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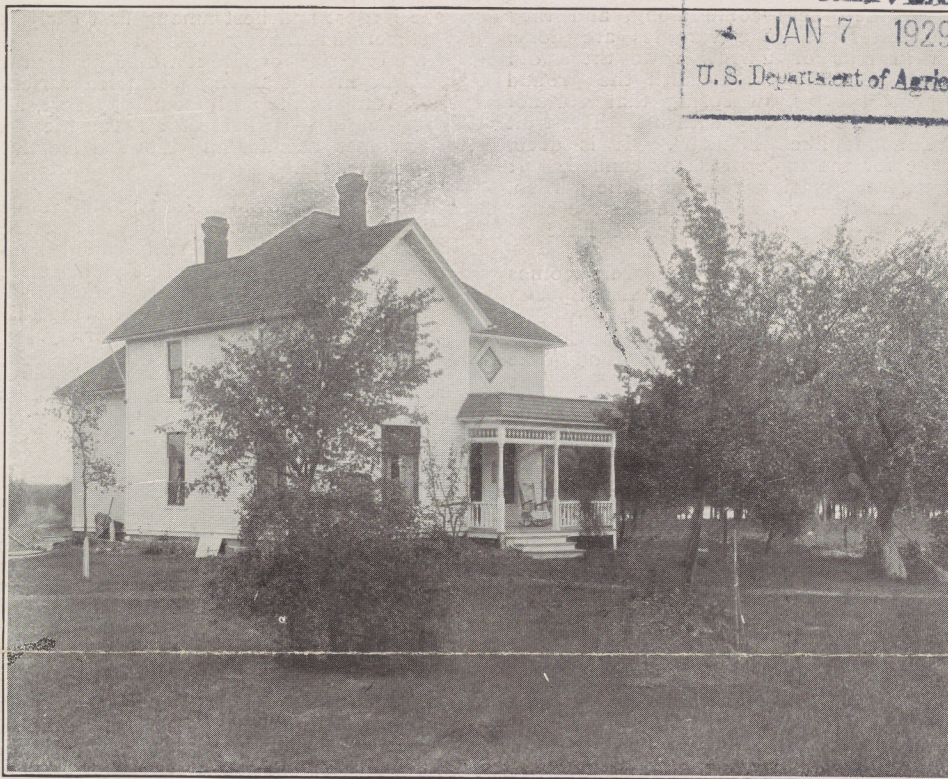
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U. S. Department of Agriculture

Home
of
the
Everbearers

Plants
by
Mail
Our
Specialty



Yours
for
Life
Worth
Living
in
Country
or
in
Town

Residence of C. N. Flansburgh, Round Lake Fruit Farm, R. 7, Jackson, Michigan
One mile south of Michigan Center

FRIENDS—Thirty-five years ago it was Flansburgh's strawberries on the Jackson market, seventeen miles by wagon to the city. They paid the mortgage on the old home farm. Then came demand for Flansburgh's plants.

Big business in the plant trade is a thing apart. It demands large acreage, extensive advertising and expensive catalogs. Then comes exhaustion of the soil where roots and all are sold almost beyond belief. In short it makes that farm a factory and then "good by".

To one who loves to grow strawberries for the home or market there comes an urge, a keen ambition to excel that counts no effort as a task that grows a better plant, a finer berry. How many of our long time customers will agree that there is nothing grows in garden or in field that will respond more quickly or repay the cost for every extra effort in intensive cultivation like strawberries, or is of such abiding interest, many times increased since the Everbearers came.

How often through the summer I am out among them after supper with my hoe until too dark to see. They chide and scold and if near the house I may chance to hear the radio going on inside but it is usually—just a few more plants—and then, until the lights shine out across the lake and along to city limits and beyond.

We bought this farm and grove—eight-four acres all told—and re-established here on a by-road fifteen years ago to grow strawberries for the nearby city market. If you come to see us from afar we are one mile south of Michigan Center and about two miles from Jackson's southeast city limits. This by-road, now Flansburgh road, connects with M-50, the Napoleon or Toledo road near the iron bridge across Grand river about a mile away.

