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37
1919

THE
ST. MARTIN
STRAWBERRY



Dish is Seven Inches Across Top

ORIGINATED AND DEVELOPED BY

LOUIS GRATON

WHITMAN, MASS.

The St. Martin Strawberry

General Description

The wonderful St. Martin Strawberry had its beginning in Central New York in 1909 and is the result of careful breeding combined with watchful care and proving for a period of about eleven years.

Size. The St. Martin berries are uniformly large, many specimens measuring 6 inches and over in circumference. Investigation of an entire picking has shown that the berries average about 30 to the well-filled quart basket. My wife has two quart jars well filled with berries; one contains 18, the other 16. I have grown St. Martin side by side with 9 other standard varieties which have had the same care and it has never failed to excel them all, both in size and in productivity. Unlike many large strawberries, the St. Martin berries are not bunched or misshapen. They have a tendency to a lengthwise triangular form, which is typical of this berry.

An outstanding feature of this berry is that it maintains its large size to the very last picking. In this respect it is superior to any strawberry I have ever known. After St. Martin had been awarded first prizes at the regular berry show of the Massachusetts Horticultural Society in 1916, I exhibited four quarts of St. Martin at one of the Society's flower shows two weeks later, after steady picking in the interval. My object was to demonstrate its unusual quality of maintaining its size. The Society awarded me a gratuity prize, which is equal to a first prize at the regular berry show.

In 1914, I took a tray of St. Martin's from the first good picking of the season to the Steward of Young's Hotel in Boston in the hope of securing his patronage. He was delighted with the berry but stated that his company was under contract for the season with a grower of Marshalls. Three weeks and one day later, I went to him again. He admitted that the Marshalls had played out after the first few pickings, and he was then dependent on some small lifeless berries from Nova Scotia which finally he refused to serve to the patrons of the hotel. Then I showed him a tray of St. Martin's I had picked that day, as large, perfect and luscious as those he had first seen. that settled it. They never again tied themselves up exclusively to Marshalls. Instead, the following year, the Whipple Supply Company, which does all the buying for Young's Hotel, The Touraine and the Parker House, engaged to take all the St. Martin's I could send them.

Let me emphasize that this sustained large size of St. Martin's

is an inherent characteristic of this variety and manifests itself with ordinary culture. It is not dependent on special treatment or forcing.

Color. The St. Martin berry when ripe is of rich deep red color all over. It is entirely free from green knotty tips. The beautiful color persists through to the very center of its firm, yet tender flesh. The seeds, medium small and sparing, are themselves of deep reddish caste and help to persuade the eye of the lusciousness of the fully ripened fruit.

Flavor. As to flavor, St. Martin has been pronounced the equal of the Marshall, the aristocrat of the exacting Boston Market; while many discriminating buyers express a preference for St. Martin. My experience with the foremost Boston Hotels, already recounted, would have been impossible except for the superlative quality of my berry. In quality of flavor, no other berry is so similar to St. Martin as the Marshall, notwithstanding their independence of origin.

Productivity and Profit. All berry growers will agree that size is the principal factor in strawberry profit. Many varieties promise an abundant yield, but after the first two or three pickings dwindle off to small berries. A great number of these are required to make a quart, they are slow to pick, unattractive in appearance, often sour and hard or knotty, and always command but a low price. No such berry is profitable. Some other varieties set a smaller number of berries, yield early pickings of first rate size and promise, but likewise soon taper off sadly. Such a berry, though less aggravating than the former, is also rarely a real profit maker.

