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1933

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NEW OPPORTUNITIES

FOR FRUIT GROWERS

EMLONG'S BERRY BOOK

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Department of Agriculture.



Announcing
**EARLY
PROLIFIC**

ASTOUNDING
**IN YIELD
QUALITY
DEPENDABILITY**

EMLONG'S NURSERY
STEVENSVILLE, MICHIGAN

IMPERIAL

FALL-BEARING
Strawberry

FLAVOR

Fit for a King

If you like Strawberries you will love Imperial. No other Strawberry surpasses this splendid new everbearer in flavor, quality and appearance. It is superior to all others for eating, canning or preserves. The plants are strong, vigorous growers and immensely productive. Commences to bear a few weeks after planting and continues until late fall. Complete description, page 18. Prices, page 50.



Make 1933 your opportunity year



You can make 1933 a year of real profit and opportunity! Big money is being made by others in the pleasant, healthful, attractive business of raising fruit. There is no reason why you cannot do as well.

It does not require special skill, experience or land to insure success.

In fact, much cheap land that is unsuitable for other crops will produce fine fruit in abundance. Anyone of average intelligence can grow fruit successfully by following the plain instructions we send with every shipment of Emlong's stock.

Success Awaits You in the Pages of This Book

Like any other business, some grow rich while others barely get by. The secret of real success is to be found in the following pages. It consists mainly in getting the right plants. Not only proper varieties, but healthy, vigorous, scientifically bred specimens. Well rooted stock; grown, packed and delivered so that it reaches you in perfect condition to begin rapid growth as soon as planted and produces bumper crops of superior fruit.

Get Started Right and Your Future is Assured

For more than half a century Emlong plants have made good on the above requirements. More than a quarter million satisfied customers testify to this. They have made money with Emlong stock and become Emlong friends and customers for life. That's what made our business grow until we are the world's largest growers of fruit plants, with more than 700 acres devoted exclusively to the production of choice nursery stock. Read the following pages. Find out why Emlong plants will bring you more fruit and more money!

A Personal Message to You

This year it will pay you to be EXTRA CAREFUL in buying fruit plants. Business conditions have forced many nurseries to skimp on fertilizer and cut down cultivation costs. Plants produced under such conditions are sure to disappoint you! At Emlong's there has been no let up.

We have re-doubled our efforts to SAFEGUARD QUALITY—employed MORE men, used MORE fertilizer and introduced MORE improvements than in any previous year. We ARE in position to deliver for 1933 the FINEST STOCK we have EVER offered—at lower prices.

Sincerely,

President and Gen. Mgr.



Hoeing Strawberry plants at Emlong's, 1932. No depression here

Follow the Example of SUCCESSFUL GROWERS



Beautiful Country Home of Henry Bartz, Near St. Joseph, Michigan.



I have found that fruit growing is the surest way to make a farm pay. Quality fruit always sells at good prices and I always plant the best that money can buy. Emlong's have the resources and ability to produce quality stock, that is why it is a safe place to trade.

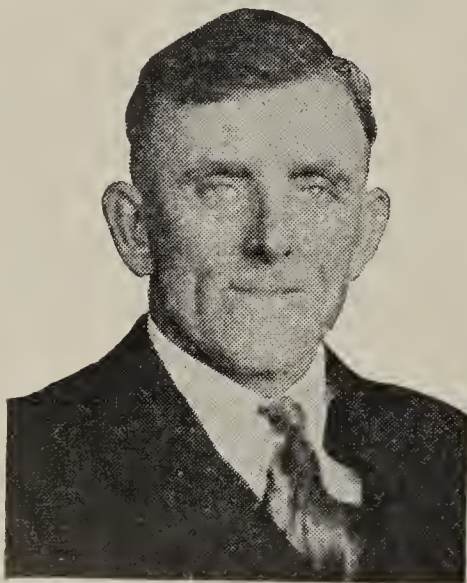
Henry Bartz

Read These Money-Making Facts by Men who Found Fortunes in Fruit!

Every important fruit-growing section of the United States is a permanent testimonial to the money-making possibilities in fruit growing. There you will find prosperous farms with beautiful homes, fine automobiles and all that goes to make life worth living.

In southwestern Michigan right in the county where Emlong's nursery is located are hundreds and hundreds of such growers and the most successful have found long ago that the secret of making big profits is to stick to tried and true nursery stock like Emlong's.

On this page we show two typical cases, Wm. Daly, "Michigan Strawberry King," and Henry Bartz, "Peach King," Master Farmer, and President of the Berrien County Horticultural Association. Two men who have made fortunes in fruit. Follow their example and make fruit growing your road to better times and happier days.



I started general farming years ago and found it a tough struggle even with 210 acres of good soil. In 1906 I tried strawberries and found I made more real cash on 1/2 acre than on all the rest of the farm. I'm a booster for Emlong's quality plants and recommend them to anyone interested.

Wm. Daly



Fruit Profits Paid for This New \$20,000 Home for Wm. Daly—Michigan Strawberry King.

**Grow Berries
the EMLONG
WAY!**

**Win
Health, Happiness and
Financial Independence**

Fruit growing may be just the opportunity you have been looking for. An outdoor vocation where health and happiness abound, with proved profits that cannot be matched by any other crop. Choice fruit is always in demand everywhere at attractive prices, while in many localities there is still a shortage every year and good home-grown fruit commands a big premium. **Right in your own community you are likely to find berry growing your one best opportunity!**

Easy to Raise; Easy to Sell

With the simple instructions which we send you free you will have no difficulty getting fine crops. There is no reason why you should not start right in with an acre or two the first season.

Selling is no 'trick' at all. In many sections huge fruit markets buy thousands of cases of berries daily. If your land is on a main road, motorists will often buy your entire crop and you only have to pack and display the berries attractively. In remote sections where fruit raising is 'new' the shortage of home grown fruit would enable you to get extra fancy prices on the home market.

**Emlong's Bearing-Age
Plants Save a Year**

With Emlong's Bearing Age plants your profits come quick. Everbearing Strawberries (see pages 18 and 19), and Raspberry Transplants (see pages 32 and 33) will bear for you a few months after planting. Just think of it! You can set out plants in April or May and they'll bring you money by July or August. Where can you beat that for quick cash profits? But be sure to start with **Emlong Plants**—the sure way to get top yield and top prices.



Make Up to \$1500 an Acre

Emlong customers report profits of \$500 to \$1500 an acre from Strawberries and Raspberries. Such returns are made not only by the big commercial growers, but also by smaller growers. Farmers who have grown tired of working hard for pitiful returns from wheat and other 'staple crops' have found that a trial acre of berries brought in more cash than all the rest of the farm combined. Business men and small town dwellers have turned to the land for health and profit and made a fine income from berries.

**The Founders' Ideals
will never be forgotten**

Henry Emlong's death on March 27, 1932, brought to an end a long and distinguished service in the production and improvement of fruit plants. His active service for us and for you is over, but the ideals of "quality" and fair dealing remain as a rich heritage and inspiration. We who "carry on" pledge a rigid adherence to these ideals—the tribute which he would most appreciate.



HENRY EMLONG

THE WORLD'S LARGEST GROWER of Berry Plants

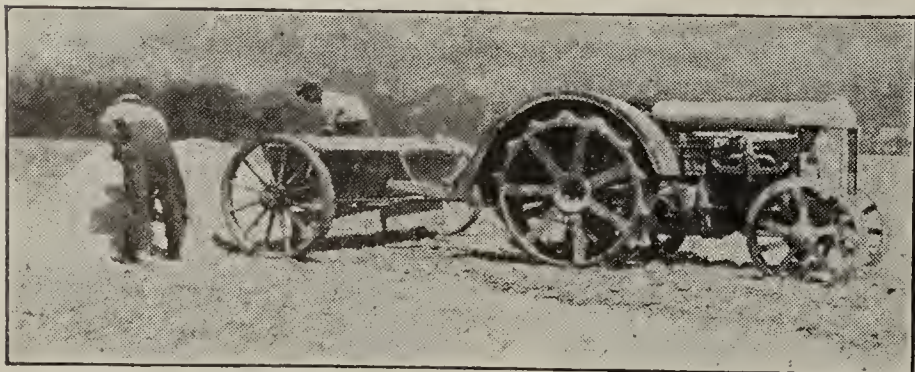


Before any field is planted it is enriched by three soil building cover crops. This outfit plows $1\frac{1}{2}$ acres per hour.

The Finest Soil and the Choicest Location in the World

Emlong's nurseries are located in the heart of southwestern Michigan's great fruit belt. In an invigorating atmosphere tempered by Lake Michigan breezes. Here we have an absolutely ideal climate for growing nursery stock. Long growing season. Frequent rains. A temperature that falls gradually to zero or below late in the year. This makes for extreme hardiness and vigor—qualities for which Emlong plants are famous everywhere.

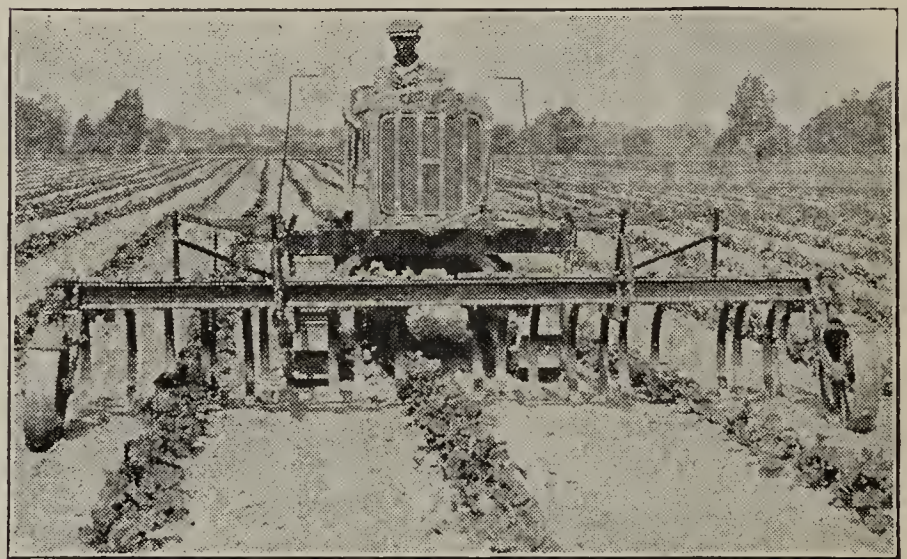
Here Emlong's have selected 700 acres of the choicest land available, all of which is devoted to the production of Emlong stock. Every acre is rich, mellow, sandy loam, high and well drained, producing a marvelous root system on plants and trees, insuring rapid growth and long life. (No sappy, black-rooted, low ground plants on our farms).



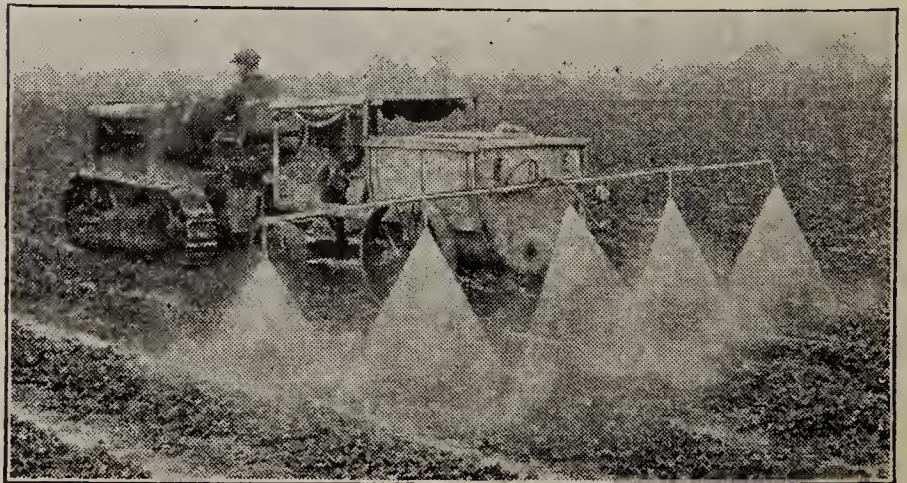
Many carloads of expensive fertilizer and manure used yearly gives super-vitality to Emlong stock.

Satisfied customers and Emlong's 50-year record of always delivering plants of extra quality at a money-saving price have built this business into its present position as the World's Largest Nursery specializing in fruit plants.

And the fact that it is the world's largest makes it possible for us to command resources and equipment which are not available to others. This gives us an advantage in applying modern methods efficiently. It insures better plants. And it cuts our producing costs so that we can sell you extra choice stock at little more than you are asked for common stock, weakened by fruiting and often infected with disease.



Special designed multi-row cultivator. Driven by 'High-Ten' caterpillar cultivates 40 acres daily.



We prevent disease by frequent spraying. High powered sprayers do it quickly and efficiently.

EQUIPMENT UNRIVALLED

in the whole Nursery Field

We don't stop with the ideal facilities that Nature has provided. We bring every acre of this soil to the peak of producing efficiency with an expert soil improvement program. We spare no expense. Every field is carefully studied and planned three years in advance. Heavy stands of rye, vetch and clover are turned under to add their richness to the soil. Carloads of expensive manure and commercial fertilizer are used every year.

This program has been kept up without slackening throughout the past year when many others have neglected fertilization to save expenses. There is never any let-up in Emlong's program of soil improvement. That's important to you. It means extra vitality in every Emlong plant you buy.

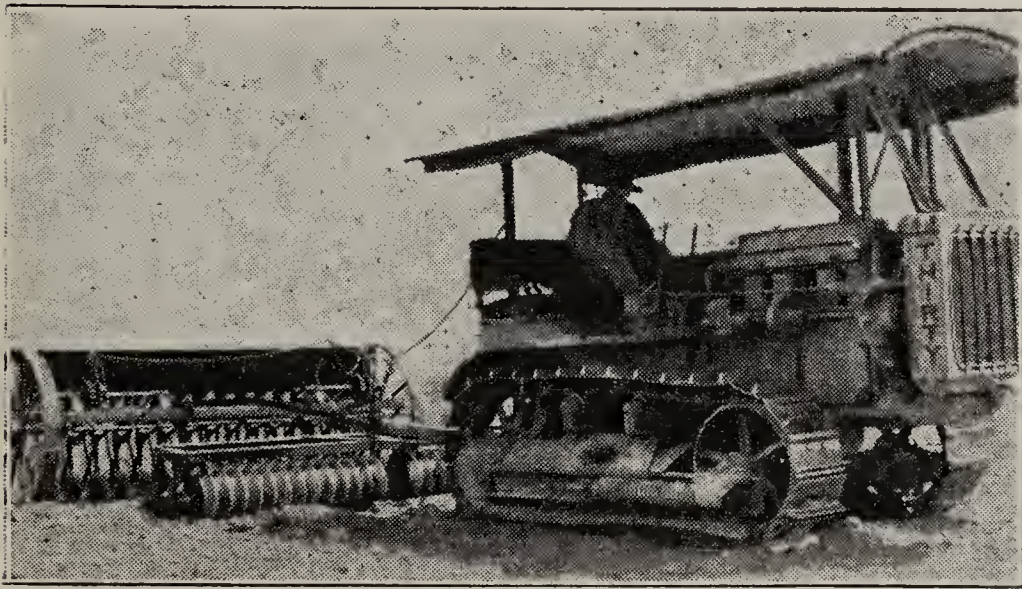


This specially designed chisel pulverizes soil 24 to 30 inches assuring perfect root systems.

No other nursery has such complete and specialized mechanical equipment as you will find at Emlong's. Here you will find machine and man power properly balanced for highest efficiency and best results. All plants are hand-set and all hoeing is done by hand because experience has taught us that the work can best be done that way.

But we have also found that machines are necessary to get best results in every department. So we have not only bought standard machinery of the very highest type but have designed many special machines ourselves especially adapted to our needs. There is the Emlong sub-soiler, for instance, which pulverizes the soil 20 inches deep—the Emlong multiple cultivator that cultivates berry plants 3 times as fast as by other methods without harming a single plant. Special power plowing, spraying equipment, etc., etc.

Look at the lineup of Emlong machinery at the bottom of this page. Part of our \$100,000.00 equipment. Every bit of it necessary to producing plants of Emlong quality at the low price you are accustomed to pay for them. No other nursery can match these facilities. So how can you expect to get stock of EMLONG quality except from Emlong?



Special 30-ton tractor. Pulling disc and drill to sow cover crops. 300 Acres Sown Annually.

Part of our \$100,000 equipment. Tractors furnish power for our vast battery of implements. Trucks move men and stock quickly. Another reason for Emlong Super-Quality and Big Values.



PLANTS LIKE THESE

are the KEY to SUCCESS in FRUIT RAISING

Look at these rows of healthy, vigorous Strawberry and Raspberry plants. These are typical rows of Emlong plants—photographed at the Emlong Nursery. The same kind of plants you get when you order from Emlong. For Emlong has only one quality—the best.

Note the luxuriant growth—the absolute uniformity, the sparkle of life and vitality in every plant. There are 700 acres of plants like these at Emlong's waiting to make money for our customers.

None of these plants are ever allowed to fruit. That would weaken their vitality. Every bit of bearing power is reserved for use after you set them out on your land.

Super-Vigor—Super-Yield Grown into Every Emlong Plant

More than half a century of specialized experience has perfected the growing methods that give Emlong plants super-vigor and super-yielding power. Note the root-growth shown in the insets. Heavy, matted, fibrous roots able to gain a quick anchorage in any soil and provide the abundant nourishment that enables them to resist drought, disease and climatic hardships and produce bumper crops of the finest fruit.

Scientific Selection, Breeding and Culture Insures Perfect Specimens

Emlong's use only the highest fruiting types in their propagating fields. Through scientific selection and progressive breeding we constantly produce improved varieties. All drones and weaklings are ruthlessly rejected. Only one thought—regardless of expense—to give you the most **perfect** and **profitable** plants, possible to produce.

There's as much difference between an Emlong plant and one raised by rule-of-thumb methods as there is between a scrub calf and a blue ribbon Holstein. Plant Emlong's and be safe.

Left—Part of an 80-Acre Field of Emlong's Super Quality Strawberry Plants. Rows 1/2 Mile Long.

Below—Certified Disease-Free Raspberry Plants. Grown for Plants Only. We Give You All of the Bearing Power.



ORDER FROM EMLONG'S and be SURE!

Nationally Known as "THE SQUARE-DEALING NURSERY"

Emlong's are known far and wide for high grade Nursery Stock and their square dealing methods of doing business. Any bank or banker in Berrien County—the fruit center of the United States—any large grower or any commercial agency will tell you that you can depend on Emlong.

When you buy from Emlong you are sure of getting not only the finest stock money can buy, and at the right price, but you can be sure it will be properly labeled and properly packed—true to name—in every instance and delivered to you in perfect growing condition.

Long Experience and Vast Resources Assure Absolute Protection

Any firm or individual can give a guarantee—but an Emlong guarantee provides unlimited protection because every shipment we send out carries with it the results of the knowledge gained in growing and handling millions of plants, trees and shrubs.



Labeled in the Field, as Soon as Dug,
Insures True-to-Name Stock.

*** GUARANTEE ***

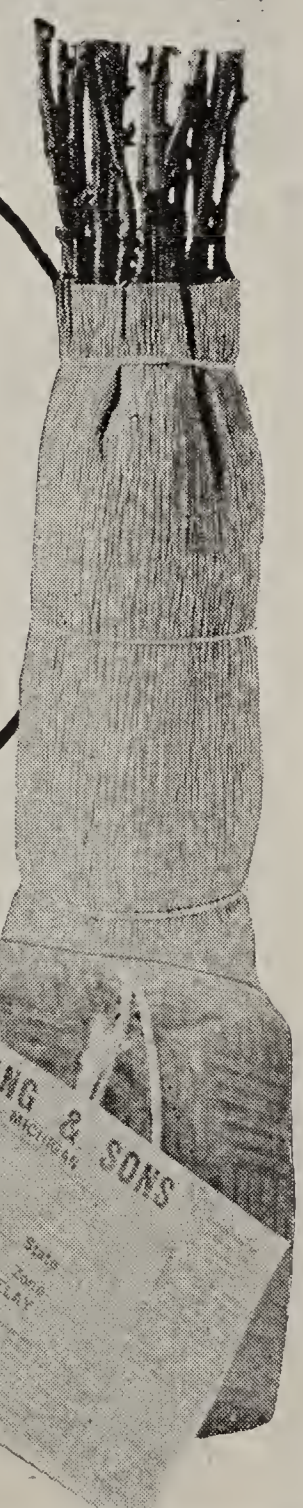
Every Emlong Plant, Tree, Shrub or Vine is guaranteed to be strictly first class, free from disease, true to name, and carefully packed to reach you in perfect growing condition. Any stock found to be otherwise will be replaced free of charge or purchase price will be refunded.

