

Allen's BOOK OF BERRIES FOR 1943



PREMIER

*The leader in
Sure Crops
Heavy Yields
Good Profits*



4505 Leeds Avenue,
Baltimore, Maryland
April 20, 1942

W. F. Allen Company,
Salisbury, Md.

Gentlemen:
I am enclosing a postal money order and a little order for strawberry plants. And if I may, I would like to tell you a little story.

In 1895 my father and mother made a honeymoon trip to the Eastern Shore from western Pennsylvania. Among other things they saw several nurseries. In 1898 they bought a strip of wooded land along the Allegheny River, about thirty odd miles above Pittsburgh. This they cleared, built a house and made a home. They bought strawberry plants "from a man named Allen on the Eastern Shore of Maryland. The most honest man we ever dealt with for plants" (I am quoting my father). I don't know how many times they bought from you. I do remember hearing talk about Allen's berries when I was very small. The strawberries, in the twelve years they owned and worked this land, paid for the land, paid for the house, and provided much of their income. When they sold this place they bought in Westmoreland County, and practically repeated making a good living with Allen's berries. Later they moved to Franklin County, Pennsylvania. Again Allen's berries. Now both of them have gone to the great beyond, and if there are gardens there I'll bet my father is wishing for plants to raise Allen's berries.

And now their daughter, with a place on the outskirts of Baltimore big enough for a kitchen garden, is starting out with Allen's berries.

I did not want to brag or to bore you, but I did think you might like to know that a man who must have been one of your earliest customers taught his daughter that the name of Allen in the strawberry world stood for honesty and quality.

I am looking forward to doing just as well with my small plot as my father did with several acres — on a proportionate scale, of course. I don't expect the berries to make my income; only to provide for my table, in their time and season.

Very truly yours,
Elizabeth M. Truxal
Elizabeth M. Truxal

1886 — OUR POLICY — 1943

To sell plants that will grow and produce for the pleasure and profit of our customers.

To deal in such a way that our customers will feel they are also our friends.

We like to do business that way—to have every transaction as thoroughly to the advantage of the buyer as to ourselves. That we have been able to do so to a large degree is indicated by the very gratifying growth of our business during all these years.

\$\$ STRAWBERRIES PAY \$\$

ACTUAL SALES OF STRAWBERRIES ON THE NEW YORK CITY WHOLESALE MARKET IN 1942. Taken at random from the market reports of the U. S. Department of Agriculture:

| | | Blakemore | Premier | Fairfax | Catskill | Dorsett |
|-----------------------|---------|---|---------|---------|----------|---------|
| Virginia berries | May 20 | 13-14 | 11-12 | 13-15 | 10-12 | |
| Maryland berries | May 23 | 12-18 | | 15-25 | 15-20 | 15-20 |
| Delaware berries | May 26 | 12-14 | | 13-15 | 14-17 | 12-17 |
| New Jersey berries | May 29 | 15-20 | 20-25 | | 22-28 | 22-30 |
| Hudson Valley berries | June 6 | | 22-28 | 25-32 | 25-30 | 28-30 |
| Connecticut berries | June 10 | various varieties 17-22 some high as 25c per quart. | | | | |
| Oswego, N. Y. | June 16 | various varieties 17-22 some high as 27c per quart. | | | | |

Even with increased costs strawberry growers made money—real profits—in 1942. A good grower should get at least 4,000 to 5,000 quarts per acre. Some double that yield. Figure it out at these 1942 prices.

Please keep in mind that the above figures are not retail or small quantity prices but are wholesale only. Notice also that prices increased as the season advanced. This is a healthy state of affairs for the producer and very encouraging for the future.

THE FACTS OF THE SITUATION POINT TO CONTINUED GOOD PRICES AND PROFITS FOR STRAWBERRY GROWERS WITH MODERATE ACREAGE.

1. **Total production of berries will be down** at least for the duration of the war because:
 - a. The chief trouble is lack of pickers. Large growers simply cannot get the help to harvest large acreages during the short picking season. They must cut down or see many of their berries rot in the fields.
 - b. Some growers who would have small acreages are in the armed forces or have been attracted to war industries.
 - c. Other small growers will turn to crops which require less labor per acre, even though the probable income is also much less.
 - d. Uncertainty about pickers as well as actual shortage will cause some reduction of acreage even among those who normally grow three acres or less.
2. **Prices of berries will continue high because:**
 - a. Production will be down—less berries to sell.
 - b. The masses of people will have plenty of money to buy what they want—and there are few who do not like strawberries.
 - c. Price ceilings are unlikely with so perishable and so variable a crop.
 - d. Transportation difficulties will make it harder for large producing areas to "load up" the markets in small towns and cities.

THIS IS A GOOD TIME TO PLANT STRAWBERRIES FOR PROFIT.

Don't overload, but study your possible labor supply and grow as many as you see a reasonable chance of getting picked. Keep in mind that, while there are good pickers and bad pickers, almost anyone can do this kind of work. Boys and girls, your own, your neighbors, their friends and schoolmates. Unskilled workers, men and women. People from nearby towns and cities who may help because they can make good wages and for patriotic reasons want to help save any food crop.