Last spring was cold and wet and there was a late freeze that killed the early bloom and buds, yet there was a large crop. When plants are strong and healthy if a freeze comes not too late for the June varieties they will put out new fruiting stems and make a crop. As for the Everbearers as abundantly productive at the regular June fruiting they will come again anyway and keep on coming throughout the summer and fall as long as anything can grow.

In normal seasons the Progressive is several days ahead of all other varieties, bringing highest prices for the first home grown, followed by Howard No. 17, (Premier) Dunlap, etc. in order named. Owing to the freeze these early and the late varieties all came in quick succession. We did have berries for the house for over two weeks before any for the market. These were from an old patch, a few plants of Progressive left to see what they would do the last three years with entire neglect. Set out four years ago among raspberries they never have been mulched. This is the hardiest of all the well known varieties and one of the finest for the table, fresh or canned.

There was no drouth here throughout the summer. At one

time we irrigated about an acre of the Champion, flooding between rows, and it rained the next day. Our Everbearers were extra large and fine throughout, not only on the spring set plants but on the one year and two year old plants in narrow rows as well. It is surprising what these old plants will do in hills or narrow rows with thorough cultivation; still more with timely rains or under irrigation. We have a fine lot of plants and have reduced our prices. We are also cutting out as much as possible this four fold cost for printing now days. That helps a lot, but our customers know that we never have and never will reduce the quality or slight our plants in any way, no matter what our price. With best wishes to our customers wherever they may be. The new beginners will do well to read what follows. C. N. F.

From a long time customer, as his father was before him, a score and more of years ago.

Muncie, Ind., Nov. 2, 1923. C. N. Flansburgh & Son, Jackson, Mich. Dear Mr. Flansburgh—Your letter was received some time ago. We start for Florida tomorrow. I am enclosing \$10 as a small token of my earnestness of wanting these plants of you at whatever price you will list them at next spring, for I know they will be fine and come right. L. G. C.

Later—St. Augustine, Fla., 4, 22, 24. I am enclosing draft, balance in full for 15,000 Premier and 100 Progressive. I have written Mr. Waid to instruct you to send the plants to him when he advises you, etc. Sincerely, L. G. COWING.

Later—Muncie, Ind., 5, 20, 24. Enclosed find check, \$4.80, for 200 Premier and 100 Progressive by Parcel Post. We just finished planting the 15,000 Premier that Mr. Cowing ordered. They were the most satisfactory lot of plants I ever set out.

Yours truly, GEO. L. WAID.

Still Later—Muncie, Ind., 5, 24, 24. The 15,000 Premier were received in No. 1 condition. If ever plants would pass 100 per cent as to size, vitality and healthfulness, that 15,000 would surely do it. L. G. COWING.

PROGRESSIVE
(Per) (Everbearing)

Originated by Harlow Rockhill of Iowa. It was introduced by us in 1913 and has since become the most famous of all varieties, the universal Everbearer, succeeding in all sections throughout the United States and Canada. We have had inquiry from many foreign countries. We have sent the plants to England that arrived in fair condition. Another order went to New York destined for the interior of Brazil. It is the hardiest of all known varieties, the earliest and latest, bringing highest prices for the first home grown in spring to advancing prices late in fall. It is fully as productive in the spring as the June varieties but the spring crop

is usually half over by the time the others come along, and they are ready to begin again soon after the June varieties are done. Under thorough cultivation in hills or narrow rows these old plants will bear continuously from August 1, until the ground freezes in the fall, while a plant set out in spring that did not bear within three months would be a curiosity with us. The fruit is high quality, of good size, about like "Dunlap". It is deep, rich red throughout, a favorite for the table, fresh or canned. It is the one all around, most desirable variety for the home garden, while it has become a great commercial variety as well. We have tried it out under all kinds of conditions and believe we have as good, if not the best, strain of this variety in existence.