Emlong's Nursery

**EMLONG'S
GUARANTEE
SATISFACTION!**

●

**SMALL ORDERS LIKE
THESE RECEIVE THE
SAME EXPERT ATTEN-
TION AS LARGER
ORDERS.**



Don't be Disappointed— Order Early

While our supply of plants, trees, shrubs, etc., is the largest available to any Nursery the demand for Emlong stock practically every year is so great that we are forced to disappoint many of our good friends who order late in the spring. Order just as soon as you get this book. Make sure of planting Emlong stock this year—the kind that will make most money for you. Cash discounts for early orders. See page 49.

EMLONG'S NURSERY, Stevensville, Michigan



*would you spend \$30
to make \$1000?*

**STRAWBERRIES PAY
UP TO \$1500 PER ACRE**

*Here's
What Other Folks Do
with Emlong's
Berries*

**THESE REPORTS ALL RECEIVED
DURING "HARD TIMES" OF 1932**

Down at Bigler, Pa., Justus McDowell's Strawberries produced at the rate of 20,000 quarts per acre. Even at 10c per quart this would total \$2,000.00.

* * *

From a two-year old patch of Latham Raspberries Chas. G. Dick, Williamsport, Ind., sold berries at the rate of \$700.00 per acre.

* * *

Despite severest drought in history, Chas. Werden of Charleston, Ill., reports return of \$900.00 per acre.

* * *

Kenneth Haines of Nunda, N. Y., goes Mr. Werden one better, reporting a yield equaling \$1,200.00 per acre.

* * *

Strawberry profits of Howard Nolan, Chesterhill, Ohio, \$1,400.00 per acre; and over \$300.00 per acre from a year-old Blackcap field.

**You Furnish the Land;
We Furnish the
EXPERIENCE!**

We are making this special offer this year in order to get you started **right** in this profitable business of berry growing. Without doubt it is the most unique, helpful and unusual service ever offered by any nursery—a free service that practically guarantees your success.

If you want the **right start** just fill in the coupon on the next page and we will do the rest. With expert specialized experience we will select the latest improved varieties best adapted for your particular conditions—varieties that will grow best, yield best and make you the most money.

As soon as your order is received we will send you complete instructions for soil preparation, planting, etc. But here is the **biggest help** of all. Once each month throughout the growing season you will get a bulletin telling you just what to do to promote a rapid healthy growth.

**More Cash from One Acre Than
from 100 Acres of Wheat, Etc.**

At present prices for so-called staple crops—can you afford not to give this plan a trial? One acre of Emlong's berry plants will give you a bigger cash profit than 100 acres of ordinary crops with far less investment. Just think, an investment of only \$30.00 can bring you a return of \$1,500.00 in only a few months! Hundreds of other folks write us every year that berries have solved their financial problems. They will do the same for you. In addition to the big cash returns two or three acres of fruit will increase the value of your farm by several thousand dollars.

Emlong's BERRY-ACRE plan makes your SUCCESS CERTAIN

**Black and Red
Raspberries
Pay
Up to
\$1000
per
Acre**



Profitable Employment for the Family

Make this planting a family enterprise. Talk it over with them all. They'll all be interested because it will provide healthy money-making employment for the whole family. No more worry about spending money for everyone.

This applies not only to farm families. Town folks with an extra lot or two report big incomes from Emlong berries, because there is always an eager market for quality home grown fruit.

The Most Helpful Offer Ever Made

This is the greatest offer of its kind ever made. We are not only making a special low price on our best quality plants. We also provide a helpful monthly bulletin prepared by experts that will make your success certain.

Thousands of amateur growers report big profits from Emlong's plants without this help. Think what you can do with it! You are certain to get varieties especially adapted to your particular soil and climatic conditions—your best guarantee for big crops of big berries that will sell readily at premium prices.

EXPERTS Guide You to Success

We select varieties best adapted to your soil and locality. Latest improved varieties covering extra early, early, medium and late fruiting season. Assuring longest and most profitable fruiting season.

We furnish you with only special selected "High-Yield" plants. All cleaned, pruned and ready to plant.

Every month during the growing season we send you a specially prepared bulletin telling you how to care for the plants to get the biggest cash returns.

CLIP AND MAIL THIS ENTRY BLANK NOW

EMLONG'S NURSERY, STEVENSVILLE, MICH.

I enclose \$..... for Emlong's Berry Plot marked below. I have checked (X) my type of soil below and according to your experience you are to select varieties that will do best for me. You are also to send me a bulletin each month telling me how to care for these plants to secure best results. Send the plants at proper time for planting and upon receipt of this order send me instructions for soil preparation, etc.

My Name

Address

- | STRAWBERRIES | | RED RASPBERRIES | | BLACK RASPBERRIES | |
|--------------------------|--------------------------------|--------------------------|--------------------------------|--------------------------|--------------------------------|
| <input type="checkbox"/> | 1 Acre, 8000 plants, \$30.00 | <input type="checkbox"/> | 1 Acre, 2000 plants, \$27.50 | <input type="checkbox"/> | 1 Acre, 2000 plants, \$27.50 |
| <input type="checkbox"/> | 1/2 Acre, 4000 plants, \$16.50 | <input type="checkbox"/> | 1/2 Acre, 1000 plants, \$14.50 | <input type="checkbox"/> | 1/2 Acre, 1000 plants, \$14.50 |
| <input type="checkbox"/> | 1/4 Acre, 2000 plants, \$ 9.00 | <input type="checkbox"/> | 1/4 Acre, 500 plants, \$ 8.50 | <input type="checkbox"/> | 1/4 Acre, 500 plants, \$ 8.50 |
| <input type="checkbox"/> | Sandy Soil | <input type="checkbox"/> | Clay Soil | <input type="checkbox"/> | Level Land |
| <input type="checkbox"/> | Gravel Soil | <input type="checkbox"/> | Black Soil | <input type="checkbox"/> | Hilly Land |
| | | | | <input type="checkbox"/> | Rolling Land |
| | | | | <input type="checkbox"/> | Bottom Land |



Early Prolific

Ripens 4 to 7 Days Earlier Than Premier

Here it is at last! An extra early Strawberry that promises to challenge the supremacy of Premier. Take another look at the fine reproduction we have made of this new variety on the front cover. Beauties, aren't they? This reproduction is taken from an actual photograph of a single fruit stem of **Early Prolific** and while it will give you a pretty good idea of the attractive rich color and uniform size and shape of the berries themselves, the really important features such as unusually fine flavor, remarkable eating, canning and shipping qualities, immense productiveness, etc., cannot be seen or appreciated until you grow them yourself.

Where It Came From

The origin of **Early Prolific** is unknown. We first saw it in 1925. When making the first picking over a block of Premier the patch foreman called my attention to a two or three foot section of one row that was actually ablaze with perfectly smooth, cone-shaped berries. This was unusual both in number of ripe berries as well as their shape as the first Premier to ripen are usually creased or fan-shaped. All told there were 47 plants showing these unusual characteristics and after eliminating 30 of them for one reason or another the remaining 17 were removed for propagation purposes. We have named this variety **Early Prolific** because it ripens early (often a week earlier than Premier) and is prolific both in fruit and plant.

Why You Will Like It

There are many reasons why you should plant **Early Prolific** and many reasons why you will like it. First of all it ripens **first**. Ripens red all over and red all the way through. No green tips. No white, hollow centers or cores. Every berry from first to last is smooth, evenly shaped and perfect in every way. It is a strong staminate variety and can be grown alone or with others. Prolific both in plant and fruit, it makes a wide fruiting row on either light or heavy soil and seems able to produce an enormous crop of fruit under the most adverse conditions. Simply delicious when eaten fresh from the vines and unsurpassed for canning or market, as the quality is supreme. The berries retain their beautiful, bright, sparkling red color long after picking and for this reason alone it is going to prove valuable for long distance shipping, truckers, etc. Order today and be one of the first to grow this promising new extra early ripening variety.

FOR PRICES OF EARLY PROLIFIC PLANTS, SEE PAGE 50.

Premier Early

The Berry That Broke All Records for Big Crops and Big Profits

This remarkable early variety has filled more crates, made more dollars and produced more genuine satisfaction for Strawberry growers than any other variety. If it has a single undesirable feature we have failed to find it in the fifteen years we have been growing it. Wherever Strawberries are grown, except in a few scattered areas of the South and far West, Premier is the standard by which all other varieties are measured and here in Berrien County, Michigan, the greatest berry growing district in the United States, 90 % of the entire Strawberry acreage is planted to Premier. Large and small buyers always pay the highest price for Premier because it will retain its fine appearance even after trucking several hundred miles.

Drought and Frost Proof

Early ripening which assures highest prices is only one of the many desirable qualities of Premier. It has a longer fruiting season than any other Strawberry and from first to last every berry is big, bright red and excellent both in quality and flavor. It never fails to produce its customary big crop and even when many other varieties are injured by late frosts or drought, Premier will come through with flying colors. The plants are big, healthy and deep-rooted, leaves upright and spreading, providing protection from both sun and frost. A strong staminate or perfect-flowering variety that is desirable for either home use or market.

Plant the Emlong Strain

Plant Emlong's Premier and you will have the heaviest fruiting strain of this great variety. Every plant will bear heavily and you will be assured of big crops and big profits. Our sales on Premier are larger each year, simply because more and more discriminating buyers, fruit associations, etc., have found Emlong stock dependable, true-to-name, healthy and the heaviest fruiting type obtainable.

These few words from Mr. Cadwalader of Kansas tells why it pays best to plant Emlong's Premier.

"The Premier plants bought of you grew better and produced more berries, bigger berries and better berries than Premier bought from three other nurseries. All of my friends want some of your plants."
JAMES A. CADWALADER, Corbin, Kansas.

FOR PRICES ON EMLONG'S GUARANTEED PREMIER, SEE PAGE 50.



OUTSTANDING NEW VARIETIES

Three varieties originated and recommended by the United States Department of Agriculture are deserving of a trial by every grower in America.

The Bellmar

(Medium Early Perfect)

As this variety is a scientific cross of Premier and Missionary and seems to retain more of the Premier characteristics and has even shown some points of superiority over that famous variety, it should be tried wherever Premier does well, and that is just about everywhere. If you have trouble getting a good fruiting row with Premier, this may be just the variety you want as it is a very vigorous grower. The berries are large and strikingly handsome, a beautiful bright red in color and marvelously firm in texture. Ranking high for dessert qualities as it is much less acid than many varieties. **Prices on page 50.**

Redheart

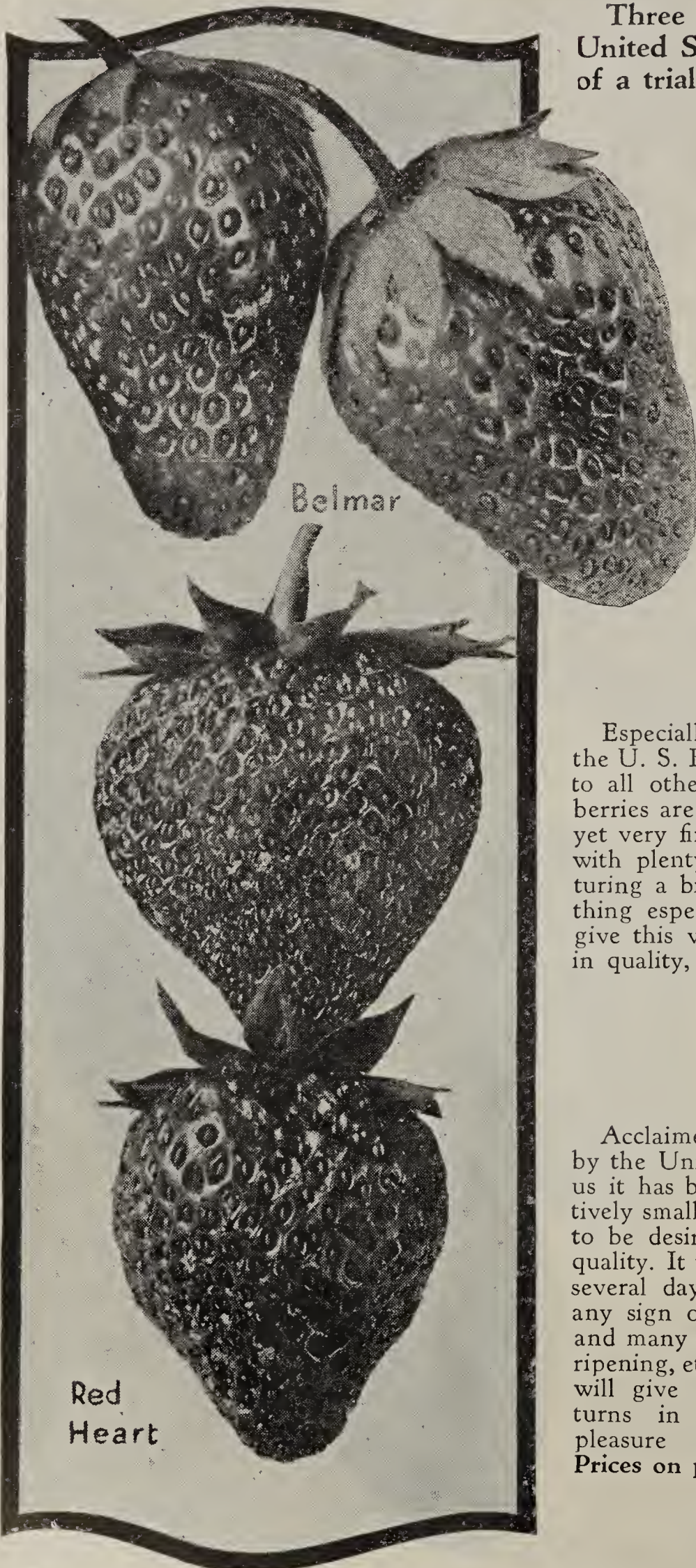
(Midseason Perfect)

Especially recommended for canning. In many tests made by the U. S. Bureau of Plant Industry, Redheart has proven superior to all other varieties in this respect. As the name implies, the berries are a rich, dark red clear through; flesh tender and juicy, yet very firm even after cooking. Plants are large and vigorous, with plenty of foliage, well able to withstand the strain of maturing a big crop of fine berries. If you are looking for something especially fine for eating fresh, canning, preserving, etc., give this variety a trial by all means as it is in a class by itself in quality, flavor and appearance. **Prices on page 50.**

Blakemore

(Extra Early Perfect)

Acclaimed by many as the finest Strawberry ever introduced by the United States Department of Agriculture. Although with us it has been rather disappointing on account of the comparatively small yield, we can truthfully say that it leaves nothing to be desired in size, flavor, appearance and supreme quality. It will even retain its fine appearance for several days after picking without showing any sign of decay. For this reason and many others—extra early ripening, etc., Blakemore will give you big returns in satisfaction, pleasure and profit. **Prices on page 50.**



Bellmar

Red
Heart

Blakemore

Special Trial Offer

So that you may compare the merits of these three U. S. Dept. of Agriculture introductions in your own garden we are making an attractive price on this combination offer.

25 Bellmar 25 Blakemore 12 Redheart

Special Price, \$1.00, prepaid

The three aristocrats of the Strawberry family. Famous for big crops of big berries, marvelous flavor, beautiful color and appearance.

Washington

(Extra Late Perfect)

The honey-sweet Strawberry. Described by the introducer as "The biggest, sweetest and most beautiful extra late Strawberry ever grown." Mammoth berries, deep, dark, glossy red, juice like syrup, sweet as sugar. A wonder for sturdy growth, big yields and long keeping qualities. New in size, new in color, new in taste! Prolong your season and increase your profits with Washington—it's new but past the experimental stage and we know that it will please you. Yes, even surprise you, because it's different. Plant Washington this year for extra late table use, preserves, canning or general market. Prices on page 50.

Beauty

(Midseason Perfect)

This variety is correctly named because its sparkling beauty commands the admiration of everyone who has ever seen it. Those who have grown Beauty marvel at its many points of merit. The berries are exceptionally large and solid, yet juicy and possess a high flavor, sparkling red in color and remarkable keepers. Wherever offered Beauty berries sell quickly at top prices. Especially desirable for home use or fancy market as the fruit requires very little sugar, this feature adds greatly to its value. The plants are very hardy and vigorous, growing 12 to 15 inches high. Prices on page 50.

Cooper

(Midseason Perfect)

The biggest and sweetest Strawberry grown today. Cooper produces bigger berries, sweeter berries and more of them than any other variety. Introduced by us in 1922, Cooper has made friends everywhere because it has no preference for soil or climate, but adapts itself readily to all conditions. For home use Cooper is in a class by itself and no other variety will make more crates or more dollars for commercial growers. Ripens in mid-

season and continues with the latest. Every berry matures perfectly and the last are as large as the first, many of them measure five inches around, 18 to 30 filling a quart box. Prices on page 50.



Aristocrat Strawberry Garden

25 Washington 25 Cooper 25 Beauty

Order this Garden and you will enjoy complete Strawberry satisfaction.

Special Price, \$1.00, prepaid

Harvest King

(Midseason Perfect)

MONARCH OF STRAWBERRIES

Originated in a rugged northern climate, Harvest King has gained highest favor among our customers as the greatest canning and shipping berry ever grown. Produces more berries than the famous Premier, and they sell at a higher price than other midseason varieties. Berries are deep, glossy red color, have firm skin, small seeds, are solid and red all the way through. Every berry develops to large, uniform size and shape right to the last picking. Berries do not bruise or discolor after picking. Covers an extra long bearing season. The plants are deep-rooted, drought-resistant, and also frost-proof because of late blooming. Prices on page 50.

Red Gold

(Early Perfect)

Originated in the West but grown successfully everywhere. Ripens earlier than Premier and produces extra large, brilliant red berries with tender flesh and sweet, melting flavor. A fancy table berry.

Prices on page 50.



Beaver

Beaver

(Extra Early Perfect)

Has the heavy-yielding quality of Premier and solid berries like Dr. Burrill. Highly recommended for northern, frosty localities, poor soils and drought areas. Makes solid fruiting row. Berries dark red to the center, rich and mild in flavor, extra firm in texture. Heavy-fruited. Prices on page 50.

Wilson

(Late Perfect)

SUITS THE MOST CRITICAL TASTE!

Every plant is stalwart in size, deep-rooted, and produces 10 to 14 fruiting stems, each bearing an enormous load of **big, round berries** that develop to uniform size and shape. Berries are bright, glistening red; have few small seeds; flesh is firm. Require very little sugar for they are deliciously rich and sweet. An offspring of Wm. Belt and Gibson, Wilson surpasses both in quality and yield. Ripens a week later than midseason varieties and covers a long bearing season. Outclasses other late varieties on good soils, and is surprising in yield on poor soils. Prices page 50.



Red Gold

Harvest King

Wilson

SEE STRAWBERRY GARDENS ON PAGES 20 AND 21.

BIG CROPS AND PROFITS

Senator Dunlap

(Medium-Late Perfect)

If you are looking for a "rough and ready" Strawberry that will thrive anywhere and produce a big crop of fruit with very little attention, plant Dunlap. Grows on all kinds of soil, and in extremely cold climates. Berries are medium size, very dark red, very solid, have a delicious flavor. Excellent for canning and shipping, as the skin is extra firm and does not bruise readily. Prices on page 50.

Aroma

(Late Perfect)

Aroma is a wedge-shaped, deep red berry with a rich, pleasant flavor. Medium to large size. Recognized for many years as the favorite late market variety in the southern and central states, Aroma does equally well in the North also. Unrivalled for shipping purposes and fine for home use. Prices on page 50.



Aroma



Gibson



Dunlap



Dr. Burrill

Gibson

(Midseason Perfect)

A favorite with commercial growers throughout the country because it is a heavy and sure cropper. The leading midseason berry in many states, and a real money maker for all who grow it. Berries are large, medium red, extra good quality and fine flavor. Plants large, healthy, and deep-rooted. Prices on page 50.

Dr. Burrill

(Midseason Perfect)

Known as the Strawberry that "withstands trying conditions" and produces enormous loads of berries. Customers report that Dr. Burrill comes through a drought better than all other varieties. Berries resemble Dunlap in quality and flavor but are larger. Ripens a few days earlier than Dunlap. Medium size, long rooted plants. A favorite in the far North. Prices on page 50.