That thought appeals also to you as a grower. Fruit is essential to the health of the nation. It is a necessity, not a luxury. Strawberries are listed as an essential farm crop by the U. S. Department of Agriculture. We should grow all of them, as well as other essential crops, that we can for reasons of patriotism as well as of profit.



VICTORY GARDENS

This may be the 50th year you have been making a fruit and vegetable garden. It may be your first attempt. In either case you are entitled to call it a **VICTORY GARDEN**. Any effort which tends to increase the total food supply of the country in wartime is worthy.

In your garden you will have vegetables, flowers and fruits. We want to show you here what thousands already know, that strawberries make the ideal fruit crop for the home or victory garden. Here are some of the reasons.

1. Strawberries are easy to grow—any good garden soil is suitable.
2. They come into bearing more quickly than any other fruit crop.
3. They are first to ripen in the season, coming on before many other garden crops have even been planted.
4. Every member of the family will be "crazy about" fresh strawberries, the kind you can grow with our improved modern varieties.
5. They'll like strawberry shortcake, too, and all the other good things, made with strawberries.
6. Strawberries are not only delicious to eat, they are very healthful, being one of the best of all sources of Vitamin C.
7. To get extra money for yourself or the youngsters no crop is more attractive or easier to sell than strawberries.

This leads us to the idea of an "oversized family berry garden" or **PROFIT PLOT**. A strawberry profit plot makes a nice little business—with unusually good prospects of gain for the land, labor and expense involved. It's a logical crop for boys and girls with vocational projects. A worthwhile sideline for farmers whose main crops do not conflict. For part time workers or those who work short hours it will provide a delightful hobby with gain to both health and pocketbook. It's worth some thought—and action!



The Harringtons, near Salisbury, Md. use a vacant lot for Victory berry garden.



ENJOY THEM WITH US!

These unsolicited letters from our customers show the interest and enthusiasm with which berry gardens are tended and the satisfaction as well as material benefits that come from them. We like to receive such reports.

Wyoming Co., N. Y. June 22, 1942. I am about through picking Premier. We have a large garden of them and I sold even the little ones. People like their beautiful color, their size and rose-like fragrance. They would come and buy my berries even during a dry spell when the berries fell off in size for a while and leave bigger berries at the local stores that didn't look as "nice as ours". The stores took a crate a day from me every day and two on Saturday and paid me a few cents over the Buffalo Wholesale market. We usually got \$4.00 a crate of 24 quarts. The Premiers are gone now for this year and still people keep calling for berries. What berries can I set out next spring so that I will have some tagging Premier and Catskill?
Mildred Howard

Cook Co., Ill. July 5, 1942. Last spring I ordered from you 100 Fairfax and 50 Mastodon strawberry plants that arrived in A1 condition. I never saw better plants. We have only a small garden, about 30 feet square and we used about one half of the space, or 15 x 30 feet for the 150 strawberry plants. Well, I never saw so many or such large berries in all my life. I picked 108 quarts of berries. The Mastodons are blooming again, and have quite a lot of runners setting between the rows. Fairfax have entirely filled in between the rows. Incidentally, it took exactly 9 or my largest Fairfax to weigh a pound, believe it or not. They are truly most wonderful berries.

Mr. Thos. H. McCauley

Fountain Co., Ind. May 11, 1942. Some two or three years ago we ordered a few strawberry plants of you to put in our garden. We have raised some of the finest strawberries just for our family use. I am placing another small order. Your berries are sure the best ever.

Mr. N. Webb Metsker

Franklin Co., Mass. Jan. 30, 1942. Last year in April my father bought over 2,000 plants. They came in lovely shape. Were doing just great when I came home last June. The Everbearing plants were getting berries on them last fall and boy! were they berries? So this year I want to get a stand of them.

Mrs. Lillian W. Reed

Allegheny Co., Pa. February 20, 1942. Last year we purchased a piece of ground, two acres on the outskirts of town and at once started to develop it with the things we most desired. We love strawberries. So I ordered 100 plants from you, the Everbearing collection. Meantime, I studied your catalog as to instructions. I had never grown anything before, let alone strawberries. As you know the spring of 1941 was very dry, but in spite of lack of moisture and worse, lack of knowledge, these wonderful plants of yours did grow. In August we let the fruit ripen. We have never, never been able to buy berries so large or tasty. They continued to ripen until stopped by freezing weather about November 14th. We are giving up some more of our ground to our berry patch and am enclosing order for 100 more.

Mr. K. P. Allen

Marion Co., Ohio. March 9, 1942. I bought 200 Premier and 300 Fairfax plants from you three years ago this spring. They were both very nice and very productive but the neighbors to whom we sold most of them preferred the Fairfax as they had a better flavor and were larger. We picked quart after quart of them that measured six inches in circumference. Enclosed find order for 500 more Fairfax plants.

Mr. Joseph Lamb

PREMIER

THE ONLY REAL FROSTPROOF BERRY!

Others are frost resistant—Premier is frostproof! Premier plants were first offered for sale in 1915, two years before the United States entered the first World War. From then to now—for 26 consecutive years neither frosts nor freezes, neither insects nor diseases, have prevented Premier from producing a bumper crop of berries every season.