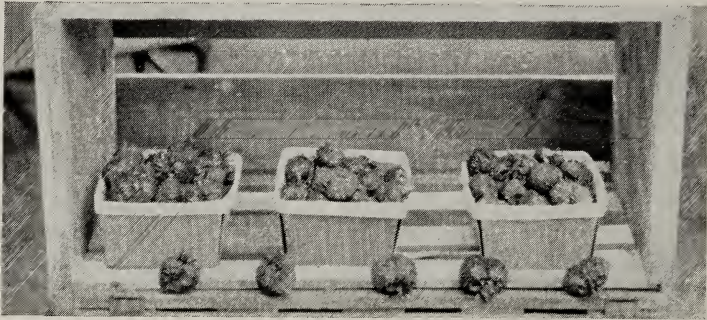
St. Martin bears more berries than the average variety, though possibly not so many as some of the heaviest bloomers. But no strawberry exists which can approach St. Martin in the proportion or number of large berries which it yields. Plant after plant ripens large perfect fruit day after day till **every berry** is gone. Whether at the first picking or the last, it is sheer joy to pick such a berry.

The naturally long season for St. Martin is emphasized by the fact that the berries are large to the very close and commonly outlast all other varieties of their region. Fourteen berries heaped a pint basket at the twenty-fourth picking.

Long season, large yield, uniformly large berries maintaining superb flavor and appearance to the very end of the season combine to make St. Martin, I believe, by far the best money-making strawberry that I have encountered in the course of my 45 years of strawberry culture.

In my own case, although Boston hotel contracts were made at

top prices and proved highly remunerative, I have found it even more advantageous to dispose of my berries in my local market where the price received is even higher and the transportation charge eliminated. St. Martin immediately establishes itself with all who once buy it. During last summer, for example, my entire crop was disposed of at my door, at 50c per quart for firsts and 30c for seconds (which are as large and perfect as the average good market berry and which run about 1 quart for each 5 quarts of firsts). Invariably the seconds were accepted only when the day's supply of firsts had been sold, and at no time did I have enough berries to meet the demand. Each day, sometimes before noon, I had to hang up the "Sold Out, Come Tomorrow" sign underneath the sign "St. Martin Strawberries for Sale." The buyers of these berries came miles, by automobile, to get them; among others, many of my former neighbors in Randolph motored the ten miles each way, simply because once having eaten St. Martin they could never be satisfied with anything else.



Transportation and Canning. The St. Martin is firm enough to withstand transportation to any distance that a first class berry will endure. There is nothing "mushy" about them, and their sweetness and flavor are even better after standing a day than when first picked. Three years ago I sent some of the berries by Parcel Post to L. J. Farmer near Oswego, N. Y., a distance of about 400 miles; he reported that they reached him in excellent condition, and requested my price for plants. Mr. Farmer, who is an extensive propagator of berry plants, has this to say in his 1918 catalogue regarding "The Most Popular Strawberry:" "Around Boston, the center of culture, the Marshall and berries of its type such as the St. Martin, Barrymore, Norwood, etc., are most in demand, because the consumers seem to appreciate and are willing to pay for quality which is generally produced at the expense of quantity."

St. Martin is admirably suited for canning. Its beautiful deep color, large size, firm flesh, wonderful flavor and delicate aroma combine to afford a treat for the winter table scarcely exceeded by the fresh fruit in June. My wife has jars of these berries put up three and four years ago that are as firm and prove to be as attractive as when first canned.

The Plant

The St. Martin plants are robust and sturdy. Rows of St. Martin among other first-class varieties invariably stand out conspicuously because of the size, vigor and deep color of their foliage. The root system is strong and deep, enabling the plants to withstand the vicissitudes of dry seasons and to continue bearing perfect fruit when other berries are drying up.

The St. Martin has a perfect blossom and so is self-fertile, but, as I have found true of others of this class, it is at its best in near proximity to other kinds, since pollenization is thus more complete.

Along with its other advantages, St. Martin is immensely prolific of long, vigorous runners which become strong, healthy plants. To test its multiplying power, I put one plant in an isolated position last April, and now Nov. 1st., 50 new plants are rooted from it and these are still sending out new runners. A block of 800 plants set out last April, (1919), well separated to give room for runners, now so nearly covers the ground



Observe Root System

with a mat of well rooted plants that it is impossible to find stepping place anywhere among them without crushing some of them.