SEE STRAWBERRY GARDENS ON
PAGES 20 AND 21.

Everbearing

Emlong's **IMPERIAL**

See Inside Front Cover for Actual Size, Color and Shape

Here is a new Everbearing Strawberry that will give you complete satisfaction. An offspring of the famous old Champion and Progressive varieties it retains the fine flavor and productivity of those two old favorites and also combines larger size and supreme quality. The plants of Imperial are vigorous, immensely productive and will thrive in all soils and climates. The berries are medium to large and simply marvelous in quality and flavor. Delicious when eaten fresh from the vines and unsurpassed for canning as the berries are rich, sweet and firm.

Plant Imperial and make a good profit this year. The plants you set this spring will more than pay for themselves in just a few weeks. You can begin picking big, fine, ripe berries in July and continue till snow flies. Just a couple hundred plants in your garden will give you all the berries you can eat and also some to sell at a big price as there is always a demand for home grown berries. Imperial produces big crops despite frost or drought and withstands hardships as well as the faithful old Dunlap. Plant some Imperial this spring by all means. **Prices page 50.**



Small Everbearing Garden

Will provide a year
around supply of Ber-
ries for a small family.

100 Ready to bear plants

50 Famous Mastodon

50 New Imperial

Special Price **\$1.85**
Prepaid

Bears SIX MONTHS of the Year

Strawberries

Emlong's MASTODON

Plant the Emlong Perfected Big Yielding Strain

Emlong's Perfected Mastodon are recognized by growers everywhere as the "King Of The Everbearers." Every plant comes to you ready to bear. They are big fast growers and big producers of big berries.

Emlong's Mastodon does not require special care or attention, they are easy to grow and every plant will give you loads of fine berries because we have eliminated all drones and unproductive plants. There are no "soldiers" in EMLONG'S Mastodon.

Set the plants this spring and they will commence bearing in August and continue till winter. Another big crop in the spring regardless of frost, and then after a few weeks rest another crop. Three crops in 18 months. Customers have reported yields of as much as three quarts per plant the first season.

Berries are extra large, firm in quality, delicious in flavor—color a rich glossy red, and sell readily at 25c to 40c per quart. Prices page 50.



Large Everbearing Garden

Will provide year
around supply of Ber-
ries for a large family.
200 Ready to bear plants
100 Famous Mastodon
100 New Imperial
Special Price **\$3.25**
Prepaid

Fresh Berries from July till Frost

**2 BIG *CUT*
PRICE
BARGAINS**



**1/8 ACRE
STRAWBERRY PLANTING
5 Famous Varieties
1000 HEAVY BEARING PLANTS**

Here is your opportunity to get started right in the Big Paying Berry Business—and it's the biggest bargain you will find this year.

200 heavy bearing plants each of five prize-winning varieties covering the entire fruiting season from extra early to extra late for only \$5.50.

This makes an ideal planting for beginners as well as the experienced grower because it will produce a big crop of finest quality fruit under all conditions. A cash profit of \$200.00 to \$300.00 is possible.

**200 EARLY PROLIFIC
200 GIBSON 200 PREMIER
200 HARVEST KING
200 WASHINGTON**

**SPECIAL PRICE
ONLY \$5.50
PREPAID**

**BIG
VARIETY
STRAWBERRY GARDEN**

Plant this Big Variety Garden and you will have berries to eat, berries to can and berries to sell. Berries of all shapes, all sizes, and nearly all shades of red. Berries from early summer until late fall.

See for yourself the points of superiority and different characteristics of the varieties we have found desirable, dependable and profitable—after testing more than 300 highly praised "world beaters" in recent years.

At less than one-half the regular prices you get 25 plants each of Early Prolific, Harvest King, Bellmar, Premier, Aroma, Sen. Dunlap, Dr. Burrill, Washington, Blakemore, Gibson, Cooper, Beaver, Wilson, and Beauty June bearing, also 25 plants each of Mastodon and New Imperial Everbearing.

**400 PLANTS - 16 VARIETIES
SPECIAL PRICE
ONLY \$3.85
PREPAID**

Strawberry Gardens

PAY!

For a small cash outlay there is nothing that will give you as much pleasure, satisfaction and profit as a Strawberry garden. Even if you live in the city and have only a small garden plot you can find room for a few hundred plants and in this way provide a year around supply of delicious home grown berries and a Big Cash Profit besides.

This letter from Justus McDowell of Bigler, Pa., tells you what only a few of Emlong's big yielding plants will do. "I bought 600 Strawberry plants of you last Spring and just finished picking 1,690 quarts of the finest berries I ever saw." At only 12c per quart this would make a return of over \$200.00 or \$40.00 for every \$1.00 invested. Every plant Mr. McDowell set out produced over three quarts of berries and the plants we send you will be of this same heavy producing type.

Junior Garden

25 PREMIER
25 DR. BURRILL
25 GIBSON
25 AROMA

Special Price

\$1.25
PREPAID

Table Delight

50 WASHINGTON
50 COOPER
50 BEAUTY
50 BLAKEMORE

Special Price

\$2.25
PREPAID

Gardener's Pride

75 EARLY PROLIFIC
75 IMPERIAL
75 WASHINGTON
75 BELLMAR

Special Price

\$3.85
PREPAID

Family Budget

150 HARVEST KING
150 PREMIER
150 GIBSON
150 WILSON

Special Price

\$4.50
PREPAID

Gardens for Every Member of the Family

Let the kiddies try their luck with the Junior Garden. The Table Delight will appeal especially to mother. Gardener's Pride is for Dad, and the Family Budget for the whole family.

Each Garden is so arranged that it will give you the finest berries grown for either table or market, over the longest possible fruiting season from extra early to extra late.

Free Gift for Early Orders

Check the Gardens you want and mail the coupon at once. We will include a Free Gift with each of these Gardens ordered before March 15th. Plants will be forwarded at proper planting time together with planting and cultural instructions.

Mail This Coupon

I enclose remittance of \$..... herewith. Please send me the Strawberry Gardens checked (X) at proper planting time, together with complete planting and cultural instructions.

- Gardener's Pride Garden
- Junior Garden
- Table Delight Garden
- Family Budget Garden

My Name

Complete Address

Emlong's RASPBERRIES

GROWN FOR PLANTS ONLY

Produce Bigger Crops & Greater Profits!

Our big fields of Raspberries are grown for plants only. Digging plants from old fruiting fields, still practiced by others, was discarded by us years ago. Emlong plants are full grown and have not been weakened by fruiting.

There are many reasons why particular and discriminating growers demand Emlong's Raspberry plants and many reasons for the superior vigor and fruiting ability of the stock we grow. The painstaking soil preparation, planting and cultural methods employed by us in producing this stock probably would be considered as a waste of time by other nurserymen. It does cost us money—but the many glowing testimonials we receive prove to us that it makes money for our customers.

Frequent Spraying and Inspection Prevent Disease

Emlong's Raspberries bear younger and live longer, not only because of superior vitality, but also because every plant is healthy. In addition to frequent inspections by our own experts during the growing season they are given two rigorous inspections by Michigan Department of Agriculture Plant Inspectors. Then at digging and grading time they are carefully inspected for root diseases and then a final inspection when packed. Every field is thoroughly sprayed several times during the growing season. After considering these precautionary measures, can you afford to experiment with stock that has been carelessly grown and handled?



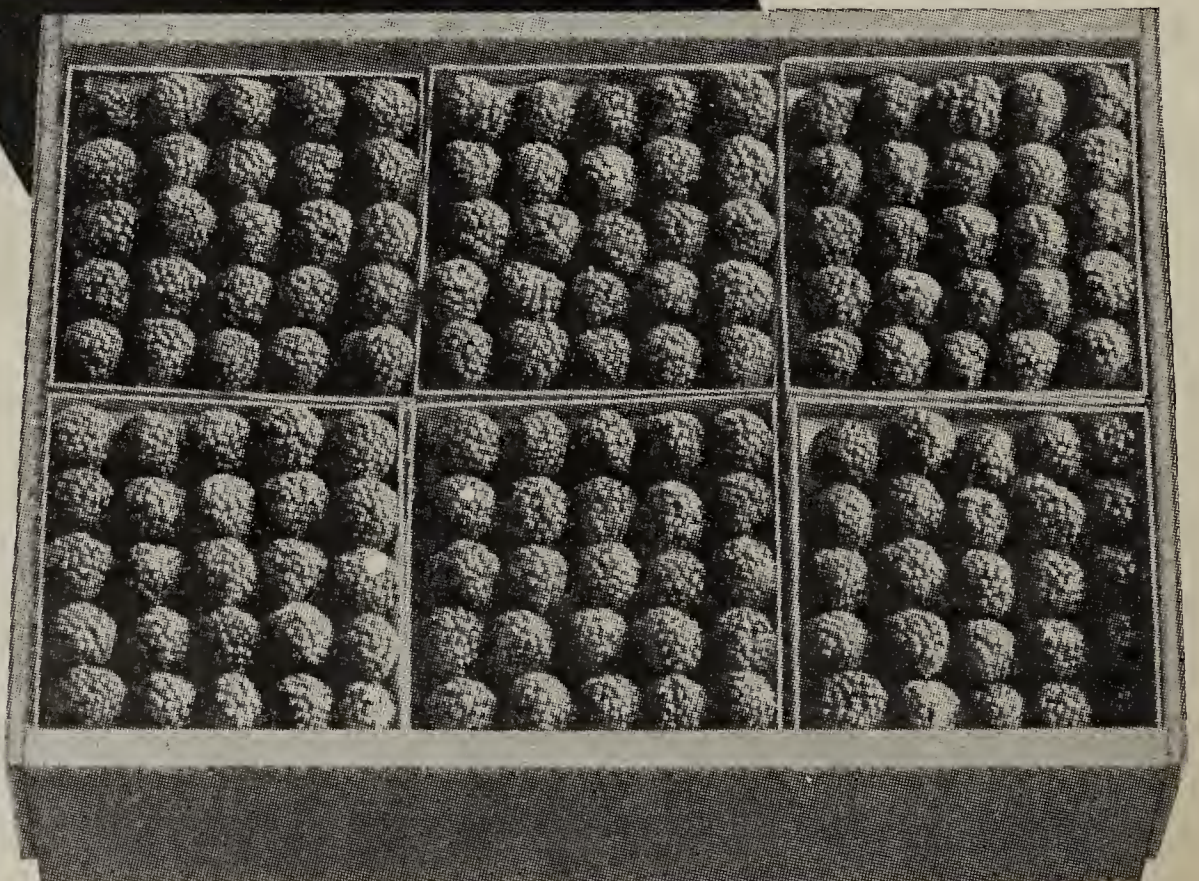
Every Emlong Raspberry field is sprayed and inspected several times during the growing season.

We Give You "All the Roots" and "All of the Life"

Our many years of experience in growing Raspberry plants has taught us many things that are vitally necessary to insure your success. Old-fashioned methods still practiced by others were discarded many years ago. Practical and scientific methods we employ not only in growing—but also in digging, handling and packing gives you "all of the roots" and "all of the life" and nothing else will give you complete success. Every operation employed in growing to packing for shipment must contribute to the Big Profits made by Emlong plants. This is what has made Emlong the world's largest grower of Raspberry plants.



Big Crops and Big Profits assured when you plant Emlong Super Quality Stock.



COMMERCIAL GROWERS:
We are the world's largest growers of berry plants. Write us for special prices on large quantities.



St. Regis.

Emlong's Raspberries are Easy to Grow, Easy to Pick, Easy to Eat and Easy to Sell. Cheap, Scrubby, Diseased Plants are High at Any Price

Early King

(Extra Early)

For many years this has been the favorite early Red Raspberry because it adapts itself readily to all soil and climatic conditions, produces big crops of fine fruit regularly and seems to do well on high, low, light or heavy soils.

King is a sturdy, upright grower. Starting early the fruiting season covers a month to six weeks. Berries are medium to large in size, firm, brilliant red, ripen evenly and are easily picked. Excellent both in quality and flavor. Enormously productive.

Cuthbert

(Midseason)

Undoubtedly one of the finest Red Raspberries ever grown. Unexcelled for table use, canning and preserving. Cuthbert is unusually productive, a vigorous grower and does well everywhere. Hardy and disease resistant; one planting will bear big crops for many years.

Cuthbert berries are extra large in size, richly colored and supreme in both quality and flavor. Yields of 300 to 500 24-pint cases per acre are common.

Prices of one-year Raspberry plants page 50. Two-year transplants, page 33.

St. Regis Everbearing Red Raspberry

St. Regis is the leading fall-bearing Red Raspberry. It ripens extra early and produces a big crop during the regular Raspberry season and then continues to bear heavily throughout the summer and fall on both the new and old canes.

St. Regis is very hardy, never injured by coldest weather and produces heavily even through severe droughts.

The berries are medium to large in size and a bright crimson in color. Flavor is rich, sweet and delicious. Good keeping qualities make it a splendid shipper. Michigan growers receive \$8.00 to \$10.00 per crate for summer and fall St. Regis on the Chicago market.

It's new!

*Big size.
in yield,
profits*



*Emlong's
Super
Quality*

CHIEF

This is the new early ripening Raspberry of the Latham type that has astonished expert horticulturists in every section of the country with its remarkable growth, and enormous yields of prize-winning berries.

Chief ripens with Early King, but the berries are nearly twice as large, much better flavor, superior in quality and much sweeter. Yes, in these respects Chief is even superior to Latham.

Chief plants are unusually healthy, vigorous and perfectly hardy. Remarkable root development and an abundance of tough, leathery foliage makes it drought resistant and more nearly immune from disease and insects than any other variety.

Chief is past the experimental stage; plant it this spring. The immense growth will surprise you. Two-year-old plantings have produced nearly 200 crates per acre. Chief sells for \$1.00 per crate above others.

Start Right with Emlong's Certified Mosaic-Free Chief

Price of one-year plants, page 50. Two-year transplants, page 33.



*Emlong's
Super
Quality*

LATHAM

Record Yield 10,680 Pints Per Acre!

A superb success in size, color, flavor, production and profits, Latham leaves nothing to be desired in a Red Raspberry. These facts have all been proven by State and Federal Experiment Stations and by thousands of commercial fruit growers in every section of the country.

Latham is a strong, sturdy grower. Absolutely hardy and the Emlong strain is absolutely free from disease. It thrives on every kind of soil and produces bumper crops of fine berries regularly. The canes grow large, straight and tall and are literally loaded with berries which mature perfectly over an unusually long fruiting season.

Latham berries are mammoth, bright red beauties. (See reproduction in actual color, inside back cover). Uniform in size and shape and present a delightful picture either on the bushes or in the boxes. Supreme in quality, the berries will cling to the bushes several days after ripening and never crumble. Sells at premium prices on all markets.

Emlong's Latham, The Famous Redpath Strain, are Certified Mosaic-free.

For prices, 1-year plants, see page 50. Transplants, page 33.

*The
Blackcap
for
Business
Farmers!*



Cumberland.



Emlong's
RELIABLE

CUMBERLAND

Here is an actual photograph of a dish of berries produced by Emlong's Certified Disease-Free Cumberland. Berries as big as thimbles. The result of careful breeding, selection and up-to-date practical methods of plant production.

Make your plantings with disease-free stock and you will harvest big crops of quality fruit for many years. The berries will not only be larger, they will have better color, quality and flavor, will not dry up or crumble and will be vastly superior for eating, canning or shipping.

Cumberland has long been considered "Queen of the Market" and "King of the Cannery." A strong grower and a big producer of first quality fruit. The berries, borne in clusters, are large, the color a glossy purplish black. Flavor rich and sweet. Very firm. Ripens medium early. Does well on all soils and in all climates.

There is always a big demand for Emlong's Certified Cumberland—order yours today to avoid disappointment.

Price on one-year plants, page 50; two-year transplants, page 33.

\$1 Emlong's Dollar ADVERTISING BARGAINS

Your Choice of Any 6 Bargains, \$5.35 ^{Pre-paid}

In order to prove to you conclusively the superiority of Emlong Stock we are offering these special low priced bargains. This is not the usual spindly class of stock offered by department stores or "Cheap John" dealers. Every order will be filled with our regular first grade stock.

50 Strawberry Plants 25 Everbearing 25 June Bearing \$1.00 PREPAID	26 Red Raspberry Plants 13 Chief 13 Latham \$1.00 PREPAID	26 Black Raspberry Plants 13 Cumberland 13 Logan \$1.00 PREPAID	26 Blackberry Plants 13 Eldorado 13 Alfred \$1.00 PREPAID
12 Grape Vines 4 Blue 3 White 3 Red \$1.00 PREPAID	3 Apple Trees 1 Summer 1 Winter 1 Fall \$1.00 PREPAID	3 Peach Trees 1 Early 1 Mid-season 1 Late \$1.00 PREPAID	3 Cherry Trees 1 Red Sweet 1 Black Sweet 1 Montmorency \$1.00 PREPAID
3 Fruit Trees 1 Peach 1 Apple 1 Cherry \$1.00 PREPAID	3 Everblooming Roses 1 Red } Two-year, 1 Pink } field-grown. 1 White } \$1.00 PREPAID	4 Climbing Roses 2 Red } Two-year, 1 Pink } field-grown. 1 White } \$1.00 PREPAID	6 Flowering Shrubs 2 Hydrangea P. G. 1 Forsythia 3 Spirea Van Houttei \$1.00 PREPAID
8 Hardy Shrubs 3 Bridal Wreath 3 Jap. Barberry 2 Hydrangea P. G. \$1.00 PREPAID	12 Hardy Shrubs 8 Privet Hedge 2 Bridal Wreath 2 Hydrangea P. G. \$1.00 PREPAID	60 Gladiolus Bulbs A riot of color and beauty for only \$1.00. This is our supreme mixture made up of many of the very finest varieties. Large flowering size bulbs that will bloom profusely this summer. \$1.00 PREPAID	

Important In Texas, Oklahoma, Montana, Wyoming, Colorado and West, add 20 cents to each collection to help defray parcel post charges.

Want a Present? Send Your Friends' Names

WHEN ORDERING, send us the correct, full names and addresses of friends whom you think are interested in setting out fruit plants, trees, or ornamental stock. For this favor we will include a nice present with your order.

Name

R. F. D. or Street Number

P. O. and State

_____	_____	_____
_____	_____	_____
_____	_____	_____

EMLONG'S Sunshine Flower Collections

Scatter bright spots of flowers over your garden and yard this year with these cheerful flowers. Strong 2-year perennial roots and heavy, well-rooted house plants. Your choice of ANY ONE OFFER at \$1.00 postpaid, or ANY SIX OFFERS at \$5.50 postpaid.

ORDER BY NUMBER



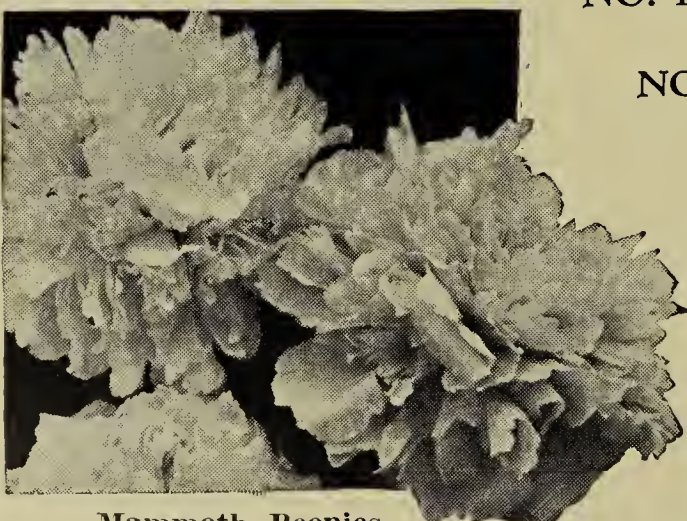
Glorious Glads.



Hardy Chrysanthemum.



Showy Dahlias.



Mammoth Peonies.

NO. 1000.

60 Gladiolus Bulbs. Flowering size, mixed colors, \$1.00 pstpd.

NO. 1001.

10 German Iris. Mixed colors. \$1.00 postpaid.

NO. 1002.

6 Peony Roots. 2-year roots, mixed colors, \$1.00 postpaid.

NO. 1003.

6 Dahlia Roots. Strong 2-year, mixed colors, \$1.00 postpaid.

NO. 1004.

6 Geraniums. Popular varieties, mixed colors, \$1.00 postpaid.

NO. 1005.