Premier has so many good qualities in addition to being a never-failing cropper, that it broke all records in gaining popularity in all the northeastern states where it is best adapted, as well as in higher altitudes as far south as North Carolina and Tennessee.



Sturdy plants of "frostproof" Premier

For years we have sold more than twice as many Premier plants as any other variety. You may not believe in following the crowd in most things but there is ample reason to do so when it comes to Planting Premier.

Like the farmer who works from "sun to sun" Premier starts ripening early and bears through a long season. It is tremendously productive. The berries run medium to large in size. It takes a lot of water to size up **all** the berries that Premier plants produce so in dry seasons without irrigation the last berries are apt to run fairly small. One of the reasons why Premier is such a sure fire producer is because the plants set so many perfectly formed berries. Even if frost, cold, or insects get half of them there are plenty left for a big crop.

The plant growth of Premier is very healthy and vigorous. The leaves are nearly always completely free of leaf spot and other foliage diseases. Occasionally growers report trouble in getting a well filled fruiting bed from Premier. However, our stock of this variety is unusually vigorous. It has not failed to give us a good growth even under some unfavorable conditions. This year we have for your orders several acres of plants fully as good as the ones pictured above.

Premier berries are firm enough for shipping moderate distances. Experience has shown that Premier holds up pretty good after a fairly long trip by truck but that it will not hold up long after being taken from a refrigerator car.

In quality Premier berries are good but not the best. They are far better to eat than the Southern shipping berries, Blakemore, Klondyke and Missionary, but not as good as Fairfax, Dorsett or Starbright. Where well grown Premier berries are very attractive and sell well on most markets.

Both in quality and attractiveness Premier gets better as it is grown farther North. In New York, New England and other northern regions where Premier is at its best, the quality rates as high. On the markets they will show up well enough to hold their own with other early varieties.

Throughout the years Premier has proved to be the most profitable of all varieties for the North. It can be depended upon because the crops are so certain and so large. Premier, more than anything else, has taken much of the "err" out of b-err-y growing in the North. *Price list, page 31.*

Nassau Co., New York. Feb. 17, 1942.
For the past ten years I have been growing strawberries. Two years ago you recommended Catskill and Premier. I bought 8,000 of your plants mostly Catskill and Premier. We had one field from our own plants, 5,000 set. From these 13,000 plants we got 14,000 quarts which sold for \$2,300. We made \$1,100 profit. I have read all your recommended ways of growing and marketing berries and have followed them at a profit to me. Dorsett grows too thickly here. Catskill is the best. We got 2c per quart



more for Catskill as they were very large and fancy looking, good keepers and good quality. The pickers worked overtime when we worked on the Catskill as they made more money than when picking other kinds.

Mr. C. T. Johnson

Middlesex Co., Conn., May 22, 1942. Had 1,000 Premier plants from you last June. The bed has done exceptionally well and berries are setting fine. Am very well satisfied with them.

Mr. J. E. Dowd



Premier berries—record makers for yield and profit.

FAIRFAX

THE BEST TO EAT OF ALL STRAWBERRIES

The One Essential Berry for Every Good Garden

Year after year we get more enthusiastic letters from growers about Fairfax—especially Fairfax quality—than any other one thing in our whole plant business. Here are some of the things they write:

"Fairfax quality is unbeatable."

"A truly wonderful berry."

"We like Fairfax best."

"Our neighbors preferred the Fairfax on account of their size and flavor."

"We sold Fairfax at 50c per crate more than the other kinds."

"My customers won't have other varieties since I started growing Fairfax."

"There's nothing in our garden as popular with the family as those two rows of Fairfax."

IT ISN'T ALL TALK! Every year since 1932 when it was first introduced an increasingly large percentage of our total sales have been Fairfax. Once known, they are always grown.

In addition to its superlative quality, there are lots of other good things about Fairfax, which have helped to make it, next to Premier, the most widely grown early berry in all the northern and central states. The plant growth, for instance, is just as healthy as Premier and somewhat more vigorous. It makes larger and stronger plants but not quite so many of them. Plenty of plants are made for a good wide fruiting row but they do not require much thinning unless the ground is very rich.

It is interesting to note that when grown in Maryland or Virginia, Fairfax is strictly an early berry, being only a day or two later than Premier, Blakemore and Dorsett. Farther North this slight difference in the ripening date becomes greater so that in New York and New England Fairfax is almost a midseason berry, not much earlier than Catskill.