As to health and freedom from disease, the plants were examined on August 9, 1919, by a State Inspector of the Massachusetts Department of Agriculture, who gave them a certificate of healthy condition, as shown on back page.

Prizes

The prizes that have been awarded the St. Martin strawberry proclaim its excellence as nothing else can. The unexcelled reputation and exacting standards of the Massachusetts Horticultural Society, the oldest organization of its kind in the country, are well known to all who are interested in fruits and flowers. It is commonly regarded as the Supreme Court of the strawberry world and the competition at its strawberry exhibits is especially keen. I first exhibited St. Martin at the annual Strawberry Show of this Society on June 27, 1914, and it was at once given the Silver Medal, the Society's highest award for a strawberry.



I have exhibited St. Martin at the Strawberry Shows each year since and it has received cash prizes without exception. One season it was entered in four classes and it received three first prizes and one second. Altogether, in the six years of exhibits at the Massachusetts Horticultural Society, it has won nine cash prizes, a cash Gratuity (equal to a first prize) and the Silver Medal. The berry had also carried off many blue ribbons at local Grange fairs.

The unbroken record of prizes won by St. Martin at the Massachusetts Horticultural Society's exhibits in competition with the best varieties raised in New England is of more than passing significance.

The date of the Annual Strawberry Show is determined so far in advance that no provision can be made for the variations of the season. In consequence, the Show may come, one year, before most people's berries have attained their best, and the next year, after their best berries are gone. Almost every year, indeed, a majority of exhibitors express disappointment on this account, and not a few who would exhibit are unable to do so.

But each year, regardless of whether the Show is early or late, or the season forward or backward, St. Martin is there without excuse or apology. Competing one year against the best of the early varieties and the next year against the best of the later kinds, St. Martin each year wins one or more prizes. This consistent record means more than that at just the right time a patch will yield a few quarts of extra fine berries. It signifies a constant excellence that substantiates fully my claim for the unusually long season of large sized, beautiful and wonderfully flavored berries.

This record of St. Martin's is still more remarkable because the best of the varieties that compete with it are shown by numerous growers from various localities, soils and exposures, so that if frost, rain or drought affect some of the plantations, one is likely to escape; but the St. Martin exhibit comes from a single patch and has to take what nature gives. This great berry may thus be said to tackle single handed the best that New England affords, and to come off winner every year. Its uniform excellence in Central New York and in two different places in Massachusetts shows that it will be a consistent fine performer anywhere.

History

St. Martin is the offspring of excellent parentage, though its exact pedigree is uncertain. On my strawberry plantation at Trumansburg, N. Y., in 1909, I selected, at fruiting time, well-ripened, typical specimens of the following standard varieties that I was then cultivating: New York, Ridgeway, Brandywine, Commonwealth, Miller and Glen Mary. I removed a portion of the seeds from all these and sowed them in a well-prepared bed. From the many little plants that appeared in due time, all but a few of the most vigorous were rejected. Among these, the only one that was eventually retained and became St. Martin, produced three berries of fair size and fine color; and what was most important, it had the flavor that I had for years been striving to obtain. A few runners from it were allowed to root. These, the next year, more than lived up to my expectations, for not

only was the flavor fully maintained, but the size was greatly improved and the yield per plant noteworthy.

In the spring of 1911, having sold our home in Central New York, we removed to Randolph, Mass., taking all the plants of the new seeding with us. Here it steadily developed until its desirable characteristics were so thoroughly established that I felt willing to enter it in the strawberry exhibition of the Massachusetts Horticultural Society. To do this, it was necessary that the seedling be named. And in casting about for a name, my thoughts went back to my native village, St. Martin, near Montreal, for there, as a boy, I first learned to love the wildling strawberries which in that climate are of unsurpassed flavor. Thus the name St. Martin seemed appropriate and was adopted.

Two years ago I moved all my strawberry plants from Randolph to Whitman, Mass., where St. Martin is even more prosperous than ever.