6 Rock Garden Plants. Popular varieties, mixed, \$1.00 pstpd.

NO. 1006.

8 Hardy Carnations. Perennials, mixed colors, \$1.00 postpaid.

NO. 1007.

10 Hardy Phlox. Perennial plants, mixed colors, \$1.00 postpaid.

NO. 1008.

8 Cannas. Mixed varieties and colors, \$1.00 postpaid.

NO. 1009.

6 Delphinium. Tall flowering perennials, mixed colors, \$1.00 postpaid.

NO. 1010.

10 Hardy Large Flowering Chrysanthemums, mixed colors, \$1.00 postpaid.

NO. 1011.

10 Hardy Pompon Chrysanthemums, mixed colors, \$1.00 postpaid.

NO. 1012.

8 Butterfly Bushes. Strong, 1-year, \$1.00 postpaid.

NO. 1013.

6 House Ferns. Assorted popular varieties, \$1.00 postpaid.

NO. 1014.

6 Oriental Poppies. Bright orange. 2-yr. roots, \$1.00 pstpd.

NO. 1015.

6 Climbing Vines. 2 each of three varieties, \$1.00 postpaid.

NO. 1016.

8 Hybrid Tea Roses. Assorted 1-year bushes, \$1.00 postpaid.

NO. 1017.

8 Climbing Roses. Assorted 1-yr. bushes, \$1.00 postpaid.

NO. 1018.

6 Hardy Shrubs. 2 each of 3 varieties. 1-year stock. \$1.00 postpaid.

No.
1019

SURPRISE COLLECTION
20 Plants, by express collect, \$1.00

Consists of hardy perennials and bedding plants.
Our selection of varieties.

A BIG BARGAIN!



Quillen.

2 Outstanding **NEW** BLACKCAPS

Logan

(Extra Early)

Here is a new extra early Blackcap. A full week earlier than Cumberland and a bigger yielder. One grower in Ohio says: "Logan outyielded Cumberland 10 to 15 bushels per acre."

Early berries always bring high prices, but that is only one of the reasons why you should plant the New Logan. In size, quality, flavor and productiveness it is the best early Black Raspberry we have ever tested. With many growers it has already replaced all other varieties.

Logan grows fast into strong, sturdy bushes. It is highly resistant to drought and disease. Berries never crumble or become small and seedy. Get started with this valuable new variety this spring.

Prices: One-year plants, page 50. Two-year transplants, page 33.

Quillen

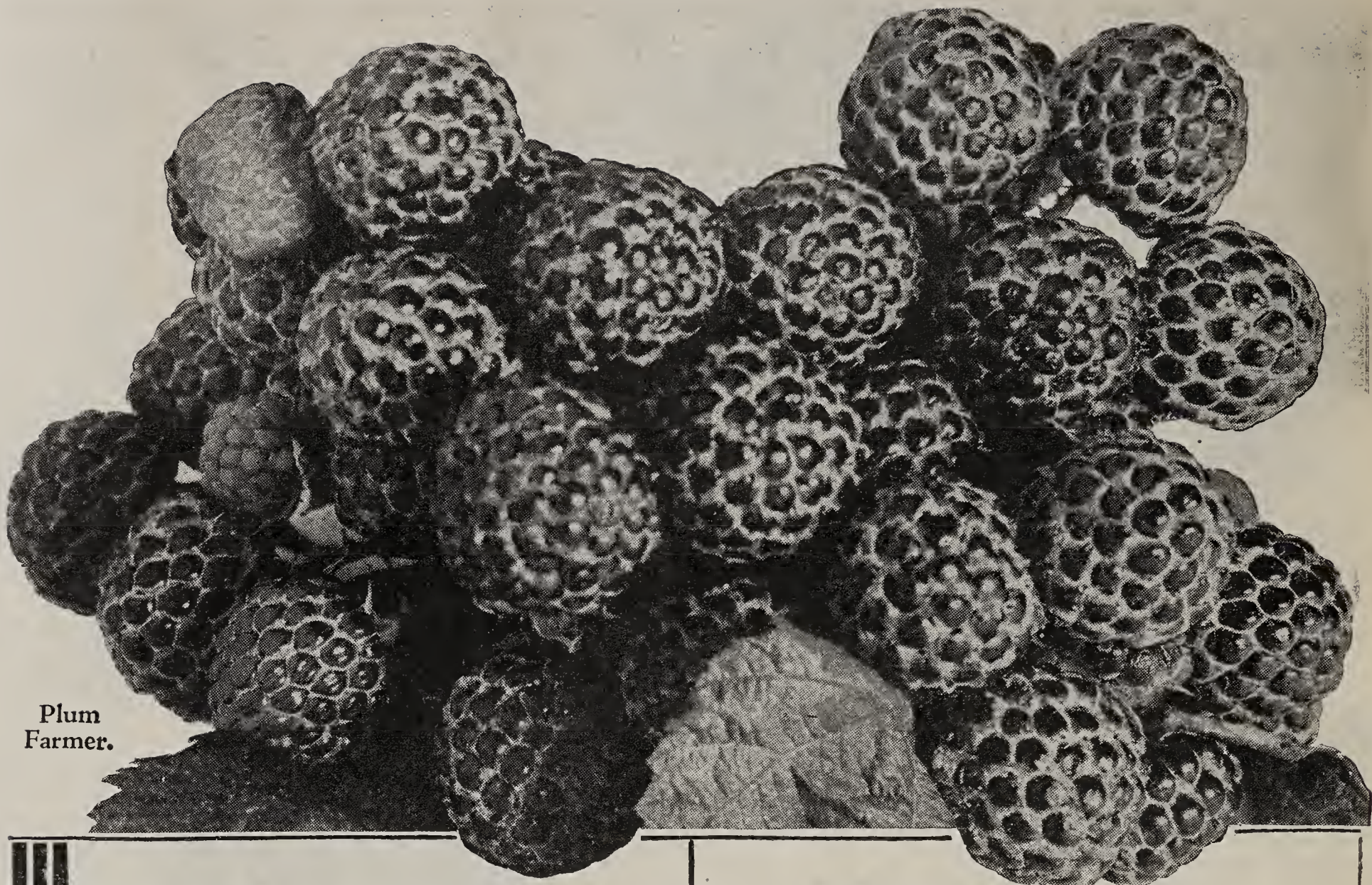
(Extra Late)

Plant Quillen and the New Logan with Cumberland and you will have a long, profitable fruiting season. We are prepared to supply you with our Certified, Disease-Free Strain in these two new varieties but our supply is limited, place your order early.

We have found Quillen to be a remarkably fine grower and immensely productive of big, first quality, glossy black berries, possessing a tempting rich Raspberry flavor.

Quillen will prove especially desirable to those troubled with anthracnose, as it has proven more resistant to this disease than any other sort. As it retains its foliage to the last every berry is brought to perfect maturity.

Prices: One-year plants, page 50. Two-year transplants, page 33.



Plum
Farmer.

Golden Queen Yellow Raspberry

Resembles Cuthbert in manner of growth, size and shape. The berries are a rich golden yellow in color and excellent in quality. A real delicacy and highly recommended for table use, pies and canning. It is impossible to describe the remarkably fine flavor of Golden Queen berries—but the unusual beauty and individuality will make it a real pleasure to serve them on your table. Bushes strong, upright, highly resistant to disease and insects. Canes nearly thornless. Very productive. Prices: 1-year plants, page 50. 2-year transplants, page 33.

Plum Farmer Early Blackcap

Popular and profitable as an early ripening Blackcap that matures its entire crop of berries within a very short time. Berries are produced in large clusters very easily seen and picked. Large to medium in size, color a bluish black. Unexcelled in quality and flavor. The plants are healthy and vigorous and thrive everywhere.

Prices: 1-year plants, page 50. 2-year transplants, page 33.

Cardinal Purplecap

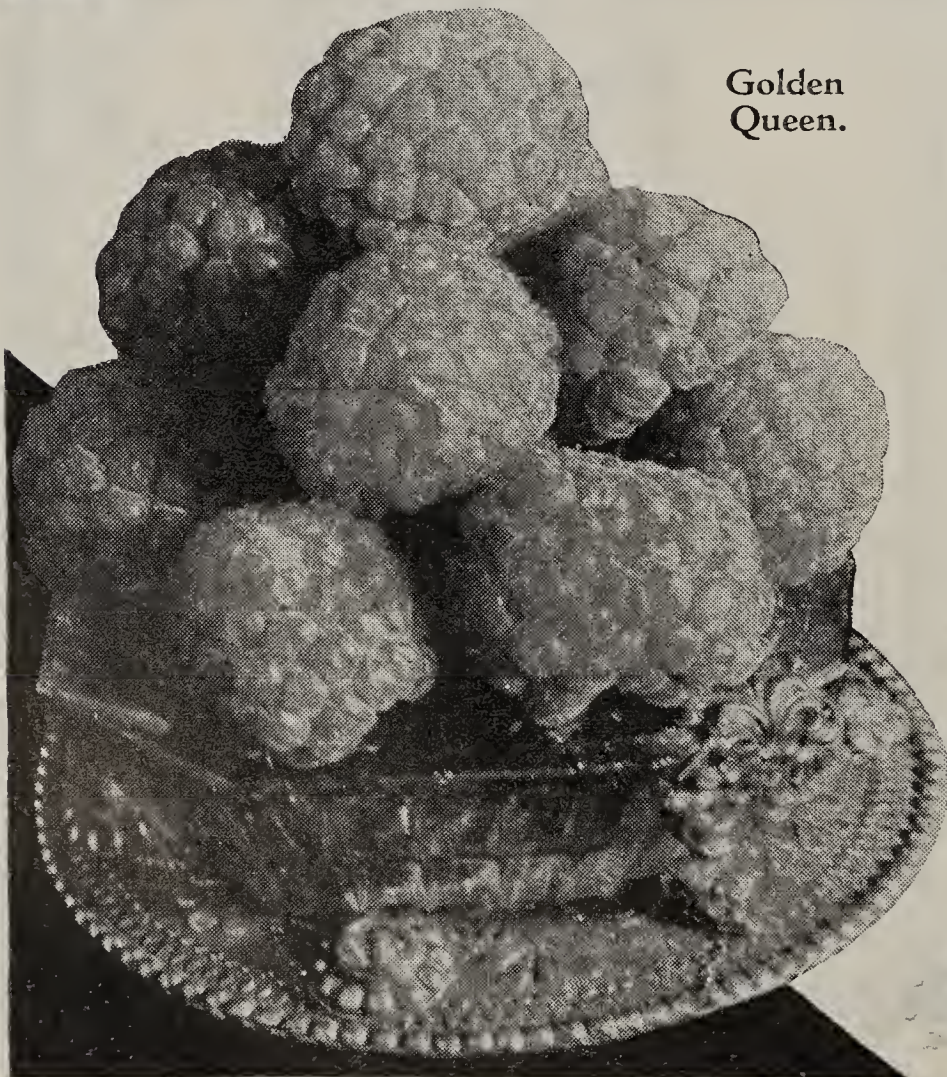
We highly recommend this variety for pies, jams and preserves and especially for canning. Berries extra large with a deep purple color; flavor rich and delicious. The plants are hardy, vigorous, healthy, immensely productive and impartial to soil or climatic conditions. Prices on page 50.

Fancy \$1²⁵
BERRY GARDEN 1²⁵

This garden will prove a source of joy, delight and surprise. A riot of yellow, purple and wine colored berries.

6 Golden Queen 6 Cardinal 6 Youngberry

SPECIAL PRICE
Prepaid **\$1.25**



Golden
Queen.



Emlong's *True Value* GRAPE VINES

Fast Growing, Young Bearing and Immense Yields of Emlong Vines Have Made Them Famous.

Concord

America's leading wine and table Grape. Concord is the one variety that is supreme for every purpose. It thrives and produces heavily in all soils, all climates, is perfectly hardy and due to its immense growth is resistant to drought, insects and disease.

Berries large, sweet and juicy, color bluish black overspread with bloom. Bunches large and compact. A keeping and shipping quality not found in any other variety.

The cuttings for Emlong's Concord are taken from our own heavy-bearing, disease-free vines. It will pay you big to plant this heavy-bearing strain.

Caco

The biggest, sweetest and most beautiful red Grape. Plant at least a few vines of this marvelous variety. Berries extra large; bunches large and compact. The flavor is rich and melting, sweet and delicious.

The quick growing, young bearing and early ripening habits of Caco have made it famous with both large and small growers.

The vines are strong growers, perfectly hardy, vigorous in growth and immensely productive. Ripens early in September and matures perfectly before danger of frost.

NIAGARA. The best white Grape. Thrifty and hardy like Concord. Bunch and berry large. Amber colored when ripe. Sweet and juicy.

CAMPBELL'S EARLY. This early ripening, fine quality black Grape produces larger berries and bigger bunches than any other variety. Especially desirable for fancy table use.

BRIGHTON. A very handsome dark red Grape of high quality and handsome appearance.

WORDEN. Ripens ten days earlier than Concord. Berries large, sweet, dark purple. Highly recommended for home use.

DELAWARE. Richest and most delicately flavored of all Grapes. Bunch and berry small. Color a beautiful wine-red.

MOORE'S EARLY. The very best commercial extra early black Grape. Bunch and berry extra large. Supreme in quality and flavor.

FOR PRICES OF EMLONG'S HARDY, TRUE-TO-NAME GRAPE VINES SEE PAGE 50.

Emlong's Grape Arbor

Here is a real bargain that gives you the opportunity to try all eight of Emlong's Famous Big Yielding Grapes. Plant this arbor and you will have bushels of big, juicy Grapes. All sizes, all colors, over an extra long season.

1 New Caco. Red.	1 Brighton. Red.
1 Concord. Blue.	1 Niagara. White.
1 Worden. Black.	1 Campbell's
1 Moore's Early.	Early. Black.
Blue.	1 Delaware. Red.

All Big Two-Year Vines
Prepaid Price, only **\$1.25**

Emlong's Home Vineyard

Plant this special priced home vineyard and you will have all the Grapes you can use and a lot to sell. Planted around the garden fence or along one side of the yard very little care is required, and it will produce loads of fine fruit for a lifetime.

12 Concord	4 Niagara
3 Caco	3 Worden
3 Moore's Early	

25 Big Two-Year Vines
Prepaid Price, only **\$2.50**



Emlong's "MONEY-MAKER" Blackberries

AMAZINGLY
VIGOROUS

QUICK GROWING

YOUNG AND HEAVY
BEARING

Alfred

This new variety has become the universal favorite for both home use and market. It is a remarkably fast growing and young bearing variety that does well on all manner of soils and is absolutely hardy as it has withstood a temperature of 30 degrees below zero without injury.

Look at the box of berries above. This is an actual photograph of a box of Emlong's Alfred. Just imagine your own bushes loaded down with these big black glistening beauties—as they will be if you plant the famous Emlong strain.

Alfred is a big producer of big, jet black berries, many of them 1½ to 2 inches long, practically free from seeds, coreless, sweet and juicy.

Prices of one-year plants, page 50. Two-year transplants, page 33.

Eldorado

Highly recommended and most certainly one of the very best commercial Blackberries ever grown. Eldorado is a strong, upright grower and produces a large amount of strictly first class fruit. Berries are medium to large, jet black and never turn red after picking.

Emlong's Eldorado comes to you ready to produce big loads of luscious berries. Nearly a full crop the year following planting.

Here is what Mrs. R. A. White of Shreveport, La., says about our plants:

"From two rows of your Blackberries, only 100 feet long, we sold \$50.00 worth of berries after using all we could ourselves."

Prices of one-year plants, page 50. Two-year transplants, page 33.

Emlong's **GIANT** *Youngberry*

**EASY TO GROW
EASY TO PICK
EASY TO SELL**



This valuable new berry has achieved the greatest success ever attained by any variety of the Dewberry or Blackberry family. Aside from its commercial possibilities it has so many points of excellence that it should be in every home garden.

The Youngberry is immensely productive of unusually attractive dark wine colored, extra large berries, nearly coreless and seedless and fairly bursting with a rich wine colored juice. For pies, canning, jams and preserving the Youngberry is in a class by itself.

In manner of growth the Youngberry resembles Dewberries, but is three times as productive and a much better grower. Cluster of berries at left shows you size, shape and productiveness of this fine berry. Ripening season is extra early, even ten days earlier than the earliest Dewberries.

Prices: 1-year plants, page 50. 2-year transplants, page 33.

Lucretia Dewberry

There are many reasons for the increasing popularity of Lucretia. In many ways Lucretia berries are far superior to the common Blackberries. They ripen two weeks earlier, are immensely productive and net growers with good markets all the way from \$500.00 to \$1000.00 per acre.

The berries are extra large and produced in abundance. Glistening black in color; flavor rich, sweet and delicious. Lucretia will give an added joy to your garden and commercially it will prove highly profitable.

Prices: 1-year plants, page 50. 2-year transplants, page 33.

Blowers

This Blackberry has been an outstanding favorite with many growers for a number of years. It ripens earlier than most other Blackberries, and is one of the most productive varieties in cultivation. The berries are extra large, good color and quality, making it equally desirable for home or market.

Prices: 1-year plants, page 50. 2-year transplants, page 33.

Mersereau

Mersereau is still the main crop variety in many sections of the country. It is a tall, vigorous grower, hardy and resistant to disease, insects and drought. When in bloom the bushes are snow-white and at fruiting time actually loads of fine big berries are produced.

Prices: 1-year plants, page 50. 2-year transplants, page 33.



PLANT

Emlong's

BEARING-AGE BERRY PLANTS

These big plants with a perfect root system come to you ready to produce big crops of first quality berries.

This special grown, heavy rooted, fully developed stock offers you the shortest possible cut to Big Berry Profits. It is no longer necessary to wait a year or two for Raspberries and Blackberries. If you want quick results—berries and profits without unnecessary waiting and delay, plant Emlong's Guaranteed Big Yielding, Disease-Free Berry Bushes.

Berries This Year

Due to the remarkable root development of these plants they take hold and start growing as soon as they are planted—making an almost unbelievable growth of new wood and at the same time bearing heavily on the old. Many of our customers have reported yields the first year sufficient to more than cover the cost of the plants. The unusual vigor of these plants affords nearly absolute proof against drought, cut worms, insects and disease.

Full Crop Next Year

The big advantage in planting this two-year stock lies in the fact that your bushes will produce a full crop much quicker than is possible with the regular one-year stock. With many varieties nearly a full crop of first quality fruit will be harvested the second year. Many customers have reported enormous yields sixteen months after planting. Strawberries always have been considered the quickest big money crop but by planting Emlong's Transplants you can have bushes full of red and black Raspberries and Blackberries the second year. Where space is valuable, or if quick results are wanted, this is the stock to plant.



RED & BLACK RASPBERRIES



Heavy Fruiting Rows Like These Produce Loads of Berries.

LET MR. NICOLET TELL YOU THE WHOLE STORY ABOUT EMLONG'S TRANSPLANTS

Gentlemen:—

After looking over several catalogs last spring I decided that I would make no mistake in purchasing my nursery stock from you. Your prices were right and in short I felt your methods and experience would be my best guarantee of quality.

I placed an order for two-year Latham Raspberry Transplants for April 1st delivery, and the shipment arrived on schedule in fine condition. They were the finest plants I ever saw and the enclosed photographs will best illustrate the results.

As the plants were extremely vigorous and free from disease, they made a remarkable growth. In addition to having a generous supply of berries for my family use I sold enough to pay for the bushes, including express charges and cost of cultivation, thereby enabling me to charge off the entire investment the first year.

The berries were extra large, firm, and of a beautiful color. Even in the worst depression in history the demand for this quality fruit was unlimited—selling readily for 25c to 30c per box. I could have sold a much larger crop without any trouble.

THEODORE NICOLET, Rutland, Vt.