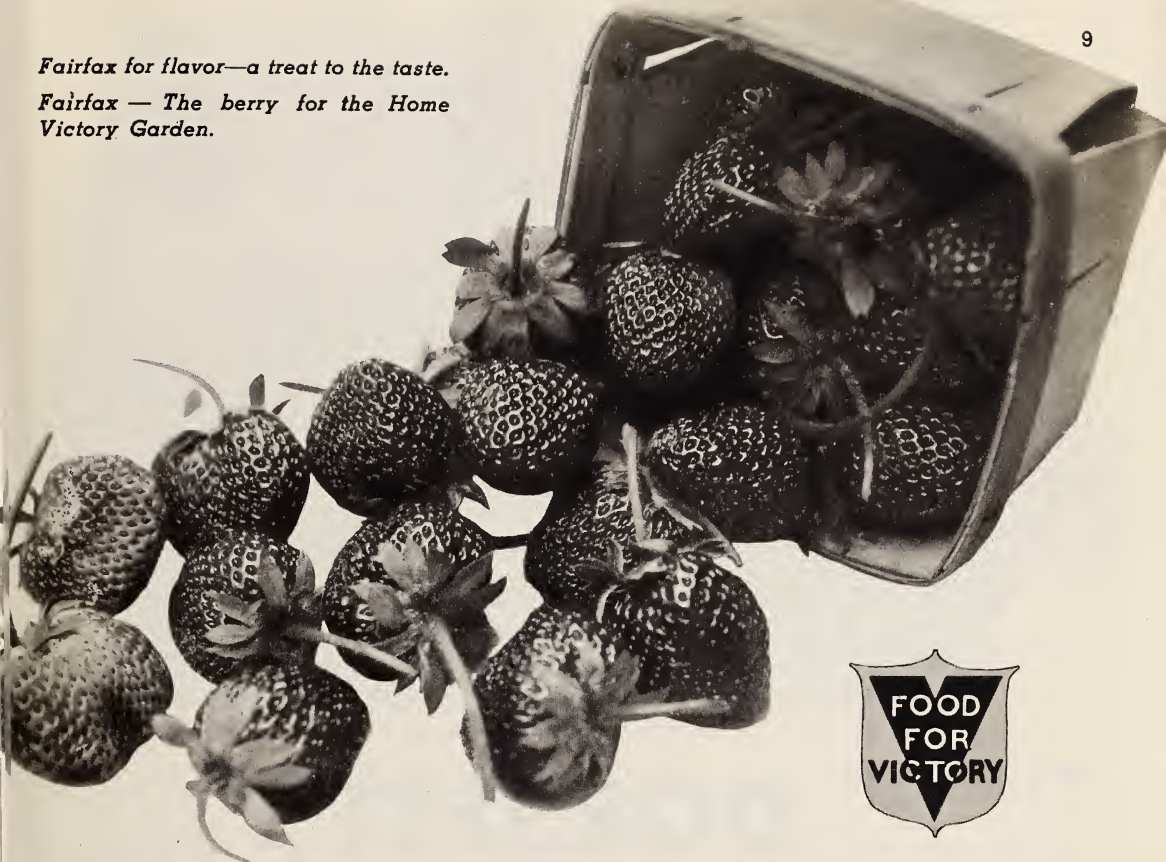
Fairfax berries are beauties. When first ready to pick they have a rich medium red color, resembling Chesapeake at their best. They have fairly prominent golden-yellow seeds which help protect the berries and add to their showiness.



Closeup of our Fairfax beds. These plants are "fully equipped" to work for you.

Fairfax for flavor—a treat to the taste.

Fairfax — The berry for the Home Victory Garden.



Fairfax berries are very firm. They ship as well and keep as long as any variety—even Blakemore. However, after several days they turn quite dark, almost purple, but even then do not start decaying for several days unless conditions are so wet that no berries would stand up. Mr. C. Fairman of Charlevoix Co., Michigan wrote in a letter to us on February 10, 1942, "We forgot a few cases of Fairfax and they kept a week out in the field". It is important at each picking to get all the berries that are ready to pick. A main disadvantage of the dark color is that the lighter, newly ripened berries when mixed with the dark, though still solid ones, present a rather unattractive mottled appearance.

Fairfax berries are large, the first ones often running very large in size. Mr. Thos. H. McCauley of Cook Co., Illinois whose letter is printed in full on page 5, reported that it took exactly 9 of his largest Fairfax to weigh a pound. Some varieties, like Dorsett, are easily over-fertilized with harmful effect on the fruit. But with Fairfax it has been learned that rich soil and heavy manuring are quite effective in sizing up all the crop to a good marketable size.

Fairfax berries are profitable. As has been stated, Fairfax is the ideal berry for the home garden and local market where its quality can be demonstrated to the individual buyer. It is true also that Fairfax has an enviable record as a profitable shipping berry beginning with North Carolina and extending clear through the season to Oswego, New York. Average grades of Fairfax sell along with other early varieties but fancy, well grown Fairfax nearly always top the market in every section. Fairfax plants, while not as heavy bearers as Premier are productive enough to make these high prices mean good profits. Yields of 5,000 to 8,000 quarts per acre are not unusual for good growers.

We are glad to report that we have a better-than-usual stock of strong well-rooted Fairfax plants this year. We like especially well to sell you Fairfax, because we know both the plants and the fruit will make friends for us wherever they go. Price list, page 31.

Ashland Co., Ohio, April 3, 1942. The Fairfax plants I received from you two years ago produced the finest berries both for size and flavor and until I find something better it's Fairfax for me.