Sale of Plants

For forty-five years I have been growing strawberries and during all that time I have been striving to find the perfect strawberry. I have tried scores of varieties, both well known and little known. I have propagated many new seedlings, and have developed from them a number of good berries, but have never been willing to put on the market anything short of my ideal of perfection.

St. Martin now meets all requirements. In putting these plants on the market, I believe that I am offering the best all around strawberry in existence. Since its first appearance, I have received a great many inquiries for plants—many people have been insistent, and some quite offended, because I was unwilling at the time to sell any. I have known so many new strawberries, however, ushered in under a load of highest praise only to prove no better than well-tried sorts and more commonly inferior if not altogether worthless, that I determined that St. Martin must prove its early promise before it should be distributed. This it has now done beyond all doubt and beyond my most optimistic expectation.

Eleven years of proving in three separated localities, an insatiable and highly profitable market for the fruit, and an unparalleled record of prize-winning stand behind it.

Not a single plant of St. Martin has ever been sold or given away; not one now exists outside my own plantation in Whitman.

I am now booking orders for pure, unmixed plants of the St.

Martin, to be forwarded as soon as condition of the ground will allow of their being dug in the spring of 1920. None but carefully selected, first class, sturdy plants will be shipped; they will be carefully packed in damp moss and wrapped with water proof covering to insure their arrival in perfect condition. The plants will be shipped by parcel post or express, carriage charges prepaid.

The price of the plants is \$10 per dozen, remittance by certified check, express money order or postal order to accompany order in each instance. Cash may be sent by registered letter; otherwise only at owner's risk.

If carefully set out and given reasonable attention, the plants should increase at least 25-fold the first season, and then bear a full crop the next year. Compare this with a dozen small apple trees at \$10, which require the owner to wait 10 or 15 years before anything like a real crop can be obtained.

Orders will be filled in the same sequence as received. Money will be promptly returned in full as soon as the orders on hand exhaust the supply of plants.

Write your name, post office and express address plainly in sending your order to

LOUIS GRATON

Originator and Sole Owner of the St. Martin Strawberry

300 BEDFORD ST., WHITMAN, MASS.



A Word of Caution to the Novice.

There will be a very natural desire on the part of the novice to have his plants produce some fruit the first season. This, however, would reduce the vitality of the plants which need to be well established and strongly rooted to produce a full crop the next season. I would urge that not more than one or two plants be allowed to mature a few berries. The blossoms from the other plants should be pinched off as fast as they appear the first season. I will put in a liberal count with each order which will enable the buyer to proceed as here suggested.

Also, on no consideration should strawberries be planted on newly turned sod, as such ground is very likely to be infested with the white grubs that are so destructive to strawberry plants.

Testimonials

In closing, I wish to emphasize that all statements in this article regarding the St. Martin berry and plant express results obtained by ordinary strawberry culture and not results procured by freakish or faking methods to develop abnormal specimens for show purposes. I deprecate all such artificial and unsound practices. The illustrations in this pamphlet are reproductions from untouched photographs of typical examples of the berry.

In substantiation of all that I claim for the berry, I am glad to append herewith a number of testimonials from people of responsibility and strawberry experience regarding the St. Martin berry and the character and integrity of its originator.

Dorchester, October 21, 1919.

My dear Mr. Graton:

I am very glad to bear my testimony to the value of the St. Martin Strawberry. It was awarded a Silver Medal at the Rose and Strawberry Exhibition of the Massachusetts Horticultural Society June 27, 1914, "for the best new Strawberry not yet introduced" and has maintained its excellence receiving prizes every year since then to the present.

Respectfully,

EDWARD B. WILDER,
Chairman Fruit Committee.

Rocklawn, Weston, Mass., October 8, 1919.