Price of Emlong's Two-Year Transplants

	Parcel Post or Express Prepaid				By Express Collect			
	12	25	50	100	200	300	400	1000
EARLY KING Red Raspberry	\$0.85	\$1.45	\$2.35	\$3.85	\$ 5.50	\$ 7.50	\$ 8.85	\$21.50
CUTHBERT Red Raspberry85	1.45	2.35	3.85	5.50	7.50	8.85	21.50
ST. REGIS Everbearing	1.00	1.75	2.65	4.85	7.50	10.35	11.50	24.85
LATHAM Red Raspberry	1.00	1.75	2.65	4.85	7.50	10.35	12.50	26.85
CHIEF Red Raspberry	1.25	2.00	3.50	5.85	9.50	13.50	15.50	36.50
GOLDEN QUEEN Raspberry	1.50	2.25	3.75	6.75				
CUMBERLAND Black Raspberry	1.00	1.75	2.65	4.85	7.50	10.35	12.50	26.85
PLUM FARMER Black Raspberry	1.00	1.75	2.65	4.85	7.50	10.35	12.50	26.85
LOGAN Black Raspberry	1.50	2.25	3.75	6.75	10.50	13.75	15.75	36.50
QUILLEN Black Raspberry	1.50	2.25	3.75	6.75	10.50	13.75	15.75	36.50
ELDORADO Blackberry	1.00	1.75	2.65	4.85	7.50	10.35	11.50	24.85
ALFRED Blackberry	1.35	2.25	3.75	6.50	9.50	13.50	15.50	36.50
LUCRETIA Dewberry	1.00	1.75	2.65	4.85	7.50	10.35	11.50	24.85
NEW GIANT YOUNGBERRY	1.75	3.00	5.50	9.50				

NOTE: In Colorado, Texas, Wyoming, Oklahoma, Montana and West add 20% to prepaid prices to help defray parcel post charges.

FOR PRICES OF EMLONG'S ONE-YEAR BERRY PLANTS, SEE PAGE 50.

Plot No. 10

- 500 Latham. Extra late Red Raspberry.
- 500 Cuthbert. Medium late Red Raspberry.
- 500 Early King. Early Red Raspberry.
- 500 Chief. Extra early Red Raspberry.

SPECIAL PRICE

1-year plants: **\$24.50**

2-year transplants: **\$45.50**

Plot No. 20

- 500 New Logan. Earliest Blackcap.
- 500 Quillen. Latest Blackcap.
- 500 Plum Farmer. Medium early Blackcap.
- 500 Cumberland. Medium late Blackcap.

SPECIAL PRICE

1-year plants: **\$28.50**

2-year transplants: **\$47.50**

Plot No. 30

- 500 Latham. Late Red Raspberry.
- 500 Early King. Early Red Raspberry.
- 500 Cumberland. Late Black Raspberry.
- 500 Plum Farmer. Early Black Raspberry.

SPECIAL PRICE

1-year plants: **\$21.50**

2-year transplants: **\$38.50**

Read What They Say:

"The three thousand Raspberry plants arrived in perfect condition, and every plant is growing! I never saw more perfect nursery stock."
L. E. BURNHAM, Bountiful, Utah.

"The Raspberry plants I purchased from you this spring are starting to bear, and I never saw anything to equal them. The berries are immense in size, and crop will far exceed my expectations. In my opinion you handle the finest nursery stock Mother Earth grows."
L. ELSBREE, Sunbright, Tenn.

Plot No. 40

- 250 Alfred. Blackberry.
- 250 Cumberland. Black Raspberry.
- 250 Latham. Late Red Raspberry.
- 250 Chief. Early Red Raspberry.

1-year plants: **\$15.85**

2-year transplants: **\$29.50**

Free Gift

for

Early Orders

A valuable gift planting will be included absolutely free with orders for these collections received before March first. Although we are making extremely low prices on these collections, all stock will be our regular first quality grade. Order at once as we have allotted only a certain amount of stock for these offers.

Emlong's BIG BARGAIN BERRY PLOTS

Here are some real bargains for Business Farmers. Every one of them arranged so as to produce first quality fruit that will top all markets and produce heavily over the longest possible fruiting season.

Why grow ordinary farm crops and lose money when you can make big money growing berries? One planting of Emlong's big yielding, disease free berry plants will give you a big cash income for years to come.

Send in your order today for one of these fine collections and we will show you how to make one acre pay you more than one hundred acres of ordinary crops will at present prices.

Plot No. 50 Complete Fruit Planting

This collection will provide a steady income from June until September.

- 1000 Premier. Early Strawberry.
- 250 Latham. Late Red Raspberry.
- 250 Cumberland. Late Black Raspberry.
- 200 Alfred. Early Blackberry.

- 1000 Harvest King. Mid-season Strawberry.
- 250 Early King. Early Red Raspberry.
- 250 Plum Farmer. Early Black Raspberry.
- 200 Eldorado. Late Blackberry.

Special Price, only \$23.50

Garden No. 15

FIVE FAMOUS RED RASPBERRIES

- 12 Latham
- 12 Chief
- 12 Early King
- 12 Cuthbert
- 12 St. Regis

1-year plants:

\$2.00, prepaid

2-year transplants:

\$3.00, prepaid

Garden No. 25

FOUR FAMOUS BLACK RASPBERRIES

- 12 New Logan
- 12 Cumberland
- 12 Plum Farmer
- 12 Quillen

SPECIAL PRICE

1-year plants:

\$1.75, prepaid

2-year transplants:

\$3.00, prepaid

Garden No. 35

FOUR FAMOUS BLACKBERRIES

- 12 New Alfred
- 12 Eldorado
- 12 Mersereau
- 12 Blowers

SPECIAL PRICE

1-year plants:

\$1.50, prepaid

2-year transplants:

\$2.50, prepaid

Emlong's

BEST BERRY GARDENS

Here is your opportunity to try all of Emlong's Famous Red and Black Raspberries and Blackberries at a big saving and at the same time have a generous supply of the very finest berries you ever saw.

These collections cover the entire fruiting season from extra early to extra late and will give you a generous supply of berries—supreme in size, quality and flavor—good to eat and good to sell. Paying big prices for berries for table use is a needless extravagance. The money you pay for only a few quarts of inferior fruit will buy a garden that will supply your family for many years.

Garden No. 45

ASSORTED BERRY GARDEN

- 12 Latham. Red Raspberry.
- 12 Cumberland. Black Raspberry.
- 12 Eldorado. Blackberry.
- 100 Premier. Strawberry.

SPECIAL PRICE

1-year plants: **\$1.50, prepaid**

Garden No. 55

BERRY GARDEN SUPREME

All Brand New Varieties

- 6 Chief. Red Raspberry.
- 6 Logan. Black Raspberry.
- 6 Quillen. Black Raspberry.
- 25 Early Prolific. Strawberry.
- 25 Imperial. Everbearing Strawberry.

Special Price, \$2.00, prepaid

Garden No. 65

Big Family Fruit Garden

Berries to eat, berries to can and a big cash profit besides if you plant this garden.

- | | |
|--------------------------------------|--|
| 100 Premier. June Strawberry. | 100 Mastodon. Everbearing Strawberry. |
| 25 Cumberland. Late Black Raspberry. | 25 Plum Farmer. Early Black Raspberry. |
| 25 Early King. Early Red Raspberry. | 25 Latham. Late Red Raspberry. |
| 25 Eldorado. Blackberry. | 12 Concord. Grape. |

Special Price, 1-yr. Plants, \$4.85, prepaid

Free Gift

for

Early Orders

Although these prices represent a saving of nearly 50 per cent, we are going to include a free gift with every order received for these collections before March 1st. Orders will all be filled with regular quality stock. You cannot afford to pass up this opportunity to plant a berry garden. Order at once.

Emlong's Asparagus

Washington Rust-Proof



Washington Asparagus.

As an extra early money crop nothing can compare with Asparagus. Growers in this locality who must depend entirely on Chicago for a market, net all the way from \$500.00 to \$1000.00 per acre from their "grass" year in and year out.

No home garden is complete without a small bed of Asparagus because it will give a bountiful and continuous supply of the finest of all early spring vegetables. Even if served every day it will prove irresistible and there is nothing better for the health.

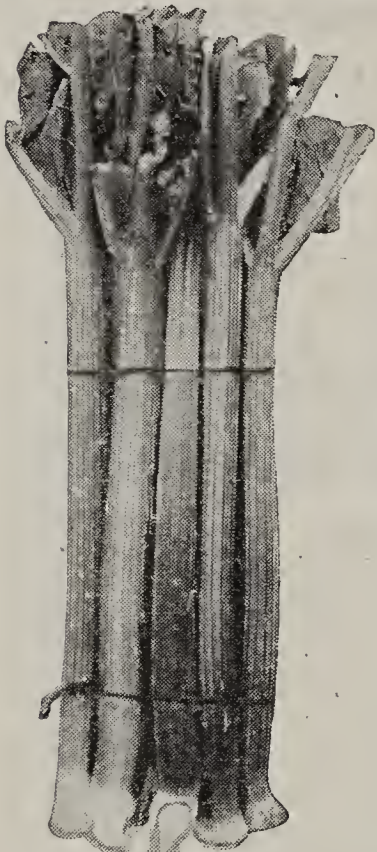
One planting of Emlong's Washington Rust-Proof Asparagus will give profitable cuttings for twenty years or longer. It is absolutely the best Asparagus ever grown. The shoots fairly jump out of the ground and they are extra big, tender and juicy. Never tough or stringy. 100 roots will supply the largest of families.

PRICE OF EMLONG'S EXTRA SELECT ROOTS

	Prepaid Price			Not Prepaid		
	25	50	100	500	1000	2000
Choice 1-year roots	\$0.65	\$1.00	\$1.50	\$4.00	\$ 7.00	\$12.50
Choice 2-year roots	1.00	1.65	2.50	7.50	13.50	25.00

Emlong's Rhubarb

Giant Victoria



Giant Victoria Rhubarb.

Providing the first fresh fruit for pies and dessert in the spring. A few Rhubarb plants along one side of the garden will prove a real blessing. Don't confuse the new Giant Victoria with the old "pie plant" as this new variety really has a delicious peachy flavor. Plant it this spring and cut big, tender, pink and juicy stalks next spring. 25 roots will supply a big family the year around.

PRICE EXTRA LARGE SELECT 2-YEAR ROOTS

	Prepaid Price					Not Prepaid		
	6	12	25	50	75	100	250	1000
	\$0.85	\$1.25	\$2.00	\$3.00	\$4.20	\$5.50	\$10.00	\$30.00

Bohemian Horseradish Roots

Horseradish thrives everywhere and should have a place in every garden. Very valuable for appetizers, relishes, etc. Easy to grow, to can, and to sell.

Bohemian roots are white, tender, and free from stringiness. Plant roots with tops one inch below surface of ground.

Prepaid Prices				
6	12	25	50	100
\$0.50	\$0.75	\$1.00	\$1.75	\$3.00

Currants and Gooseberries

PERFECTION CURRANT. "King" of all currants. A vigorous thrifty grower and immensely productive. Berries are borne in mammoth clusters the entire length of the canes. Beautiful, big, bright red berries, flavor rich, subacid; quality excellent.

WILDER CURRANT. Exceptionally strong growing and disease resistant. Berries and clusters extra large, color deep red and very attractive. Quality and flavor extra good.

DOWNING GOOSEBERRY. Most popular Gooseberry because it adapts itself readily to all conditions. Grows fast and bears heavily. Berries are large, a yellowish green color. Quality and flavor excellent.



Perfection Currant.

**CURRANT
GOOSEBERRY
GARDEN \$1.50**

Prepaid Price

- 6 PERFECTION
- 6 WILDER
- 6 DOWNING

PRICES EXTRA CHOICE TWO-YEAR PLANTS

	Prepaid Price					Not Prepaid	
	6	12	25	50	100	300	1000
Perfection	\$1.00	\$1.75	\$3.00	\$5.00	\$8.50	\$22.00	\$65.00
Wilder85	1.50	2.50	4.50	7.50	20.00	55.00
Downing85	1.50	2.50	4.50	7.50	20.00	55.00

Notice.—Currant and Gooseberry plants cannot be shipped after May 1st.

Emlong's Fruit Trees



A 2-year-old Emlong Apple tree, bore 39 Apples for Wm. C. Long.



BUDS AND SCIONS ARE TAKEN FROM HEALTHY, VIGOROUS PARENTS LIKE THESE—THAT'S WHY WE CAN GUARANTEE SATISFACTION

Remarkably Quick Growing, Young Bearing and Big Yielding Habits Have Made Them Famous.

Here's the Proof

Clark Johnston, Canfield, Ohio, says: "The fruit trees bought of you last spring are the wonder of the neighborhood. The Cortland Apple bore 32 apples and the Douglas five fine pears. When I first saw them I could hardly believe my own eyes!"

Harrison O. Roy, Davison, Mich., says: "The 10 South Haven peaches planted two years ago produced 2 bushels of the loveliest and best tasting peaches we have ever eaten, the largest weighed 8 ounces. We certainly were delighted."

W. C. Long, Rock Rapids, Iowa, says: "Am enclosing a picture of a 2-year-old apple tree bought of your nursery. This tree bore 39 fine apples this year and every one hung on tree until fully ripe. They were surely fine apples."

Why wait years for fruit? Plant Emlong trees and enjoy quick results like these folks have. See for yourself what a big difference there is when you plant stock that has been grown, dug and packed right.

Extra Select Trees

That is what you get when you order from Emlong. The trees we send you are the finest in the nursery row—all selected by experts. Weak, spindly trees and also the clumsy club-rooted trees are discarded because we know and every experienced orchardist and horticulturist agrees that it is a waste of time, effort and money to plant trees of this type.

Look at the bundle of ten Emlong Peach trees at the right. Straight as a ramrod, well branched and every one equipped with a marvelous fibrous root system. Trees like these grow so rapidly that they actually defy drought, cold, insects and disease. That is why Emlong trees are growing and producing big crops of fine fruit everywhere—even in many localities where fruit trees never thrived before.

A few of these selected, true-to-name, big yielding trees will add hundreds of dollars to the value of your home. From early spring until late fall—all through the blooming season and long after the fruit is harvested they will add a charm that nothing else can give. But most important of all, your family will have a generous supply of the finest and healthiest food they can eat.

Commercial Orchardists!

We are prepared to supply your needs and know that we can PLEASE you. Hundreds of commercial orchardists in every part of the country demand Emlong trees because they have found them true-to-name, dependable and unequalled for hardiness, health, vigor and big yields of first quality fruit. We solicit your correspondence.



• CHOICE APPLE TREES •



Cortland Apple.

The New Cortland

The young bearing habit of this fine new fall Apple has astonished growers everywhere. It has proven to be one of the greatest eating, shipping and market Apples ever introduced. The trees are large, healthy and immensely productive. Fruit large and handsome, a beautiful dark red splashed and striped with carmine and yellow. Flesh fine grained, crisp and juicy, white and firm. A fine dessert Apple. Clings to tree long after fully ripe and does not bruise easily.



BEST 10 TEN

APPLE ORCHARD

The finest home assortment. Delicious Apples from early summer until late spring.

2 Cortland	2 Jonathan
2 Delicious	2 Northern Spy
2 Yellow Transparent	

Special PREPAID PRICE **\$ 2.50**

Red Delicious

The most popular winter Apple. Heavy annual cropper, excellent keeper and shipper. Fruit large, color a beautiful crimson-red. Flesh fine grained, crisp, tender, juicy, flavor and quality excellent. Ideal for dessert and pies.

NORTHERN SPY (Late Winter). Excellent for eating, cooking and storage. Fruit very large and attractive; striped bright red color.

BALDWIN (Late Winter). The favorite late keeping Apple. Fruit large, glossy red with very firm flesh.

STAYMAN'S WINESAP (Late Fall). Excellent for eating and market. Dark red, tinged yellow, with rich enticing flavor.

GRIMES GOLDEN (Late Fall). Best yellow fall Apple. Fruit fine grained, juicy with mild, pleasant flavor.

WINTER BANANA (Early Winter). Fancy market and late Apple. Fruit lemon-yellow with bright red cheek. Rich banana flavor.

TOLMAN SWEET (Winter). America's finest sweet Apple. Fruit medium large, whitish yellow with faint blush.

GOLDEN RUSSET (Winter). A spicy and unusual flavor found in no other Apple. Excellent for eating and cooking.

McINTOSH (Late Fall). Highest quality for home or market. Beautiful bright red, high, spicy flavor.

WEALTHY (Early Fall). Large, round fruit with dark red markings. Flesh white, tender, sub-acid.

RED ASTRACHAN. Best red early summer Apple. Flesh white, crisp and sweet. Fine for eating, cooking and early market.

HYSLOP CRAB. Excellent for preserves and jellies. A heavy, regular producer. Fruit large, red, round and smooth; flesh yellow and sub-acid.

JONATHAN (Late Fall). Young and heavy bearer. Beautiful red, highly colored and flavored. Flesh white, tender, juicy and rich.

YELLOW TRANSPARENT (Early Summer). Best yellow early Apple. Fruit good size, waxy yellow. Flesh white, mild, juicy and sweet.

PRICES EXTRA SELECT TWO-YEAR TREES:

Prepaid Prices		Not Prepaid			
Each	3	10	25	50	100
	\$0.35 \$1.00	\$2.50	\$5.50	\$10.50	\$20.00

Orange Quince

The finest, largest and most productive Quince. Tree vigorous and hardy, bears young and regularly. Fruit large, orange-shaped. Superb quality and flavor for making preserves, jellies, etc. Two trees will give an abundance of this fine fruit. Select, 2-yr. trees, 75c each; 2 for \$1.35, prepaid. 10 for \$5.50, not prepaid.

• SELECT PEACH TREES •

The Famous Elberta

The king of midseason freestones. Wherever Peaches are grown Elberta is the leading market, canning and shipping variety. When you plant Em-long's Peach trees you are sure of big yields of quality fruit because the buds for our trees are selected by experts from healthy, heavy bearing orchards. You cannot afford to take chances with trees of unknown parentage.

ROCHESTER (Early Yellow Freestone). The most productive early yellow Peach. Has an exquisite flavor and holds up well for shipping.

EARLY ELBERTA (Early Yellow Freestone). Same shape, quality and color as Elberta, but the fruit is larger and ripens a week to ten days earlier than Elberta.

J. H. HALE (Midseason Yellow Freestone). An extra large fancy yellow Peach that should be included in every planting. In a class by itself as a fancy table and market variety. Commands premium prices on all markets.

BELLE OF GEORGIA (Early White Freestone). A fine large White Peach with red cheek. Leading sort in its class everywhere. Flesh firm and highly flavored; desirable for home or market.

LATE CRAWFORD (Late Yellow Freestone). The very finest late Peach, possessing a beautiful color, extra large size, excellent flavor and quality. Flesh yellow, juicy and melting.

HEATH CLING (Late White Clingstone). Very popular for canning and pickling. Color a beautiful creamy white with pink cheek. Flesh white, tender, sweet and juicy.

GOLD DROP (Medium Late Freestone). Immensely productive and very popular for canning because of firm flesh and rich flavor.

CHAMPION (Early White Freestone). The first Peach to ripen. Color pale yellowish white mottled with red. Quality good.

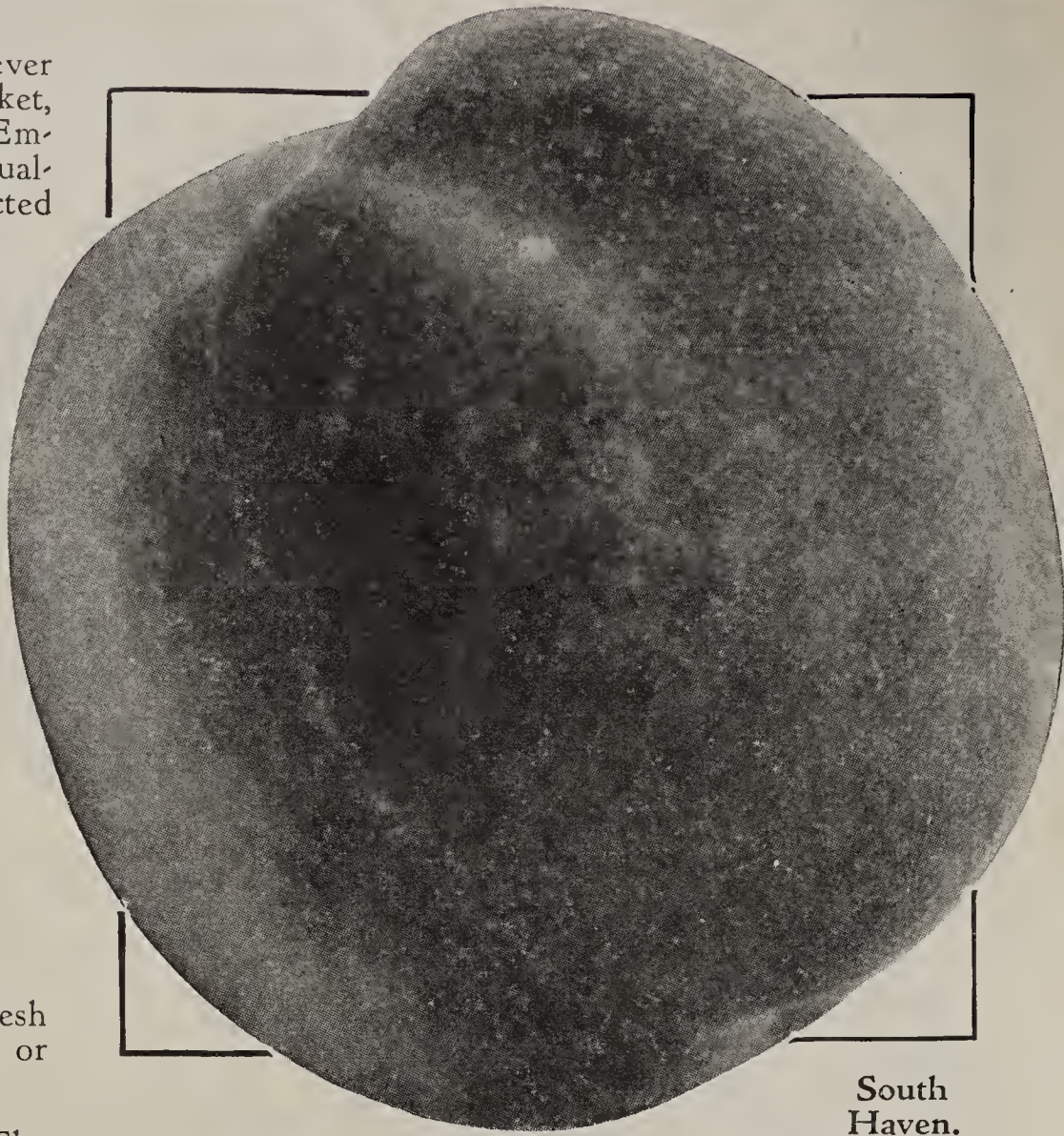
PRICES EXTRA SELECT ONE-YEAR TREES:

5 to 6 ft., 9/16 in. caliper.