Mr. W. R. Witt

Providence Co., R. I., June 12, 1942. I had a few of the Fairfax strawberries today which were raised by Mr. G. Hough who told me that he obtained the plants from you. These berries are of an unusually large size but more especially of a wonderful flavor. They are deep red throughout and rather sweet for a strawberry.

Mr. F. C. Freeman



Crate of Dorsett berries

DORSETT

"I LIKE THE DORSETT THE BEST OF ALL"

This statement is from a letter written to us on September 21st, 1942 by Mr. Charles Willey of Suffolk Co. New York. Dorsett is one of the most profitable of all early varieties with us here in Maryland. Dorsett will produce really amazing crops of beautiful berries wherever climate and conditions are right. Dorsett is like the little girl that had a little curl right in the middle of her forehead—when it is good it is **very very** good and when it is bad it is—well, not horrid but still not so good!

Dorsett has two weak points and here they are, stated frankly. (1) It is not as hardy as Premier, Fairfax or Catskill. When planted far north or on frosty sites it is more susceptible to injury from late spring frosts than most other good varieties. (2) It often makes far too many plants. It will help if in hoeing the runners can be spread or cut off so that there are not more than four to eight per square foot of fruiting row. With most free plant makers thinning is important chiefly because competition for water and plant food cut down the size and grade of berries when plants are left too thick. This is true with Dorsett, plus the fact that Dorsett is not a strong pollinizer. Fairly well thinned beds enable Dorsett to set the tremendously heavy crops of which it is capable.

If you are one of the lucky growers who can produce Dorsett at its best you really have something!

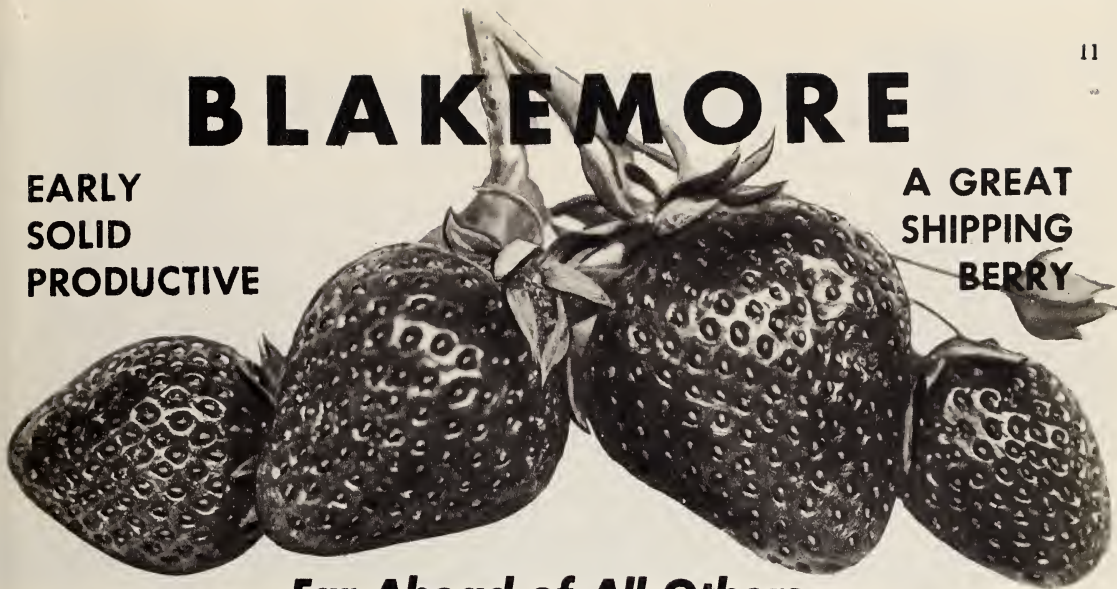
1. A berry that is as productive as Premier.
2. A berry that will run larger than Premier.
3. A berry that is brighter and more attractive than Premier.
4. A berry that will outsell Premier.
5. A berry that is better quality than any variety except Fairfax and Starbright.
6. A berry that you can't afford to pass by without a trial.

Price list, page 31.

BLAKEMORE

**EARLY
SOLID
PRODUCTIVE**

**A GREAT
SHIPPING
BERRY**



Far Ahead of All Others

Blakemore has taken the lead in total acreage grown over all other varieties. It takes a good man—or berry—to climb to the top—and a better one to stay there.

BLAKEMORE HAS REACHED THE TOP AND IS STAYING THERE.

More than twice as many acres are planted to Blakemore as to any other one kind. In fact with hundreds of varieties grown, 25% of all commercial strawberry acreage is Blakemore.

BLAKEMORE IS THE BEST EARLY SHIPPING BERRY the Southern States have ever had. It does well as far North as Maryland, Southern New Jersey and the Ohio Valley. With few exceptions it is not recommended farther North.

It will stand more abuse in growing, picking and shipping than any variety we know and still make money for the grower.

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

Its berries are very firm, ripen evenly all over and have a bright attractive color which they retain even after they get quite ripe.