Next in importance among the well tried Everbearers comes Americus, Francis and Peerless. See "Champion" under "Special Mention". Americus and Francis were both originated by Mr. Rockhill. While we regard the Peerless as best of the Cooper varieties, all three are large, handsome berries and good June fruiters, but of course more valuable as Everbearers. Americus is a great commercial variety, especially in the east, where we have sold the plants in 5,000 to 20,000 lots. The fruit is large, bright red, firm and of high quality. Plants are heavy rooted with strong, upright fruiting stems. "Francis" is much like Americus but slender rooted and more a specialist variety. It has been called the Exhibition berry. A most persistent fruiter, a fine variety where at its best. "Peerless" is a large handsome berry, round, dark, glossy red. This is a great cropper in the spring but like others of its type it sometimes makes large quantity of plants if unrestricted, in which case only here and there a mother plant may fruit in fall; at other times it will go all to fruit making a very few new plants. However, the ideal way to grow strawberries is in hills or thin set rows. The Everbearers are all ideal hill culture varieties. Moral—Grow the Everbearers in hills or narrow rows for best results.

GIANT (999) There is much inquiry about this new variety. With the rains and all it proved too soft last season. It is on its way with us. If any of our friends would like a few plants free for trial we will include them in their order while they last.

SPECIAL MENTION

CHAMPION (Per) (Everbearing) Claimed to be a seedling of "Progressive". Some large dealers claim it is superior. Its history is obscure. Our plants were from Mr. Lubke, the introducer. We have fruited it two years. Our supply is limited and we have recently ordered several thousand more plants from the introducer for a more extensive planting.

If from seed of the "Progressive" why then it is a new one, however much they are alike. "Progressive" has been growing better year by year with us from the beginning—the money maker here for fruit. We are also out for anything to beat "Progressive" that can or will.

Above is from our 1924 catalog. This is certainly a good one, anyway. I will not say it is superior to Progressive. It would be natural for most anyone to give a new variety at higher price, a little the advantage, almost unconsciously, in various ways, especially a seedling of Progressive, with such a parentage and claimed superior—well, no wonder that there is a great sensation. We have a good supply of Champion for our customers this year and will reset it largely as we can for fruiting here as well.

COOPER (per) (New) A June variety. Our plants were from the introducer, spring of 1922. So much was claimed for this variety that we set out all we had left of it last spring except the mother plants which fruiting about midseason produced as well as could be expected. Fruit large, bright, glossy red, good quality. We regard this as a promising variety.

Above is from our last year's catalog. There has been much inquiry but it is still too new with us to say that it will equal Howard No. 17 as a money maker on the market, but it is certainly a large, fine, handsome berry with a texture much like Howard and Dunlap that promises much for it as a commercial variety and we are giving it more space. We have an extra fine lot of plants this year.

PROGRESSIVE SPECIAL OFFER

We have a customer nearby who desires to sell about 75,000 plants. These plants are our own strain of this variety, were grown our way. Will be fresh dug as wanted, trimmed by hand and in every way like ours. We are authorized to make extreme low rate in quantity. Write us for particulars.

THE JUNE VARIETIES

We are now growing Dunlap, Dr. Burrill, Premier, Howard No. 17, K's Prize, and K's Big Late more extensively for our own fruiting and the trade than all others of the June varieties. The Dunlap is the best known early and midseason variety. "Dr. Burrill" is very similar to "Dunlap"—as good if not better. We want to speak a good word for the Dr. Burrill as a pollinizer for any pistillate or imperfect blossom variety in our list. "Burrill" gains favor every year as more reliable and more valuable than the long time famous Dunlap. Howard No. 17 and Premier are

the largest and best among first early varieties as productive as "Haverland" or any other of the old standbys and with K's Big Late or Prize for late it would be hard to pick a better combination for the market among well tried varieties.