Prepaid Prices		Not Prepaid			
Each	3	10	25	50	100
	\$0.35 \$1.00	\$2.50	\$5.50	\$10.50	\$20.00

Superb Apricot

The best Apricot on the market. Tree grows large and spreading and is immensely productive of beautiful orange colored fruit with firm flesh and excellent flavor. To assure big crops of fully matured fruit, two or more trees should be planted as they are only partly self fertilizing. 2-yr., 5 to 6 ft. trees, 60c each; 2 for \$1.10, prepaid. 10 for \$4.50; 100 for \$42.50, not prepaid.



South Haven.

The Famous South Haven

(Early Yellow Freestone)

Plant this fine variety for either home or market. In quality and flavor South Haven is the equal of Elberta but is better colored, much larger and ripens 10 to 14 days earlier. The tree is perfectly hardy, healthy, vigorous, very productive and its remarkably quick growing and young bearing habits have made it a real favorite with home and commercial orchardists everywhere. Our trees are the genuine original South Haven strain.



HI-GRADE PEACH ORCHARD

The Ideal Home Collection of Famous Varieties

2 South Haven	2 Gold Drop
2 Elberta	2 Late Crawford
2 J. H. Hale	

Special PREPAID PRICE **\$ 2 50**

'FULL CROP' PEAR ORCHARD

You get one select 2-year tree of all five famous varieties: Bartlett, Douglas, Seckel, Clapp's Favorite and Kieffer.

\$ **1.95**
POST-PAID.

PEAR Trees

New Douglas

A fine variety that bears regularly and heavily in all soils and climates. Douglas is a very rapid grower and often produces fully matured fruit the first year. The fruit is large and smooth. A golden yellow color, flecked with russet. Flavor rich, delicious, sweet, melting and juicy. Plant this fine variety this year by all means. **Special selected 2-yr. trees: Prepaid price, 60c each; 3 for \$1.50. Not prepaid, 10 for \$4.50.**

BARTLETT. The most popular summer Pear. A very heavy producer of large, golden yellow fruit with red cheek. One of the finest dessert and eating Pears.

CLAPP'S FAVORITE. A large pale yellow Pear with red cheek. Tree hardy and vigorous and does well everywhere. Fruit fine grained, sweet and highly flavored.

KIEFFER. Famous for long keeping quality and for canning. Perfectly hardy and a heavy cropper. Fruit is large, yellow and firm in texture.

SECKEL. Commonly called "Sugar Pear" and highly prized for eating, preserving, pickling, etc. Fruit small, very rich in flavor, sweet and juicy.

PRICE EMLONG'S EXTRA SELECT 2-YEAR PEAR TREES

Prepaid Price

Not Prepaid

Each	3	10	25	50	100
\$0.50	\$1.35	\$3.75	\$8.75	\$16.50	\$31.50

Douglas Pear.

Plum Trees

The New Waneta Undoubtedly the largest and most handsome of all Plums. Trees are perfectly hardy even in the far Northwest. Waneta is a young and heavy bearer of the best and most perfect fruit you ever saw. Color a deep reddish purple, the flesh is firm, crisp, sweet and juicy. A fine Plum that will give complete satisfaction.

BURBANK. A beautiful orange-yellow Plum dotted with red. Flesh meaty, yellow, excellent texture and flavor. Retains shape and color after canning and is also a fine market variety.

GERMAN PRUNE. Medium size, oval shape fruit of bluish purple color. Highly esteemed for canning and drying. Flesh firm, juicy and highly flavored.

YELLOW EGG. The most popular hardy yellow Plum. Fruit medium to large, rich yellow in color. A showy market plum and excellent for home use.

ABUNDANCE. One of the best known and best liked Plums in America. Fruit large, amber colored. Flesh deep yellow, juicy and of delicious sweetness.

MONARCH. Fruit very large, dark purple color, nearly round. Flesh sweet and juicy. One of the finest market and shipping varieties due to superb quality.

DELUXE PLUM ORCHARD

\$ **1.95**

Prepaid

for 5 Big Trees

- 1 Waneta
- 1 Yellow Egg
- 1 Abundance
- 1 Monarch
- 1 German Prune

Have Plums to eat, Plums to can and Plums to sell.

PRICES EMLONG'S EXTRA SELECT TWO-YEAR PEAR TREES

Prepaid Price
50c each; 3 for \$1.35.

Prepaid Price		Not Prepaid			
Each	3	10	25	50	100
\$0.50	\$1.35	\$3.75	\$8.75	\$16.50	\$31.50

Waneta Plum.

CHERRY Trees

Choice Sweet Varieties

Emlong Cherry and other fruit trees are supremely hardy, healthy, vigorous and productive. Our method of taking all budding stock from selected trees in heavy bearing orchards is your guarantee that trees will be true to name.

BLACK TARTARIAN. Hardy and immensely productive everywhere. Fruit large, bright purplish black, crisp, juicy, sweet and firm, rich flesh. Desirable for eating, canning or market. Ripens late June.

WINDSOR. A late variety valuable for market and desirable for home use. Fruit large, dark red, flesh firm and sweet. Resists rot and clings to tree long after fully ripe.

BING. A fine new variety that produces an abundance of extra large, dark brown, nearly black Cherries of exquisite flavor and appearance. Flesh solid, rich and sweet.

NAPOLEON. The finest yellow sweet Cherry, sometimes called "Royal Ann." A prolific cropper of extra large, fine quality fruit. A mighty fine variety for eating, canning or market.

SCHMIDT. One of the best sweets, very attractive and keeps well. Color deep crimson-red; extra large, tender, sweet and juicy.

PRICES OF EMLONG'S SELECTED 2-YEAR SWEET CHERRY TREES:

Prepaid Price		Not Prepaid			
Each	3	10	25	50	100
\$0.50	\$1.35	\$3.75	\$8.75	\$16.50	\$31.50

Sour Cherries

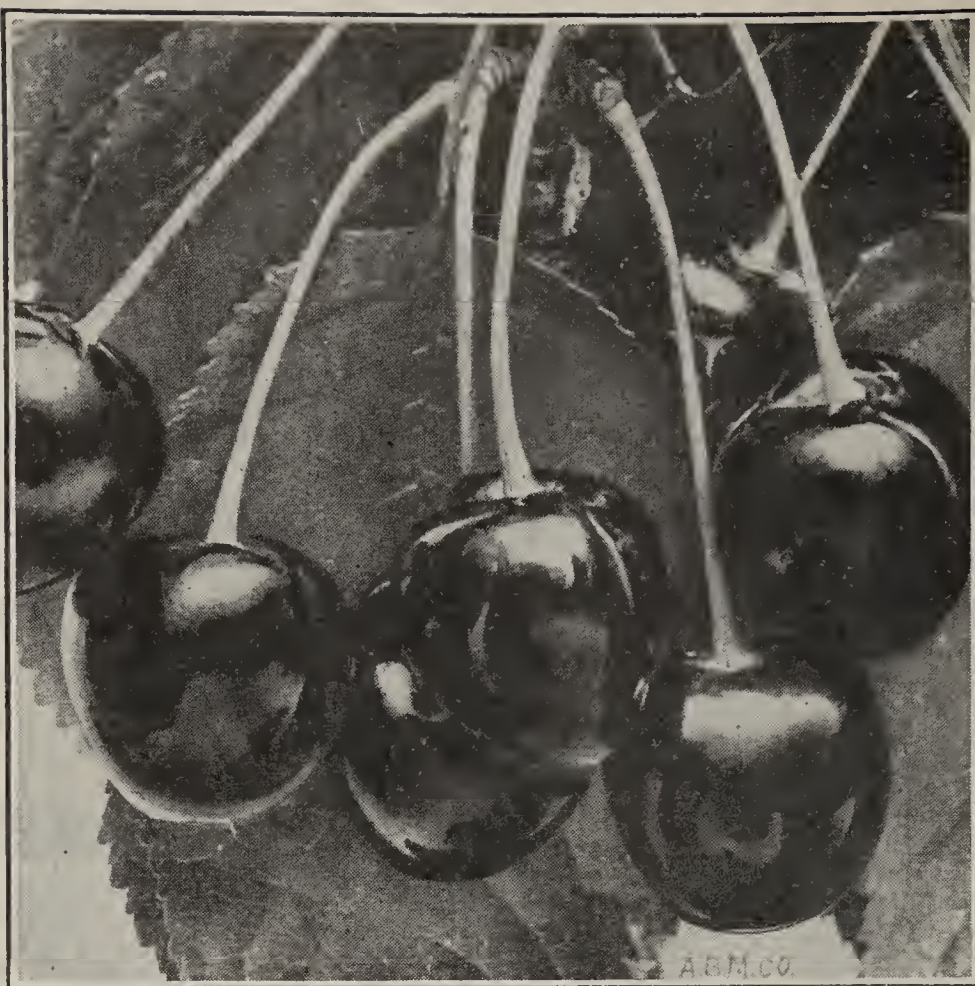
Special Low Prices—Plant This Year.

MONTMORENCY. The great pie and canning variety. Trees hardy, vigorous, immensely productive. Fruit extra large, bright shiny red, firm and juicy. Highest quality and clings to tree long after fully ripe.

EARLY RICHMOND. Popular on account of heavy regular yields and early ripening. Fruit medium to large, bright red. Profitable market variety and fine for pies and canning.

PRICE OF EMLONG'S SELECTED 2-YEAR SOUR CHERRY TREES:

Prepaid Price		Not Prepaid			
Each	3	10	25	50	100
\$0.35	\$1.00	\$3.25	\$7.50	\$13.50	\$25.50



Tartarian Cherry.

LUCKY "5"
CHERRY ORCHARD

- 1 BLACK TARTARIAN
- 1 BING
- 1 SCHMIDT
- 1 NAPOLEON
- 1 MONTMORENCY

ALL BIG 2-YEAR TREES,
\$1.95
PRE-PAID

HOME BUILDERS ORCHARD

\$1.85
POSTPAID

A mighty fine assortment for any home anywhere in America.

- 1 Elberta Peach
- 1 Delicious Apple
- 1 Bartlett Pear
- 1 Monarch Plum
- 1 Schmidt Sweet Cherry
- 1 Montmorency Cherry

ALL SIX BIG TREES,
PREPAID, ONLY **\$1.85**

NU-KIND ORCHARD

\$2.00
POSTPAID

Five famous new varieties that will surprise and delight you.

- 1 South Haven Peach
- 1 Cortland Apple
- 1 Mammoth Bing Cherry
- 1 Waneta Plum
- 1 Douglas Pear

ALL FIVE BIG TREES,
PREPAID, ONLY **\$2.00**

EMLONG'S FULL-VALUE SHRUBS



Spirea Van Houttei.

Spirea Van Houttei

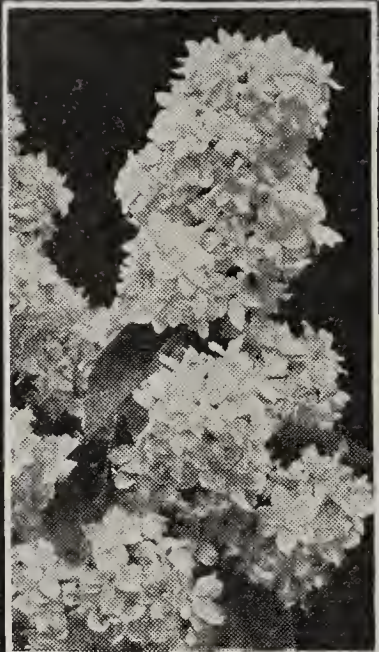
10 Big Bushes for \$1.00 Prepaid

America's most popular flowering shrub! Enclose your yard with a fence of lasting beauty. Holds its blooms and leaves longer than any other shrub.

Spirea Van Houttei produces a mass of white flowers in clusters during May and June. Leaves are delicately cut and shaped, and have bright autumn colors. Thrives everywhere, and is excellent for foundation plantings, specimen bushes or hedges. May be pruned to any height. Make up a club order at our quantity rates.

PRICES: 2-yr., 18-24 in., heavy rooted, well branched bushes, 10 for \$1.00, postpaid. 50 for \$3.50; 100 for \$6.85, not prepaid.

EXTRA HEAVY, 3-YEAR BUSHES, 25c each; 5 for \$1.00; 10 for \$1.85; 50 for \$7.50; 100 for \$12.00, not prepaid.



Purple Favorite Lilac.

EMLONG'S Big 2-Yr. Shrubs

28c each; 10 for \$2.25, prepaid

PURPLE FAVORITE LILAC. Large, loose panicles of deep purple flowers early in spring. Healthy, shiny foliage.

BUTTERFLY BUSH (Summer Lilac). Long spikes of violet-lavender flowers. July to October. Sweetly scented. Long, delicate green leaves. Semi-perennial.

DEUTZIA, PRIDE OF ROCHESTER. Very double tassel flowers, white with pink tint, cluster along the stems. Pointed leaves. Strong growing. Fine for cutting.

WEIGELA ROSEA. Deep pink, trumpet-shaped flowers cluster along stems. Fine for cutting. A graceful bush. Blooms May and June.

WHITE WEIGELA. Same as above but white. Graceful, medium height bush. Blooms May and June.

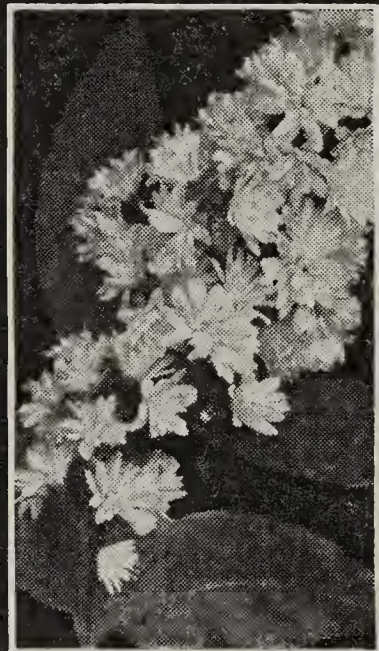
FEATHERY TAMARIX (Africana). Graceful, slender branches with fine, feathery foliage. Tiny pink flowers appear like plumes on ends of branches in April or May.

THUNBERG'S SPIREA. Medium height shrub, bearing many short branches covered with tiny, dark green leaves. Small, white, star-shaped flowers in spring.

The above shrubs are all heavy rooted, well branched, 18-24 in. stock, and will produce immediate beauty.



Butterfly Bush.



Deutzia, Pride of Rochester.



Weigela Rosea.



Feathery Tamarix Africana.

Complete BUNGALOW Planting

14 Big Shrubs

6 SPIREA VAN HOUTTEI.
2-year.

6 GREEN BARBERRY, 2-yr.

2 HYDRANGEA P. G., 2-yr.

ONE COLLECTION

\$1.50 Prepaid.

TWO COLLECTIONS ONLY

\$2.50 Prepaid.



Thunberg's Spirea.

BEAUTIFY YOUR YARD QUICKLY



Althea - Rose of Sharon.



Scarlet Flowering Quince.



Forsythia - Golden Bell.



Syringa - Mock Orange.

Hydrangea P. G.

10 Big Bushes, \$2.25, prepaid

Most popular medium height shrub! Bears mammoth panicles of white flowers in late summer which turn shades of rose in autumn. Excellent for foundation plantings, grouping, or for a hedge. We offer heavy, two-year, well branched, 18-24 in. specimen bushes at this low price: 25c each; 10 for \$2.25, prepaid. 50 for \$8.00, not prepaid. (See Tree Hydrangea on page 46).

Hydrangea A. G.

(Hills of Snow)

Same general habit as the P. G. variety, but leaves are broader, and flowers borne in flat, white panicles. Blooms June to July. Popular foundation shrub. Does well in shade. 25c each; 10 for \$2.25, prepaid. 50 for \$8.00, not prepaid.



Hydrangea P. G.

EMLONG'S Big 2-Yr. Shrubs

28c each; 10 for \$2.25, prepaid

All Big 18-24 in., Heavy Rooted, Well Branched Specimens. Most Varieties Bloom the First Year.

ALTHEA, ROSE OF SHARON. Shrub form. Large flowers, some with double centers, in late summer. Leaves attractively cut. Fine for specimen bushes or hedges. Colors: Red, Pink, White, Purple. State choice. (See Tree Althea, page 46).

SCARLET FLOWERING QUINCE (*Cydonia japonica*). Flaming scarlet flowers of large size, all along branches in May. Leaves glossy green, gay colors in autumn. Fine for specimen bushes or hedges.

FORSYTHIA (Golden Bell). Bright, yellow, bell-shaped flowers cluster along branches before leaves appear in April.

SYRINGA, MOCK ORANGE (*Philadelphus coronarius*). Tall growing bush with shiny leaves. Sweet scented, white flowers shaped like orange blossoms, have yellow centers.

GOLDEN ELDER. Bright yellow leaves when planted in sunny place. Large, flat clusters of white flowers, followed by purple berries.

SNOWBERRY. Medium height. Small pink flowers in spring; white berries all winter.

CORALBERRY (Red Snowberry). Same habit as Snowberry but produces red berries.

PINK TARTARIAN HONEYSUCKLE. Small, fragrant flowers in early spring, followed by clusters of small red berries. Glossy, green leaves. May be had with red or white flowers if preferred; if no choice is stated we send pink.



Pink Honeysuckle.



White Snowberry.



Golden Elder.

RAY OF COLOR PLANTING

10 Best 2-yr., 18-24 in. shrubs
\$2.00, prepaid

Lavender—Butterfly Bush
Purple—Lilac
Pink—Honeysuckle
Rose—Weigela
Yellow—Forsythia

White—Mock Orange
Yellow Foliage—Golden Elder
White Berry—Snowberry
Red Berry—Coralberry
Red Flower—Flowering Quince

A complete ray of color from early spring until winter.

EXTRA FINE FLOWERING SHRUBS



Beauty Bush
(Kolkwitzia)

Clear pink, bell-shaped flowers with quaint brown marks in throats. Buds encased in fuzzy pods which remain when flowers fall. Delicate foliage tinted bronze. Hardy, medium-size bush. 2-yr., heavy stock: 60c each; 3 for \$1.50, prepaid.