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

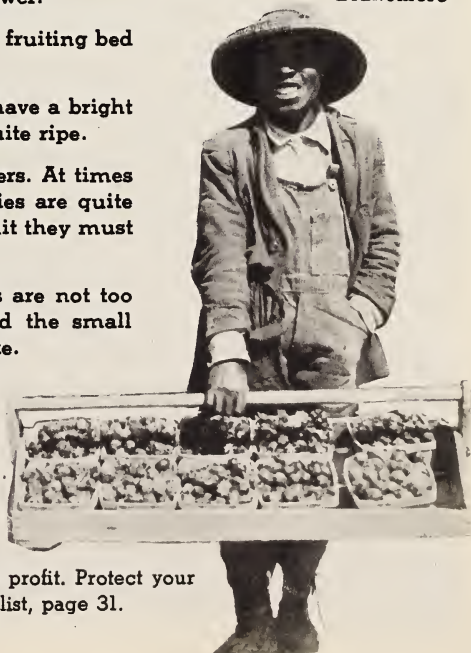
Its berries are medium to large in size when beds are not too thick. Some thinning usually must be done to avoid the small berries which thick beds and dry weather tend to make.

*"Happy picking"
with
Blakemore*

YELLOWS RESISTANT PLANTS

Due to the nature of the yellows trouble it is not possible to promise yellows FREE plants. We can say, however, that the field from which our plants were grown did not show any yellowing and we have the finest stock we have ever had.

Southern Growers—Plant Blakemore for productiveness and profit. Protect your profits with Allen's Yellows-resistant Blakemore plants. Price list, page 31.



FAIRMORE



This new berry is being talked about! The rumor is getting around that FAIRMORE IS REALLY GOOD!

In recent tests at the U. S. Horticultural Field Station at Meridan, Mississippi, the Fairmore was reported to be outstanding. The pomologist there said he saw no reason why it should not eventually replace the Klondyke which is now grown almost exclusively in that section. He added that one of the larger and better growers there had tested Fairmore himself and was so impressed that he expected to set from 10,000 to 20,000 plants of Fairmore this winter.

In a letter dated June 8, 1942, Mr. Harold M. Gilbert of Tallapoosa Co., Alabama wrote us, "Last spring I ordered from you 100 strawberry plants including 25 Fairmore. I picked 95 quarts of strawberries this spring. The Fairmore proved to be much the best. 75% of the berries came from them. On my Fairmore plants I believe the leaves are 12 inches high now".

From Arkansas came another report. Mr. C. W. Martin of Jackson Co., Ark. who is enthusiastic about Southland had this to say about Fairmore. "The Daybreak and Fairmore plants you suggested I try turned out as follows. The Daybreak plants died as soon as hot weather set in. The Fairmore did very well and the fruit was superior in quality to my Fairfax. I think Fairmore should be grown in our White County Shipping center."

Fairmore is primarily a high quality berry for the Southern and lower middle states, but in one trial in Michigan Mr. C. Fairman of Charlevoix Co. said that "Fairmore proved to be frost proof and a heavy yielder, although it lacked flavor here."

FACTS ABOUT FAIRMORE

1. It is a cross of Fairfax and Blakemore—a fine start for any new berry.
2. In plant growth it is about as vigorous as Blakemore—making fewer plants but larger and stronger ones.
3. The berries are very high in quality, resembling Fairfax in flavor.
4. While good enough in quality for any market, the firm flesh and tough skin enables Fairmore berries to stand shipment in fine shape.
5. A deep rich red and prominent yellow seeds makes the berries very attractive. Like Fairfax they turn dark on holding.
6. Originated in North Carolina by the U. S. Department of Agriculture and selected for adaption to that climate. Well worth trying all over the South and as far North as Washington, D. C.

Price list page 31.

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

Klondyke The leading shipping berry in many sections of the South. Uniform in shape, light in color, medium in size. For southern growers who know and want Klondyke we have a fine stock of plants, well rooted and with plenty of vigor.

Price list, page 31.

NORTHSTAR

This is strictly a fancy berry for the grower who thinks more of quality than of quantity. Mr. C. Fairman of Charlevoix Co., Michigan, fruited several of the newer varieties in the spring of 1942. He writes of Northstar: "It matures early enough to do well from the spring moisture and gives us a fancy berry for the select part of our trade wishing a large, fine flavored early berry." Northstar is slightly tart but, has a delicious aromatic flavor that some folks rate equal to the sweeter Fairfax berries.

Northstar should be grown on good soil only. It is a rather poor plant maker but what it makes are usually large, strong and robust. The plants are not highly productive anywhere, but often make fairly good yields of 2,000 to 3,000 quarts per acre.

Northstar berries are pictures—rather long, broad-shouldered, brilliant red in color with glossy skin and prominent yellow seeds—real beauties!

Northstar plants produce berries of the largest average size of any variety we have. You don't get so many, but they surely are nice. Price list, page 31

Senator Dunlap (DOCTOR BURRELL)

An old variety still widely grown in the North Central States. It makes vigorous plant growth and is very hardy in Northern regions. The berries are medium in size, good in quality and have a bright, rich red clear through. It is a favorite for canning. *Price list, page 31.*

Daybreak A very early home garden and local market berry for North Carolina and other parts of the South. Better in quality and earlier than Blakemore, Missionary or Klondyke. It's easy to grow a good fruiting bed and the plants are very productive. Worth trying. Price list, page 31.