With us the early sorts pay best, aside from the Progressive Everbearing—earliest of all varieties, at the regular June fruiting comes Premier and Howard No. 17, Dunlap, Dr. Burrill, K's Big Late, etc.

NOTE—Howard No. 17 and Premier are one and the same variety that was originated by A. B. Howard & Son of Massachusetts in 1906. We are still keeping them apart. As Howard 17 it holds the record for greatest yield per acre in the East and has outyielded every other June variety in trial plant with us, fruiting early to late. We are now growing this more largely for our own fruiting than any other June variety.

WE GUARANTEE OUR PLANTS true to name and to reach their destination in good condition by express or mail to all parts of the United States, up to May 15th, with the understanding that we shall not be liable for more than the original cost of the plants in any case. Should a package go astray, be damaged or destroyed enroute, or any error we have made, to be notified at once.

All orders promptly acknowledged and notice sent when plants are shipped except when forwarded by mail. **Our certificate of Inspection is attached to every package.**

We begin our shipments south as soon as we can dig in spring, about April 1st, sometimes in March. We like to have our customers say when or proper season, or ship when notified and let us know a few days in advance. **We do not substitute without permission.**

Terms: Cash with order, but orders will be booked to hold if part payment is enclosed, the balance to be sent before shipment. Remit by Postoffice or Express money order, bank draft or check or small sums in one or two cent stamps. **A check is often more convenient** for our customers and by courtesy of our banker is equally acceptable with us.

HILL CULTURE

Set out in three foot rows the plants 14 inches in the row (about 12,000 plants per acre) or in two foot check rows to cultivate both ways (about 11,000 plants per acre). Keep plants disbudded until well established (about July 10). Keep off all runners and keep the soil at all times loose and lively by thorough cultivation and repeat—the more you give the more you will receive.

For matted rows we grow the June varieties 3½ feet by 14 to 18 inches in the row (about 6,000 plants per acre.)

PRICE LIST

Six plants of one variety at dozen rates; 50 plants of one variety at hundred rates; 500 plants of one variety at 1,000 rates. (P) for perfect. (I) for imperfect blossoms.

The Everbearers are in blackface type.

	By Parcel Post		By Express	
	PER 12	PER 100	PER 100	PER 1000
Americus (P) -----	\$0.30	\$2.00		
Dr. Burrill (P) -----	.20	1.00	\$6.00	\$0.85
Champion (P) -----	.30	2.00	10.50	1.85
Cooper (P) -----	.20	1.00	8.50	.85
Francis (P) -----	.40	3.00		
Haverland (I) -----	.20	1.00	8.50	.85
Howard No. 17 (P) --	.20	1.00	8.50	.85
Kelloggs Big Late (I)	.20	1.00	8.50	.85
Kelloggs Premier (P)	.20	1.00	8.50	.85
Kelloggs Prize (I) ---	.20	1.00	8.50	.85
Peerless (P) -----	.30	2.00		
Progressive (P) -----	.30	2.00	10.50	1.85
Senator Dunlap (P) --	.20	1.00	6.00	.85
Uncle Jim (P) -----	.20	1.00	8.50	.85
Warfield (I) -----	.20	1.00	6.00	.85

ADDITIONAL VARIETIES—Bun Special. Early Jersey Giant, Glen Mary and Paul Jones—20c per dozen.

Big Joe, Gandy and Stevens Late, 20c per doz. and \$1.00 per 100 post paid.

Write us for estimate on 500 to 5,000 Strawberry Plants delivered to your door by Parcel Post prepaid. Fresh dug and no delay.

WANTED—To buy or will exchange with any of our customers nearby for loose marsh hay or straw delivered. If you have a surplus at any time free from quack, or any old stack otherwise unsalable but good enough for mulch, see us.

Jamestown, No. Dak., Aug. 5, 1924. Shipment of Progressive Everbearing plants received from you this spring arrived in fine condition and although it was a late cold spring here I never lost a plant. I kept them budded and runners off until July and am now receiving fine large berries. FRANK L. WINN.