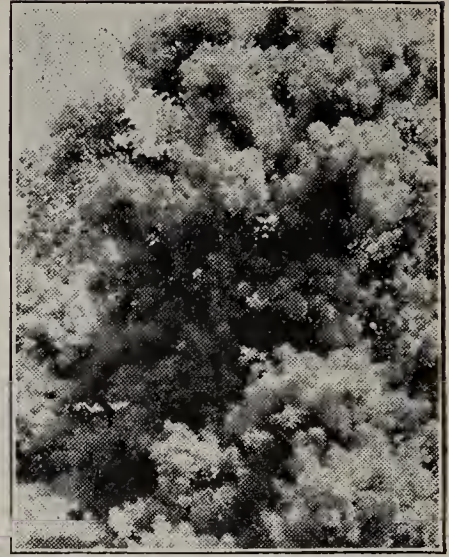
Weigela, Eva Rathke
(Red)

Dark, velvety red, trumpet-shaped flowers cluster along branches June until August. Graceful arching branches. Medium height bush. 2-yr., heavy shrubs: 45c each; 3 for \$1.25; 10 for \$3.50, prepaid.



Flowering Almond
(Pink)

Small shrub with upright branches covered entire length with double, pink flowers that resemble Roses. Blooms before leaves open in May. Often called May Roses. 2-yr., heavy bushes: 45c each; 3 for \$1.25; 10 for \$3.50, prepaid.



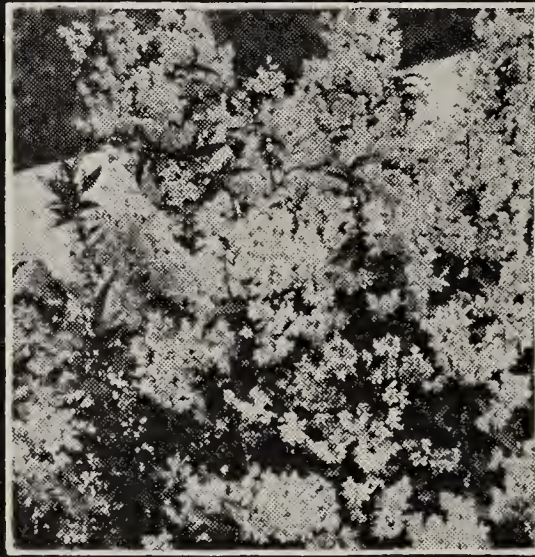
Misty Wonder
(Smoke Tree)

Often called Purple Fringe, as it produces masses of misty, purple blooms in loose panicles covering entire bush in late spring. Resembles a cloud from distance. 2-yr., heavy bushes: 75c each; 3 for \$2.00, prepaid.



Multiflower Snowball

Large, white balls of flowers early in spring. Three-lobed leaves which turn beautiful shades of red and purple in fall. 2-yr., heavy stock: 45c each; 3 for \$1.25; 10 for \$3.50, prepaid.



Deutzia Gracilis
(Dwarf)

Graceful, low-growing shrub with arching branches. Tassel-like white flowers borne in clusters all over bush. 2-yr., heavy stock: 45c each; 3 for \$1.25; 10 for \$3.50, prepaid.



Crimson Spirea Anthony Waterer

Crimson-red flowers borne in large, flat clusters in late summer. Blooms a long time. Has slightly variegated, long, slender leaves. Small bush. 2-yr., heavy stock: 40c each; 3 for \$1.00; 10 for \$3.00, prepaid.



High Bush Cranberry [Red Berries]

Handsome, three-lobed leaves which turn brilliant colors in autumn. White flower clusters followed by large bunches large red berries that attract birds. Heavy, 2-yr. stock: 45c each; 3 for \$1.25; 10 for \$3.50, prepaid.



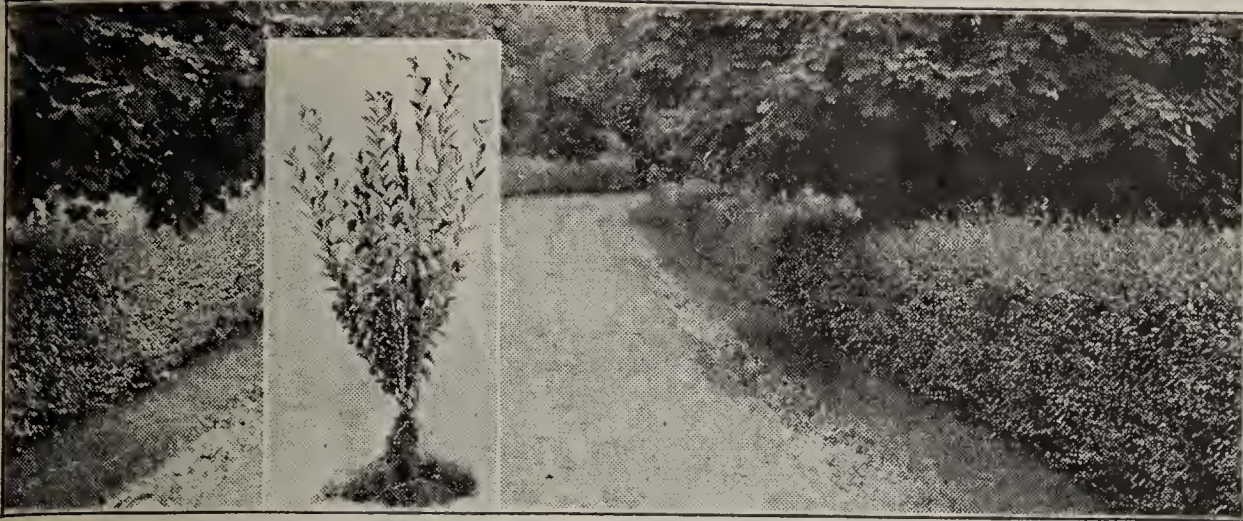
Delicate Cut-Leaf Sumac

Shiny, deeply cut leaves that turn dazzling red in fall. Branches sweep downward and curl up gracefully. White flowers in July followed by red fruits. Heavy, 2-yr. stock: 40c each; 3 for \$1.00; 10 for \$3.00, prepaid.

All Season
SHRUB PLANTING
7 Shrubs \$2.25 PREPAID
ALL 2 YEAR HEAVY STOCK

PINK FLOWERING ALMOND. Early spring.
SNOWBALL. Spring.
DEUTZIA GRACILIS. June.
WEIGELA, EVA RATHKE. July.
SPIREA ANTHONY WATERER. Early autumn.
Highbush CRANBERRY. Autumn berries.
CUT-LEAF SUMAC. Fall leaf colors.

HARDY AMOOR PRIVET HEDGE • 20 for \$1.00



A Driveway Bordered with Amoor Privet.

California Privet

\$3.85 per 100

Dark, glossy green leaves, free from insect pests and scale. Grows in all soils and retains leaves nearly all winter in the South. Not hardy in far North. Heavy, 18-24 inch, well-branched stock: 20 for \$1.00; 100 for \$3.85.

Ibota Privet

\$5.50 per 100

Sturdy and highly resistant to cold. Foliage lustrous and resembles California but this variety is perfectly hardy. Grows rapidly. Produces a liberal quantity of creamy white, fragrant flowers. Extra-heavy, 3-yr., 18-24 inch stock: 10 for \$1.00; 100 for \$5.50.

Hardy Northern Amoor River Privet

Hardest of all Privets. Foliage dark, glossy green, not subject to blight. Resistant to insect pests. Leaves retained far into the winter. White flowers followed by berries.

Set the plants 9 to 12 inches apart for a single hedge. For wide hedge plant two rows, alternating plants 9 to 12 inches apart each way. Cut tops back 1/2 when planting to insure bushy growth from the ground up. Can be clipped any time.

Big, stocky rooted, many branched bushes measuring 18 to 24 inches tall. Will make an immediate showing.

Lowest price in history: 20 for \$1.00; 100 for \$4.85.

GREEN JAPANESE BARBERRY • 20 for \$1.00

The Most Popular Low Hedge

You can't plant too much Barberry, for its bright green leaves, turning to dazzling shades of red, yellow, and gold in the fall, followed by red berries which remain all winter, make it a sight of endless delight. Perfectly hardy, grows on all soils, may be pruned any time. Beautiful as specimen bushes, clumps, hedges, and borders for tall shrub plantings.



A Charming Hedge of Green Barberry.

Prices lowest in America: Heavy, 2-yr., 12-15 inch bushes: 20 for \$1.00; 100 for \$4.50.

Prices: Extra-heavy 3-yr. specimen clumps, 18-24 inches tall, 25c each; 5 for \$1.00; 10 for \$1.85; 100 for \$15.00.

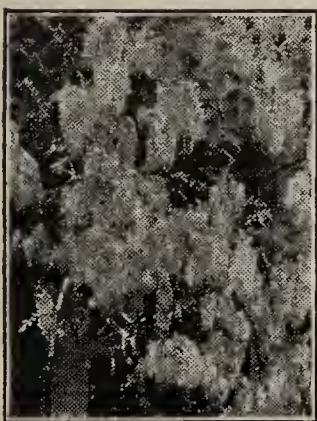
• CLIMBING VINES •



Boston Ivy.

Boston Ivy

Three-lobed leaves, turn scarlet in fall. Clings to brick and stone walls without support. Blue berries. Very hardy. Strong, 2-yr. vines: 60c each; 3 for \$1.50, prepaid.



Purple Wisteria.

Purple Wisteria

Large clusters purple pea-shaped flowers. Compound leaves. Fine for pillars and arbors. Strong, 2-yr. vines: 60c each; 3 for \$1.50, prepaid.



Purple Clematis.

Purple Clematis

(Clematis Jackmani)

Large, dark purple flowers measuring 1 inch across. Showy for pillars, trellises, etc. Strong, 2-yr. vines, 60c each; 3 for \$1.50, prepaid.

RED BARBERRY

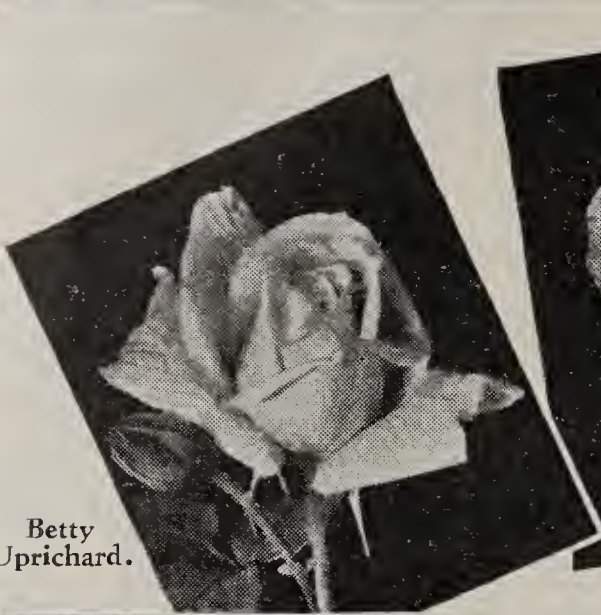
10 for \$2.25 POSTPAID

Branches more upright than the green variety, leaves slightly larger. Purplish red leaves, turn to brighter tones in fall. Luxurious in appearance for specimen bushes, clumps, borders around tall shrubs and evergreens. Strong, 2-yr., 15-18 inch bushes: 25c each; 10 for \$2.25, prepaid.

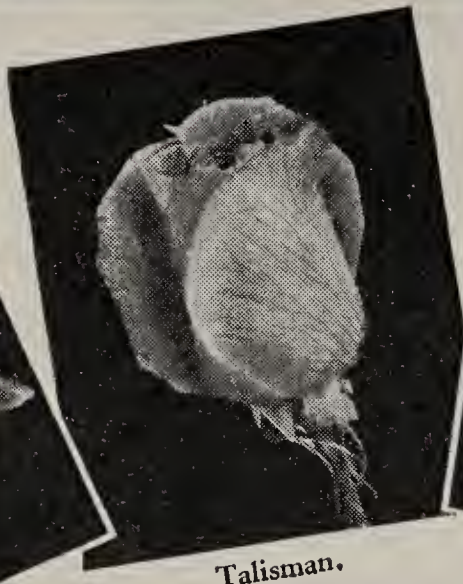


Red Barberry Bush.

“ CHARMING NEW ROSES ”



Betty Uprichard.



Talisman.



E. G. Hill.



Mrs. E. P. Thom.



Miss Rowena Thom.

The “Preferred” Six Rose Collection, \$2.25 prepaid

All New Varieties

- | | |
|-------------------------|---------------------|
| 1 MRS. E. P. THOM. | 1 MISS ROWENA THOM. |
| 1 PRES. HERBERT HOOVER. | 1 E. G. HILL. |
| 1 BETTY UPRICHARD. | 1 TALISMAN. |



Pres. Herbert Hoover.

DESCRIPTIONS OF NEW VARIETIES SHOWN ABOVE:

MRS. ERSKINE PEMBROKE THOM. Long, pointed buds of deep, lemon-yellow open into full, perfectly shaped blooms. Does not fade.

PRESIDENT HERBERT HOOVER. A riot of contrasting shades of deep cerise-pink, orange and yellow. Long, pointed buds, deeply cupped flowers.

E. G. HILL. Great, massive blooms of deepest maroon-red, velvety on inside. Strong grower.

BETTY UPRICHARD. Double, salmon-pink flowers stained with copper-pink on outside of charmingly rolled petals.

MISS ROWENA THOM. Brilliant, satiny pink buds open into large, full flowers that hold their color. Exquisite scent.

TALISMAN. Dazzling orange-red buds, high-pointed blooms of golden yellow stained with copper-red and orange-rose on inside of petals.

PREPAID PRICES: The 6 varieties listed above, 60c each; 3 for \$1.50; 10 for \$4.00.

Note: The Rose Bushes offered on these pages are all Hardy Hybrid Perpetual and Hybrid Tea varieties. Two-year, field-grown, well-rooted, strong stock which blooms the first year. We offer the most showy, free-blooming varieties.

BLAZE—New Everblooming Climber

Brilliant scarlet-red Everblooming Rose. Offspring of Paul's Scarlet, combining all the hardiness, vigor of growth, and beauty of bloom of Paul's Scarlet with its new Everblooming habit. Blooms June until late Fall. A climber that may be pruned into bush form if desired. Most sensational Rose of the year. Supply limited. Price of Blaze, 2-year bushes: \$2.00 each, prepaid.



BLAZE—New Climbing Rose.

Other Climbers and Ramblers

PAUL'S SCARLET CLIMBER. Flowers large, semi-double, deepest scarlet, borne in loose clusters. Never fades in sun, covers long blooming season.

CLIMBING AMERICAN BEAUTY. Large, rose colored flowers borne singly in great quantities.

GARDENIA YELLOW CLIMBER. Clear, soft yellow; double; blooms in clusters.

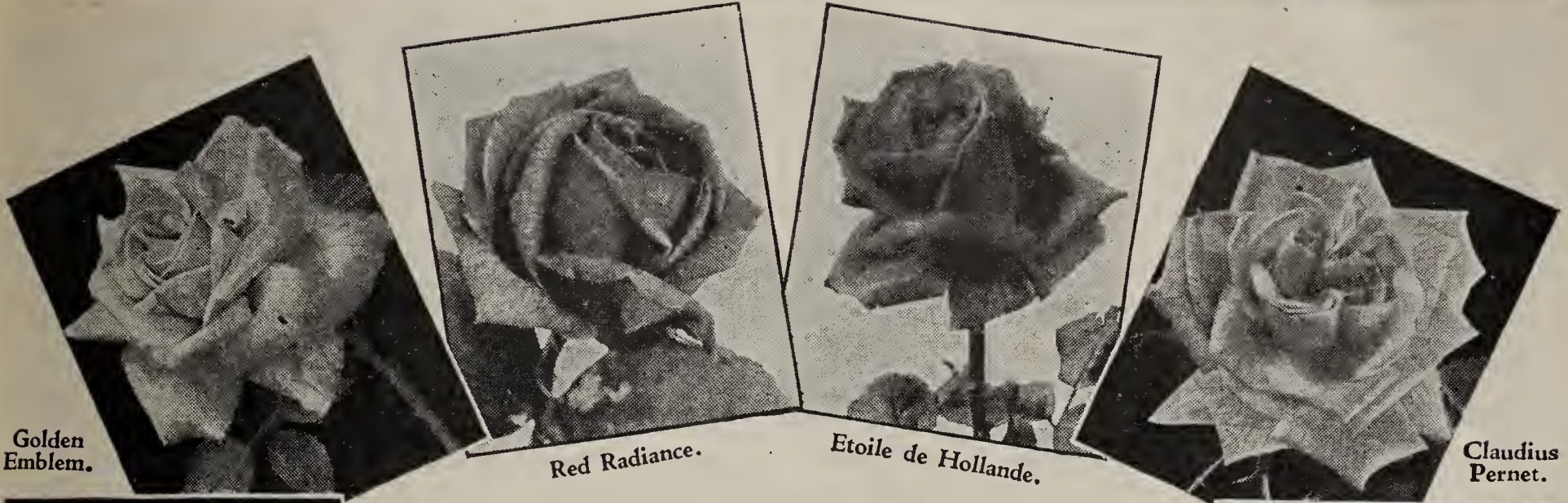
CRIMSON RAMBLER. Crimson-red flowers in large clusters cover entire vine. Hardy, strong grower.

DOROTHY PERKINS. Shell-pink flowers in large clusters.

WHITE DOROTHY. Same as above but bears creamy-white flowers.

Prepaid Prices all climbers except Blaze: Heavy 2-year bushes, 35c each; 3 for \$1.00; 10 for \$2.50.

EVERBLOOMING ROSES · 10 for \$3.00



Golden Emblem.

Red Radiance.

Etoile de Hollande.

Claudius Pernet.



Pink Radiance.



Frau Karl Druschki.

“CHOICEST BEAUTY” ROSE COLLECTION \$2.85

10 Bushes, prepaid

- | | |
|----------------------|-------------------|
| 1 FRAU KARL DRUSCHKI | 1 PINK RADIANCE |
| 1 MRS. AARON WARD | 1 RED RADIANCE |
| 1 GEN. JACQUEMINOT | 1 PAUL NEYRON |
| 1 AMERICAN BEAUTY | 1 GOLDEN EMBLEM |
| 1 ETOILE DE HOLLANDE | 1 CLAUDIUS PERNET |

DESCRIPTIONS OF VARIETIES SHOWN ABOVE—ALSO OTHER OLD FAVORITES

GOLDEN EMBLEM. Deep, orange-gold color, splashed with carmine. Petals form interesting roll. Mammoth blooms.

RED RADIANCE. Carmine-rose. Large, full, globular flowers. Very fragrant. Bushes sturdy, hardy, blooms continuously, five to six months.

PINK RADIANCE. Similar to the above, but deep pink with silvery pink inside of petals, which roll outward. Charmingly beautiful.

MRS. AARON WARD. Deeply cupped buds of delicate creamy yellow, shaded orange at center.

AMERICAN BEAUTY. Crimson-pink. Large blooms. Very fragrant.

PAUL NEYRON (The Peony Rose). Very double, extra-large, heavy, ruddy pink blooms. Sturdy and hardy.

ETOILE DE HOLLANDE. Deep, dark, velvety red. Large, full flowers. Hardy, vigorous, blooms continuously.

CLAUDIUS PERNET. Deep yellow, evenly colored. Long petals, pointed buds.

GEN. JACQUEMINOT. Many velvety petals of dark red. Richly fragrant. Blooms freely.

FRAU KARL DRUSCHKI (Snow Queen). Very large, delicately formed, creamy white blooms. Best white Rose grown. Hardy, healthy, free bloomer.

PREPAID PRICES: The 10 Roses described above, 40c each; 3 for \$1.10; 10 for \$3.00.

The Roses listed on this page are all 2-yr., field-grown, hardy bushes, which will bloom the first year.

“Big Bouquet”

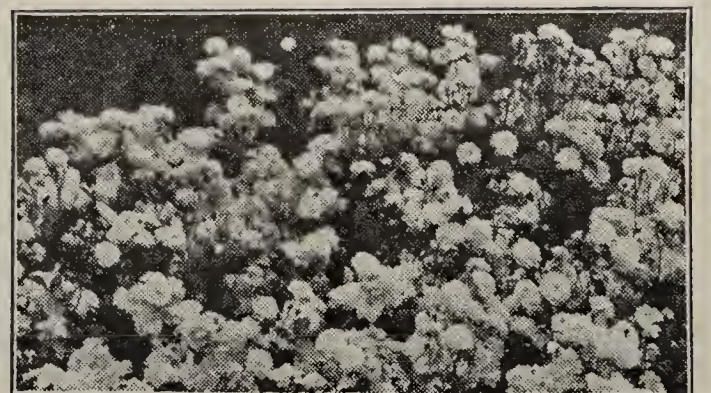
ROSE COLLECTION

Selected for large, shapely blooms; continuous blooming; sturdiness of bush, and resistance to disease.