Howard 17 This variety is identical with Premier and the same description applies. Price list, page 31.

MAYTIME

The Earliest of All

Even when spring frost nips the first rash early blooms, Maytime starts ripening with Blakemore, Premier and other early kinds. Normally it is several days ahead of them.

Maytime is a new variety released in 1941 by the U. S. Department of Agriculture. The Department circular states: "The Maytime is being introduced as the earliest variety of high quality in Maryland. It is recommended for trial from Virginia to Southern New Jersey and westward to Oklahoma and Kansas. Compared with Blakemore, under normal conditions it has been some four days earlier, much sweeter in flavor, deeper red in color and about as firm. It has produced well in matted rows. It has been earlier, firmer and more highly flavored than Premier in Eastern Maryland."

Our own experience with Maytime has been quite satisfactory. In 1942 it was the most profitable variety per acre that we had. This was largely because the 1942 season was quite dry and we had our Maytime on a low springy piece of land. Under these conditions the plants were quite productive and the berries held to a good medium size. They were bright, firm, very, very attractive and sold well throughout the season.

Maytime grows easily and we have a nice lot of plants. Try them. Price list, page 31.

KLONMORE

A very vigorous growing new variety resulting from a cross of Klondyke and Blakemore. The berries, like those of both parents, are light in color, uniform in shape, very attractive in appearance and firm enough to ship anywhere.

Large acreages of Klonmore have been planted in the southern part of Louisiana and Mississippi. It is recommended for Florida and the Southern half of all the Gulf states and Georgia. It is not good as far North as Tennessee and North Carolina. Klonmore apparently has two points of superiority over Blakemore, Missionary and Klondyke, the other great Southern shipping berries.

1. It is much better in quality than any of them.

2. It is more productive than any of them in the warm regions indicated. Before most Northern growers have much more than heard of it, Klonmore is among the first ten in acreage of all varieties. Should be grown in warm climates only. *Price list, page 31.*

The BIG MIDSEASON BERRY

BIG BERRIES! HEAVY YIELDS!! LARGE PROFITS!!!

These three things have raised Catskill to undisputed leadership among all the midseason varieties—and the acreage is still increasing.

“Can I grow these big Catskill berries?” you may wonder. Most likely you can. Catskill is a native of New York. It is adapted to all the northern, central and middle states. It does well as far South as Virginia, Tennessee and Missouri, and in higher altitudes even farther South.

Catskill is the perfect running mate for Premier, coming in with a flood of big luscious berries as Premier begins to taper off both in size and yield. Catskill normally carries on for a long season and if the moisture conditions are favorable will continue bearing until most good late berries are about through.

LET'S MAKE A TOUR OF SOME OF THE POINTS OF INTEREST ABOUT CATSKILL

Big Berries. Catskill will produce more quarts of big berries than any variety we have ever grown. This is in addition to the many medium sized berries with which Catskill finishes up its long bearing season.

Pretty Berries. While Catskill berries are not as smooth and shiny as some they have a very attractive light red color which darkens very slowly on holding. Some idea of the impression Catskill berries make may be had from the letter of Mr. Casper L. Newcomb of Queen Anne Co., Maryland under date of April 4, 1942. “My berries were said to be the best that were hauled to our shipping station this year. One of our buyers, Mr. Stubbs, said in all of his long years as a buyer he never saw berries as large as mine and to hold their large size to the end of the season. Rev. Arthur Walls of near here bought a crate of Catskill, said he left them on ice a long time. He said all that saw them said they didn't look like strawberries, but looked like wax work.”

Firm Berries. More solid than Premier, just as firm as Dorsett but not as hard as Blakemore for long distance shipping. If picked when ready and shipped moderate distances, Catskill is firm enough to stand up in fine condition. There is no trouble at all in handling Catskill for local and nearby markets.

Good Berries. Catskill is a cross of Premier and Marshall, long noted as a high quality berry. Catskill berries have very good quality. They are fully as good as Premier and when fully ripe have much of the same delicious flavor as the old Marshall.

Plant Growth. Catskill makes a vigorous, healthy plant growth. A little leaf spot appears as it is grown in Maryland and farther South—but not enough to be a factor in yield. In Northern regions it is hardly noticeable. The effects of a very dry period in summer or the approach of dormant season in the fall show up more quickly on Catskill than on most other good varieties. In both cases the taller, outside leaves of the old plants begin to turn dark red or brown. In winter unmulched beds of Catskill may appear almost completely dead—but what a growth they put out when it's TIME TO GROW in the spring.

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Productiveness is all that could be desired. Here in Maryland it is even more productive than Premier. We believe our record of 32,000 quarts of Catskill on three acres (selling for \$3,500) is absolute tops for any field of its size in this section. In New England and New York state, yields up to 15,000 quarts per acre are reported. Catskill not only produces a heavy yield—it's a sure cropper. It is not as near frost-proof as Premier, but for ten straight years it has made bumper crops for 98% of its growers.

