr. No. 1 Tips....   | .55 | .85 | 1.45 | 2.50 | 4.35 | 5.85 | 6.85 | 7.95 | 14.85 |
| 27 LOGAN. Select 1-yr. No. 1 Tips.....       | .55 | .85 | 1.45 | 2.50 | 4.35 | 5.85 | 6.85 | 7.95 | 14.85 |
| 27 FLUM FARMER. Select 1-yr. No. 1 Tips..... | .60 | .95 | 1.75 | 3.15 | 5.20 | 6.95 | 8.25 | 9.15 | 16.75 |

### PURPLE RASPBERRY PLANTS

For Prices on Bearing Age Plants, see page 33

|  |     |      |      |      |      |      |       |       |       |
|--|-----|------|------|------|------|------|-------|-------|-------|
| 27 Columbian Purple. Select 1-yr. No. 1 Tips.... | .75 | 1.25 | 2.25 | 3.95 | 6.75 | 8.95 | 10.75 | 12.50 | 22.50 |
|--|-----|------|------|------|------|------|-------|-------|-------|

All of Townsend's Blackberry plants are grown from strong root cuttings and are not to be confused with suckers.

### BLACKBERRY PLANTS

For Prices on Bearing Age Plants, see page 33

|   |     |      |      |      |      |      |       |       |       |
|---|-----|------|------|------|------|------|-------|-------|-------|
| 31 ALFRED. Select 1-yr. No. 1.....            | .65 | 1.15 | 1.85 | 2.95 | 5.75 | 7.75 | 9.25  | 10.25 | 19.75 |
| 31 ELDORADO. Select 1-yr. No. 1.....          | .55 | .85  | 1.50 | 2.75 | 4.95 | 6.75 | 7.95  | 8.75  | 15.95 |
| 31 EARLY HARVEST. Select 1-yr. No. 1.....     | .60 | .95  | 1.60 | 2.85 | 5.10 | 6.90 | 8.15  | 9.10  | 16.95 |
| 31 ROBINSON. (New Evgb.) Select 1-yr. No. 1.. | .75 | 1.25 | 2.25 | 3.95 | 6.75 | 8.95 | 10.75 | 12.50 | 22.50 |

### DEWBERRIES

For Prices on Bearing Age Plants, see page 33

|   |     |      |      |      |      |      |       |       |       |
|---|-----|------|------|------|------|------|-------|-------|-------|
| 31 YOUNGBERRY. (New). elect 1-yr. No. 1.. | .95 | 1.45 | 2.35 | 3.60 | 6.25 | 8.65 | 10.60 | 11.25 | 21.00 |
| 31 LUCRETIA. Select 1-yr. No. 1.....      | .55 | .85  | 1.50 | 2.75 | 4.95 | 6.75 | 7.95  | 8.75  | 15.95 |

30 BOYSENBERRY (NEW). Select 1-yr. No. 1. { Write for special prices on larger quantities.  
each .25, Three .65, Six 1.15, Twelve 2.00, Twenty-five 3.75.