- | | |
|----------------------|-----------------|
| 1 Frau Karl Druschki | 1 Pink Radiance |
| 1 Gen. Jacqueminot | 1 Red Radiance |
| 1 Golden Emblem | 1 Paul Neyron |

Special Price, \$1.85, prepaid

BABY RAMBLERS



10 Strong Bushes, \$2.00

FINE BEDDING PLANTS

Plants are dwarf (15 to 18 inches at maturity). Flowers double, borne in large clusters, bloom continuously throughout the summer. Excellent massing in solid beds instead of perennials or geraniums. A planting lasts many years.

COLORS: Red, Pink, Orange or White.

Prepaid prices: 25c each; 5 for \$1.10; 10 for \$2.00.

Climbing Roses

“1933 SPECIAL”

Enough sturdy 2-yr. climbers to cover an entire Rose arbor.

- | | |
|-----------------------|------------------|
| 1 Crimson Rambler | 1 Paul's Scarlet |
| 1 Cl. American Beauty | 1 Gardenia |
| 1 Dorothy Perkins | 1 White Dorothy |

Special Price, \$1.50, prepaid

\$1.85
PREPAID

\$1.50
PREPAID

SHADE and FLOWERING TREES



Bechtel's Flowering Crab

Large, double, pink blossoms resemble roses; cover entire tree early in spring. Grows 8 to 10 feet. Strong, 3-4 ft. trees, 60c each; 3 for \$1.50, prepaid.



Purple Leaf Plum (Prunus Pissardi)

Small, round-topped tree, white flowers in spring. Reddish purple leaves, deeper color in autumn. Strong, 3-4 ft. trees, 60c each; 3 for \$1.50, prepaid.



Althea, Rose of Sharon

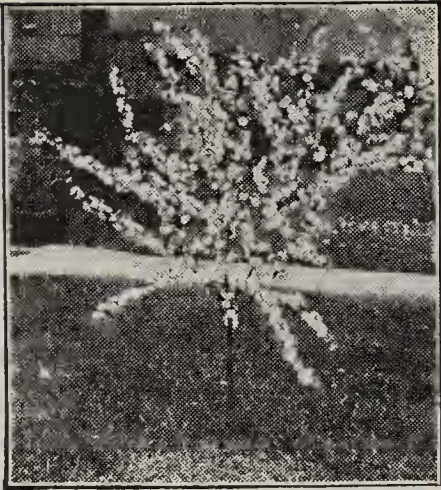
Large flowers in great numbers; late summer to fall. Grows 6 to 8 feet tall. Colors red, white, pink, purple. State choice. Strong, 3-4 ft. trees, 50c each; 3 for \$1.40, prepaid.



Tree Hydrangea, P. G.

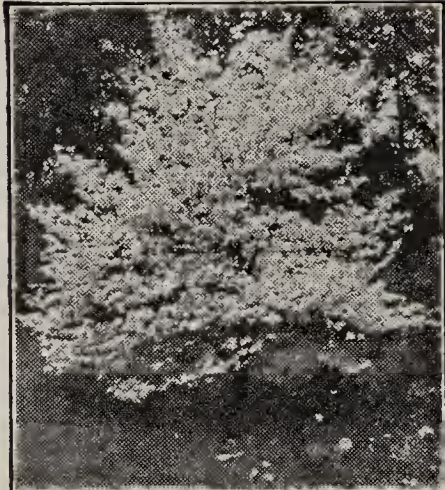
Tree form of famous Hydrangea P. G. Large white panicles of flowers turn rose colored in autumn. Height at maturity, 5 feet. Strong, 3-4 ft. trees, 85c each; 3 for \$2.25, prepaid.

5 Flowering Trees . . . 1 Rose Tree of China 1 Bechtel's Crab
1 Purple Leaf Plum 1 Tree Althea **\$2.25**
1 Flowering Dogwood 3-4 ft. Trees **PREPAID**



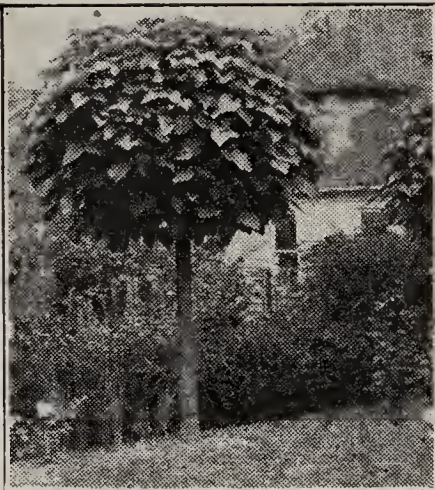
Rose Tree of China (Prunus triloba)

Double pink flowers, about one inch in diameter, all along the stems before leaves appear in spring. Foliage bright colors in autumn. Strong, 3-4 ft. trees, 60c each; 3 for \$1.50, prepaid.



Flowering Dogwood

White flowers appear early in spring, followed by berries. Leaves turn to a brilliant red in autumn. The red branches are attractive all winter. Big, 3-4 ft. trees, 60c each; 3 for \$1.50, prepaid.



Catalpa Bungei (Umbrella Catalpa)

Small shade tree with dense, round head grafted on a straight stem. Large leaves. Grows everywhere. Strong, 6 ft. trees, 85c each; 2 for \$1.50; 10 for \$6.00, express only, not prepaid.



Lombardy Poplar

Tall, slender tree. Grows rapidly. Glossy dark leaves with silvery surface beneath. Sturdy, 6 ft., well branched trees, SPECIAL, 50c each; 3 for \$1.25; 10 for \$3.00, express only, not prepaid.

4 Big Shade Trees . . . 1 Lombardy Poplar 1 Chinese Elm **\$1.50**
1 American Elm 1 Silver Maple **Heavy 5-6 ft. Trees**



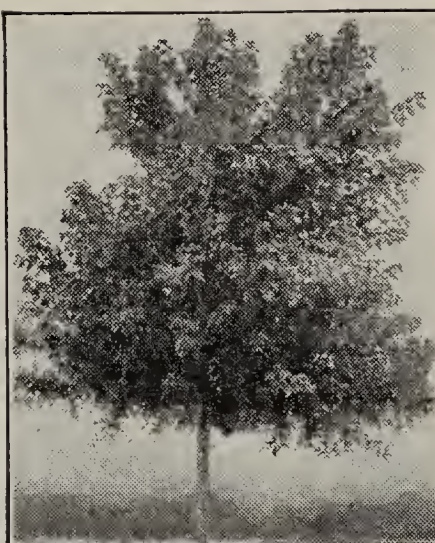
Chinese Elm

Rapid grower; very durable. Grows on all soils. Leaves broad, top well rounded. Fine street tree. Strong, 6 ft., well branched trees, 60c each; 3 for \$1.50; 10 for \$4.50, express only, not prepaid.



Wis. Weeping Willow

Long, fine leaves borne on sweeping branches that reach ground when tree is a few years old. Grows rapidly anywhere. Especially effective near water. Strong, 6 ft., well branched trees, 75c each; 3 for \$2.00; 10 for \$5.00, express only, not prepaid.



Silver Maple

Rapid grower. Spreading habit but forms well shaped head. Leaves dark green, lighter beneath. Strong, 6 ft., well branched trees, SPECIAL, 50c each; 3 for \$1.25; 10 for \$3.00, express only, not prepaid.



American Elm

Excellent and durable street tree. Grows to great height. Graceful, drooping branches. Strong, 6 ft., well branched trees, 60c each; 3 for \$1.50; 10 for \$4.50, express only, not prepaid.

INSTRUCTIONS TO CUSTOMERS

**Please Read
This Page Carefully
Before Ordering**

There are no storage cellars on our farms. All stock is fresh dug as needed. This fact, coupled with long experience in growing, digging, grading and packing stock of all kinds, offers the protection you need when ordering and planting berry plants, fruit trees or other nursery stock.

When to Order As there may be a shortage of the particular varieties you want it is best to make up your order and send it in as quickly as possible. Stock will then be reserved and shipped at specified time. Strawberry and Raspberry plants are a short crop in many localities this year and for your own protection this stock should be ordered early.

How to Order An order blank is provided with each catalog. However, any ordinary writing paper will do. In order to save unnecessary correspondence, always give complete name and full address, shipping point, etc.

Terms of Payment Our low prices for high quality stock are for cash only. Please do not request C. O. D. shipments. We will book early orders with a cash payment to show good faith, and balance may be remitted before shipment is wanted.

Remittance The safest way to remit is by postal or express money orders. Cash may be sent in registered letters and personal checks will be accepted if carefully made out. Please do not send stamps.

Our References 300,000 satisfied customers; Postmaster or Express Agent, Stevensville; State Savings Bank, Bridgman; Farmers & Merchants National Bank, Benton Harbor.

Cash Discount for Early Orders On orders received in January, you may deduct 5% from amount or add 10% in stock. February orders you may deduct 3% or add 5% in stock. Early orders greatly appreciated because it enables us to do the office work before busy season starts.

Shipping Seasons Spring shipping season usually begins late in March and continues until June. Fall shipping season commences October 1st.

No Charge for Packing Prices quoted are net. All stock packed and delivered to carrier without charge.

It has always been our desire to give every customer prompt, efficient service and you can aid us greatly in doing this if you will only exercise care and accuracy in making out your order. We have the facilities to handle thousands of orders daily and as we are only two hours from Chicago where quick transfers are made to all points, we can get stock to you in perfect condition in the shortest possible time. Our ideal location and soil enable us to start digging and shipping a week to ten days earlier than most other Michigan nurseries.

How to Ship Large tree and cane plant orders can be shipped safely early in the spring by freight. Order shipment in March and trench or heel in the stock until you are ready to plant. For Strawberry plants and small orders of other stock, express or parcel post shipment is necessary. If not particular, tell us to ship "cheapest way."

Transportation Charges Where noted prices on small quantities include delivery. Otherwise purchaser pays transportation charge upon delivery. All stock cleaned and pruned to reduce these charges to a minimum. (Customers in Colorado, Texas, Wyoming, Oklahoma, Montana, and west add 20% to prepaid prices to help defray parcel post charges).

Safe Arrival Guaranteed All stock guaranteed to reach you in perfect condition, as we use plenty of damp moss, waterproof paper and strong, wire-bound crates and boxes.

In Case of Error We are not satisfied until you are. As soon as stock arrives check it over carefully and in case of error notify us immediately and same will be corrected.

Number of Plants Per Acre

The following table shows the distances we recommend for planting different fruits. You can figure how many plants or trees you will require by determining the number of rows you will have and multiply this by the number required per row. (Approximate number of plants given in table below).

	Distance between rows	Distance apart in row	No. plants per acre
Strawberries3½ ft.	1½ ft.	8,000
Raspberries 7 ft.	3 ft.	2,000
Blackberries 7 ft.	4 ft.	1,550
Dewberries 6 ft.	4 ft.	1,800
Grapes 10 ft.	8 ft.	550
Currants 7 ft.	4 ft.	1,550
Asparagus 4 ft.	2 ft.	5,500

Spacing Distance for Fruit Trees

Apple Trees30 to 40 feet apart each way
Peach Trees16 to 20 feet apart each way
Sour Cherry Trees16 to 24 feet apart each way
Sweet Cherry Trees20 to 30 feet apart each way
Pear Trees18 to 24 feet apart each way
Plum Trees18 to 24 feet apart each way
Apricot Trees18 to 24 feet apart each way

New Varieties..

If you or your neighbors have found or developed promising new varieties of Strawberries, Red or Black Raspberries, Blackberries or other kinds of fruit, we will greatly appreciate the favor if you will send us a few for testing. Many valuable varieties have been discovered in out-of-the-way places and it may be that you have or know of something that will prove really valuable.

\$100 in Prizes..

We are always mighty glad to hear from our customers and like to know at all times the success you are having with Emlong nursery stock. Write and tell us about yields and profits from berry plants or fruit trees and anything interesting about shrubs, roses, etc. We distribute \$100.00 worth of free nursery stock each year for best letters. Send along some snap-shots or pictures.

EMLONG'S 1933 PRICE LIST

We Pay Postage. On quantities specified throughout this catalog **FREE DELIVERY CHARGES** are included. This means a big saving to you. For example, when 100 strawberry plants are shipped C. O. D. for the postage, the charge is often 30 to 40 cents, and in addition to this there is a C. O. D. charge of 12 cents on each package. When you order from us you know exactly what your stock is going to cost.

Discount for Early Orders. Page 49 gives complete instructions for ordering and tells about discounts on early orders. There is a serious shortage of **good, thrifty** stock this season but while our supply lasts we will furnish same at these low prices.

Important Notice In Texas, Oklahoma, Montana, Wyoming, Colorado and West, please add 20% to prepaid prices to help defray parcel post charges.

STRAWBERRY PLANTS

	Express or Parcel Post Prepaid						Not Prepaid			
	25	50	75	100	150	200	300	400	500	1000
Senator Dunlap	\$0.30	\$0.55	\$0.80	\$0.95	\$1.35	\$1.65	\$1.85	\$2.00	\$2.25	\$3.85
Gibson	.30	.55	.80	.95	1.35	1.65	1.85	2.00	2.25	3.85
Aroma	.30	.55	.80	.95	1.35	1.65	1.85	2.00	2.25	3.85
Dr. Burrill	.30	.55	.80	.95	1.35	1.65	1.85	2.00	2.25	3.85
Premier	.40	.75	.95	1.15	1.60	2.00	2.20	2.45	2.75	4.95
Blakemore	.40	.75	.95	1.15	1.60	2.00	2.20	2.45	2.75	4.95
Red Gold	.40	.75	.95	1.15	1.60	2.00	2.20	2.45	2.75	4.95
Beaver	.40	.75	.95	1.15	1.60	2.00	2.20	2.45	2.75	4.95
Harvest King	.40	.75	.95	1.15	1.60	2.00	2.20	2.45	2.75	4.95
Bellmar	.50	.85	1.10	1.25	1.75	2.25	2.40	2.65	2.95	5.65
Cooper	.50	.85	1.10	1.25	1.75	2.25	2.40	2.65	2.95	5.65
Washington	.50	.85	1.10	1.25	1.75	2.25	2.40	2.65	2.95	5.65
Beauty	.50	.85	1.10	1.25	1.75	2.25	2.40	2.65	2.95	5.65
Wilson	.50	.85	1.10	1.25	1.75	2.25	2.40	2.65	2.95	5.65
Early Prolific	.75	1.00	1.25	1.50	2.00	2.50	3.00	3.65	3.95	6.85
Redheart	.75	1.00	1.25	1.50	2.00	2.50				
Mastodon	.75	1.00	1.50	1.85	2.65	3.25	4.00	5.35	6.50	11.85
Imperial	.85	1.25	1.85	2.25	2.95	3.85	4.75	6.50	7.85	14.75

ONE-YEAR RASPBERRY PLANTS

	Parcel Post or Express Prepaid					Not Prepaid				
	12	25	50	75	100	200	300	400	500	1000
Early King (Red)	\$0.50	\$0.90	\$1.50	\$1.95	\$2.35	\$2.95	\$3.95	\$4.85	\$5.75	\$10.50
Cuthbert (Red)	.50	.90	1.50	1.95	2.35	2.95	3.95	4.85	5.75	10.50
Latham (Red)	.65	1.10	1.75	2.25	2.85	3.75	5.25	6.35	7.50	13.75
Chief (Red)	.85	1.50	2.25	2.85	3.75	5.50	7.85	9.25	11.35	21.65
St. Regis (Red)	.75	1.25	1.85	2.50	3.00	4.50	6.25	7.85	8.50	15.50
Cumberland (Black)	.60	1.00	1.65	2.20	2.50	3.35	4.50	5.35	6.25	11.85
Plum Farmer (Black)	.60	1.00	1.65	2.20	2.50	3.35	4.50	5.35	6.25	11.85
Kansas (Black)	.60	1.00	1.65	2.20	2.50	3.35	4.50	5.35	6.25	11.85
Logan (Black)	.85	1.50	2.25	2.85	3.65	5.50	7.50	8.75	10.50	19.85
Quillen (Black)	.85	1.50	2.25	2.85	3.65	5.50	7.50	8.75	10.50	19.85
Golden Queen (Yellow)	1.00	1.65	2.75	3.50	4.50	6.85	9.25	11.50	12.75	23.50
Cardinal (Purple)	1.00	1.65	2.75	3.50	4.50	6.85	9.25	11.50	12.75	23.50

BLACKBERRY, DEWBERRY AND YOUNGBERRY PLANTS

	Parcel Post or Express Prepaid					Not Prepaid				
	12	25	50	75	100	200	300	400	500	1000
Eldorado	\$0.65	\$1.10	\$1.75	\$2.35	\$2.75	\$3.85	\$5.25	\$5.95	\$6.75	\$12.85
Mersereau	.75	1.20	1.95	2.60	3.00	4.50	5.85	6.75	7.75	14.50
Blowers	.75	1.20	1.95	2.60	3.00	4.50	5.85	6.75	7.75	14.50
Alfred	.85	1.50	2.25	2.85	3.75	5.50	7.50	8.75	10.50	19.85
Lucretia (Dewberry)	.75	1.20	1.95	2.60	3.00	4.50	5.85	6.75	7.75	14.50
Purple Youngberry	1.00	1.65	2.75	3.50	4.50	6.85	9.25	11.50	12.75	23.50

GRAPE VINES

	Each	Prepaid Price				Not Prepaid				
		6	12	25	50	100	200	300	400	1000
Concord, 1-Year	\$0.15	\$0.75	\$1.25	\$2.00	\$3.35	\$3.85	\$6.50	\$8.75	\$10.50	\$25.00
Concord, 2-Year	.20	1.00	1.75	3.00	4.75	5.50	9.50	12.50	15.25	35.00
Niagara, 1-Year	.15	.75	1.25	2.00	3.35	3.85	6.50	8.75	10.50	25.00
Niagara, 2-Year	.20	1.00	1.75	3.00	4.75	5.50	9.50	12.50	15.25	35.00
Worden, 2-Year	.20	1.00	1.75	3.00	4.75	5.50	9.50	12.50	15.25	35.00
Campbell's Early, 2-Year	.20	1.10	2.00	3.50	5.50	6.50	11.50	15.50	17.75	43.50
Moore's Early, 2-Year	.20	1.10	2.00	3.50	5.50	6.50	11.50	15.50	17.75	43.50
Delaware, 2-Year	.20	1.10	2.00	3.50	5.50	6.50	11.50	15.50	17.75	43.50
Brighton, 2-Year	.20	1.10	2.00	3.50	5.50	6.50	11.50	15.50	17.75	43.50
Caco, 2-Year	.30	1.50	2.75	4.75	7.50	12.00	20.00	28.50	35.00	

DON'T BE FOOLED

"Cheap John" offers you stock at a ridiculously low price and tells you it is possible because of "tremendous savings on printing and advertising cost." **Don't be fooled.** The secret of these low prices is that "Cheap John" travels the highways and byways buying plants of any farmer willing to dig them between fruiting rows—stock that is weakened by fruiting and very likely mixed and diseased. Such stock can only lead to disappointment.

PLANT THE BEST

At our low prices for carefully graded, first quality stock you cannot afford to plant so-called "No. 2" or "medium grades." We throw this trash on the brush heap, where it belongs, because even with perfect conditions you could not secure a good growth, if you plant poorly rooted or half grown stock. The best way to save is to plant **less** but plant the **best** because it's the dollars the stock produces that counts.

Latham

The prize-winning, disease, drought and cold resisting Red Raspberry that produces big crops of big berries under all conditions everywhere.

Covers an extra long fruiting season. Ships well and sells readily at highest prices. Berries hold their size and fine quality to the last and never crumble if you plant our Famous Certified Disease-Free Strain. One planting lasts many years. Produced record yield of 10,860 pints per acre. Further description on page 25. Special low prices this year, see page 50.



The New Logan

Get started this year with this fine new variety and you will have the earliest and biggest money-making Black Raspberry ever grown. Early berries always bring big profits.

Logan is a big producer of extra large, beautiful, fine quality, full flavored fruit. Remarkably vigorous, healthy and hardy—quick growing, young and heavy bearer—that's Logan and that is why it promises to become America's leading Blackcap. More about Logan on page 27. Prices on page 50.

**ENORMOUS
YIELD**

CHIEF

**EARLIEST
PROFIT**



HITS THE MARKET WHEN PRICES ARE HIGHEST

Certified
Disease-Free Plants
at Greatly Reduced
Prices

EMLONG'S NURSERY - STEVENSVILLE, MICH.

For Complete
Description of This
Fine Raspberry
see page 24