My dear Mr. Graton:

If I had some of the St. Martin strawberries I could give a better description of them than by just seeing them at the show. But even as it is I can say that at Hillcrest we grow many choice varieties of strawberries and when this summer at Horticultural Hall I saw the beautiful deep red St. Martin strawberry grown by Mr. Louis Graton of Whitman, Mass., I felt that our list was not complete without them.

M. R. CASE,

Hillcrest Farm, Weston.

Miss Case owns and operates at Weston, a large farm on broad and generous plans of her own devising which have proved eminently successful. The regular exhibits of her products at Horticultural Hall are awarded their full share of prizes.

Whitman, Mass., July 12, 1919.

My dear Mr. Graton:

I just want to write a word or two to express my appreciation of the St. Martin strawberry. It is, in my opinion, the finest berry I have ever seen or tasted for size and flavor. I do not see how it could be improved upon. Let me congratulate you on your success in raising what I should think might really be a perfect strawberry.

Yours truly,

ALBERT H. BROWN.

Putney, Vt., October 13, 1919.

Mr. Louis Graton, Whitman, Mass.

Dear Mr. Graton:

Your St. Martin strawberry was first called to my attention by Geo. M. Darrow of the U. S. Dept. of Agriculture. I visited your place in 1916 and saw St. Mar-

tin in bearing. I remember it was doing the best of any of your several varieties. A large, dark red variety of the Marshall type, but doing much better than Marshall under similar conditions, and very resistant to drouth. It should be valuable for those who cannot grow Marshall but wish a berry of as good or better quality. Am glad you contemplate introducing it.

Yours sincerely,

GEO. D. AIKEN.

Mr. Aiken has achieved a well-deserved reputation as a painstaking nursery-man. Several Agricultural Colleges and Schools are numbered among his customers.

For several seasons I have bought Mr. Graton's St. Martin Strawberries, and I have found them of invariably high quality, in fact the best and most perfect berries that I could buy.

HENRY WAGNER.

Mr. Wagner is a retailer, and manufacturer of high grade Ice Cream of reputation.

Randolph, Mass., October 29, 1919.

This certifies that I have known Mr. Louis Graton, the well-known and skillful horticulturist nine years — eight of them while he was a resident of this town.

During these years I have known him to be a man of unimpeachable honor and integrity, a man of high ideals with lofty standards as an American citizen, working strenuously and faithfully for the best things in this community. This is his reputation and character in this town. During these years he has been my neighbor, and I have witnessed his intelligent industry and experimenting to bring out the wonderful strawberry now known as "The St. Martin," of which he is the originator. It is a berry of remarkably beautiful form, large size, brilliant color, delicious flavor and great productivity. I believe it has a great future, and is sure to be a great favorite with all lovers of the best strawberries.

Sincerely and cordially yours,

ARCHIBALD McCORD,

Pastor First Congregational Church,

Walpole, Mass., November 7, 1919.

To Whom it May Concern:

I have observed the St. Martin strawberry being grown by Mr. Louis Graton for four years, and it is all that he claims for it and any one who is interested in strawberries will be much pleased with it if included in the varieties they are growing.

Very truly yours,

W. A. MUNSON.

Mr. Munson, who is the President of the Massachusetts Fruit Growers' Association, and also the Agent of the Norfolk County Farm Bureau, has been eminently successful as an orchardist, his apples receiving highest awards whenever exhibited. He is deemed by many to be one of the best informed fruit men in Massachusetts.

Mr. Munson has been a frequent visitor at my place, and has always shown a lively interest in the St. Martin Strawberry. One of the photographs in this circular was taken by him.





The Commonwealth of Massachusetts

STATE DEPARTMENT OF AGRICULTURE

Official Certificate No. 68

BOSTON, August 9, 1919

To whom it may concern:

This is to Certify that I have this ninth day of August, 1919

completed the inspection of the Strawberry stock of LOUIS GRATON

grown at Whitman, State of Massachusetts, and find it to be apparently

free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or garden.

This certificate is good until July 1, 1920.

Inspected by H. J. Shaughnessy. (Signed) R. H. Allen.

Inspector.