### GRAPES

For Prices Bearing Age Vines, see page 33

|                                    | Each   | 3      | 6      | 12     | 25     | 50     | 100    | 200  | 300    | 400     | 500     | 1000    |
|------------------------------------|--------|--------|--------|--------|--------|--------|--------|--|--------|---------|---------|---------|
|                                    | Vines  | Vines  | Vines  | Vines  | Vines  | Vines  | Vines  | Vines  | Vines  | Vines   | Vines   | Vines   |
| 32 Concord. 1-yr. No. 1.....       | \$0.11 | \$0.30 | \$0.55 | \$0.80 | \$1.35 | \$2.15 | \$3.85 | \$6.45   | \$8.75 | \$10.55 | \$12.50 | \$24.95 |
| 32 Concord. 2-yr. No. 1.....       | .18    | .45    | .65    | .95    | 1.55   | 2.75   | 4.45   | 8.45   | 11.75  | 14.15   | 17.50   | 34.95   |
| 32 Catawba. 1-yr. No. 1.....       | .18    | .50    | .70    | 1.00   | 1.80   | 3.25   | 5.45   | 10.45  | 14.75  | 18.55   | 22.50   | 44.95   |
| 32 Catawba. 2-yr. No. 1.....       | .20    | .50    | .95    | 1.45   | 2.50   | 3.95   | 6.35   | 12.95  | 18.75  | 24.50   | 30.50   | 59.50   |
| 32 Delaware. 2-yr. No. 1.....      | .25    | .70    | 1.20   | 2.30   | 4.50   | 8.00   | 15.00  | Stock Limited  |        |         |         |         |
| 32 Moore's. Early 1-yr. No. 1..... | .18    | .50    | .70    | 1.00   | 1.80   | 3.25   | 5.45   | 10.45  | 14.75  | 18.55   | 22.50   | 44.95   |
| 32 Moore's. Early 2-yr. No. 1..... | .20    | .50    | .95    | 1.45   | 2.50   | 3.95   | 6.35   | 12.95  | 18.75  | 24.50   | 30.50   | 59.50   |
| 32 Niagara. 1-yr. No. 1.....       | .18    | .50    | .70    | 1.00   | 1.80   | 3.25   | 5.45   | 10.45  | 14.75  | 18.55   | 22.50   | 44.95   |
| 32 Niagara. 2-yr. No. 1.....       | .20    | .50    | .95    | 1.45   | 2.50   | 3.95   | 6.35   | 12.95  | 18.75  | 24.50   | 30.50   | 59.50   |
| 32 Worden. 1-yr. No. 1.....        | .18    | .50    | .70    | 1.00   | 1.80   | 3.25   | 5.45   | 10.45  | 14.75  | 18.55   | 22.50   | 44.95   |
| 32 Worden. 2-yr. No. 1.....        | .20    | .50    | .95    | 1.45   | 2.50   | 3.95   | 6.35   | 12.95  | 18.75  | 24.50   | 30.50   | 59.50   |
| 32 Beta. 2-yr. No. 1.....          | .25    | .70    | 1.20   | 2.30   | 4.50   | 8.00   | 15.00  | Take advantage of these new low prices on Grape Vines. Your order will be filled from one of the largest plantings in the country. |        |         |         |         |

### GRAPES-NEWER VARIETIES

|                                    |     |     |      |      |      |       |       |  |  |  |  |  |
|------------------------------------|-----|-----|------|------|------|-------|-------|--|--|--|--|--|
| 32 Caco. 2-yr. No. 1.....          | .35 | .90 | 1.70 | 3.15 | 6.10 | 11.75 | 22.60 |  |  |  |  |  |
| 32 Champagne. 2-yr. No. 1.....     | .35 | .90 | 1.70 | 3.15 | 6.10 | 11.75 | 22.60 |  |  |  |  |  |
| 32 Fredonia. 2-yr. No. 1.....      | .35 | .90 | 1.70 | 3.15 | 6.10 | 11.75 | 22.60 |  |  |  |  |  |
| 32 Golden Muscat. 2-yr. No. 1..... | .35 | .90 | 1.70 | 3.15 | 6.10 | 11.75 | 22.60 |  |  |  |  |  |
| 32 Ontario. 2-yr. No. 1.....       | .35 | .90 | 1.70 | 3.15 | 6.10 | 11.75 | 22.60 |  |  |  |  |  |
| 32 Portland. 2-yr. No. 1.....      | .30 | .75 | 1.25 | 2.35 | 4.40 | 8.30  | 15.60 |  |  |  |  |  |
| 32 Sheridan. 2-yr. No. 1.....      | .35 | .90 | 1.70 | 3.15 | 6.10 | 11.75 | 22.60 |  |  |  |  |  |
| 32 Urbana. 2-yr. No. 1.....        | .35 | .90 | 1.70 | 3.15 | 6.10 | 11.75 | 22.60 |  |  |  |  |  |

FREE PLANTS—Send us the names of any friends interested in growing fruits. We will include sufficient plants of our selection in your first order to pay you for your trouble.

### Customers Ordering Plants By Mail, Use Following Tables for Correct Postage

Be sure to include sufficient postage for your order if plants are to be sent Prepaid. We will return every penny due you if you send too much. If insufficient postage is sent, we will credit amount paid and send balance C.O.D.

#### Parcel Post Rates on Strawberry and Potato Plants

|            | Zones 1-2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|------------|-----------|--------|--------|--------|--------|--------|--------|
| 100 Plants | \$1.2     | \$1.5  | \$2.1  | \$2.7  | \$3.3  | \$4.1  | \$4.8  |
| 200 "      | .16       | .23    | .35    | .49    | .61    | .77    | .92    |
| 300 "      | .19       | .29    | .45    | .64    | .82    | 1.04   | 1.25   |
| 400 "      | .22       | .33    | .52    | .75    | .96    | 1.22   | 1.47   |
| 500 "      | .24       | .37    | .59    | .86    | 1.10   | 1.40   | 1.69   |
| 600 "      | .27       | .43    | .70    | 1.02   | 1.31   | 1.67   | 2.02   |
| 700 "      | .29       | .47    | .77    | 1.12   | 1.45   | 1.85   | 2.24   |
| 800 "      | .32       | .51    | .84    | 1.23   | 1.59   | 2.03   | 2.46   |
| 900 "      | .35       | .57    | .94    | 1.39   | 1.80   | 2.30   | 2.79   |
| 1000 "     | .38       | .63    | 1.05   | 1.55   | 2.01   | 2.57   | 3.12   |
| 2000 "     | .62       | 1.07   | 1.82   | 2.71   | 3.55   | 4.55   | 5.54   |

On all orders of 500 or more Strawberry plants or Sweet Potato plants, the rate is cheaper by Express after the second zone.

#### Parcel Post Rates on Grape Vines, Raspberries, Blackberries, Currants, Gooseberries, and Dewberries

|               | Zones 1-2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---------------|-----------|--------|--------|--------|--------|--------|--------|
| 1 to 2 Plants | \$0.8     | \$0.9  | \$1.0  | \$1.1  | \$1.2  | \$1.4  | \$1.5  |
| 3 to 6 "      | .13       | .17    | .24    | .33    | .40    | .50    | .59    |
| 7 to 12 "     | .14       | .19    | .28    | .38    | .47    | .59    | .70    |
| 13 to 20 "    | .15       | .21    | .31    | .43    | .54    | .68    | .81    |
| 21 to 25 "    | .16       | .23    | .35    | .49    | .61    | .77    | .92    |
| 26 to 35 "    | .23       | .35    | .56    | .80    | 1.03   | 1.31   | 1.58   |
| 36 to 50 "    | .33       | .53    | .87    | 1.28   | 1.66   | 2.12   | 2.57   |
| 51 to 75 "    | .35       | .57    | .94    | 1.39   | 1.80   | 2.30   | 2.79   |
| 76 to 100 "   | .40       | .67    | 1.12   | 1.65   | 2.15   | 2.75   | 3.34   |

On all orders of 100 plants or more of Cane Stock items listed above, the rate is cheaper by Express after the second zone.

### THE ABOVE PARCEL POST PRICES INSURE ALL SHIPMENTS

FRUIT TREE SHIPMENTS. Owing to height and size of our Fruit Trees, we advise express or freight shipments.



# TOWN KING



## 5 Reasons Why TOWN KING is the Outstanding Late Berry

1. Makes good fruiting beds on most any soils; easy to grow.
2. Fruit is bright rich red; large and attractive.
3. Produces immense crop of berries late in the season.
4. Fine keeping variety; excellent shipper.
5. A profitable late berry both for commercial and home growing.

SEE PAGE 14.

# MASTODON

## FALLBEARING

Pick Berries 10 Weeks After Set  
Plenty of Them Until Snow Flies

Townsend's selected strain double yield Mastodon are bred to produce heavy yields of big, luscious, rich red berries throughout the summer and fall months, off plants set the first year, and another big crop the following Spring after planted. Full description found on Page 20.



**E. W. TOWNSEND SONS**  
**SALISBURY ~ MARYLAND**