Profits. By simple arithmetic the six points we have just made about Catskill add up to another. **BIG PROFITS.** No berry could be so good in so many ways without being a profitable berry for growers in locations adapted to it. That our customers have found Catskill profitable is proved by the fact that year after year they buy more plants of Catskill than of any other variety except Premier.

*That Catskill is the **SAFE AND SURE** midseason berry both for commercial growers and in your Victory Garden we consider proved by experience. New ones should be tried but **DEPEND ON CATSKILL.** Price list of plants, page 31.*

"The Catskill berries were enormous in size." Mr. George Williams, Clearfield Co., Pa. March 4, 1942.

"Our Catskill outsold all other berries". Mr. J. E. Schells, Talbot Co., Md., June 6, 1942.

"Catskill is the best for profit". Mr. C. T. Johnson, Nassau Co., N. Y., Feb. 17, 1942.



*Catskill—
Dependable*



BIG JOE



Big Joe, also known as **Joe** and **Joe Johnson**, makes a strong vigorous plant growth. The individual plants are quite large and usually do not need spacing. They are moderately productive and under favorable conditions may be very productive. The blossoms are rather susceptible to frost injury, so that plants should be set on sites where frost damage is unlikely.

The berries are large and of very fine quality. A brilliant red flesh color, prominent red to yellow seeds and a big green cap combine to make a very showy and attractive berry. **Big Joe** is popular when grown for home use or local market. The fruit is fairly firm and in this shipping section of Eastern Maryland they have for years sold well on local auction markets, outselling Catskill much of the time.

If you are a **Big Joe** grower be careful of mixed plants. There are dozens of farmers in this section who have **Big Joe** thoroughly mixed with **Lupton**. As both are good varieties and of nearly the same season they don't try very hard to get them straight. We have seen so much of this particular mixture that we have been extra careful and can supply you from a stock that we know is straight. *Price list, page 31.*

ABERDEEN

Aberdeen "just won't do" as far South as Maryland, but from Southern Pennsylvania North it is often grown with very fine results. Plant growth is one of the most vigorous and healthy of all, making plenty of large strong plants for a good fruiting bed. Very productive. Likes heavy soil. Berries average quite large in size with a bright attractive color. Quality is rather poor and the berries are not very firm.

Where a good heavy soil is available close enough to market so berries can be picked and marketed promptly, **Aberdeen** sometimes proves to be a real money maker. In spite of being rather soft, the bright attractive color makes the berries sell well and the heavy yields help pull the profits.

Aberdeen is very resistant to the red stele root disease and is being used widely in breeding red stele resistant kinds. Until better varieties are obtained, **Aberdeen** may prove especially valuable in Northern States for growers whose soils may have become infested with this disease as well as for those who just do well with **Aberdeen** anyway. *Price list, page 31.*

Eleanor Roosevelt A good vigorous midseason variety that has proved to be a money maker in North Carolina under some conditions. When grown on low, moist, rich soil it has paid well. In dry seasons on high land it has failed. In very hot weather it stops. They still like it in North Carolina where it has been renamed by some growers who now call the berry "Omega". On rich, moist soil the berries grow quite large and long and with a very large bright green cap. They are quite firm and of excellent quality. *Price list, page 31.*

Culver A New York State introduction. Does better here than any of the other New York State varieties except **Catskill**. The plants are very vigorous and healthy and the berries are large, beautiful red color with bright green caps. The berries are fairly firm, considerably darker in color than the **Clermont**, and red to the center. Worth trying. *Price list, page 31.*

PATHFINDER

INCREASING
IN
POPULARITY

●
**There Are
Good
Reasons!**

Pathfinder is **one of the most productive of all varieties**, ranking with Premier, Catskill and Dresden. It is a strong and robust grower and nearly always makes plenty of plants for an ample fruiting bed.

Pathfinder is more resistant to the red-stele disease than any other good variety. Growers with red-stele infected soils may still grow Pathfinder profitably.

Pathfinder **gave greater gain** per acre for us in 1941 than any other variety. This was because the season was very dry and we had our Pathfinder on very low springy soil. It is **not** recommended as far South as Maryland. The berries are soft, rather poor quality, dull red in color and inclined to ripen unevenly.

Pathfinder is **most promising** from Central New Jersey—north. As with Premier, Northern grown Pathfinder berries are firmer, brighter, better quality and far more attractive than those grown farther south. Wherever Catskill is not at its best, Pathfinder is one of the first that should be tried in seeking a productive, profitable midseason variety;

On February 25, 1942, Mr. Alonzo C. Lung of DeKalb Co., Indiana wrote us his conclusion about Pathfinder. "With us Pathfinder is the most dependable strawberry we have ever tried and we have tried about all of them. We have had a full crop of Pathfinder when the others were about all destroyed by frost. We have had **nearly** a full crop of Pathfinder when the others nearly all dried up. It is not as productive as Premier where Premier is at its best, but year after year it will produce far more. The quality is of the best. Berries very large, solid and beautiful red, attracting a lot of attention."

Price list, page 31.

DRESDEN

If the Eskimos ever wanted to grow strawberries they should try Dresden first. This variety seems to do better the farther North it is grown. Here's a report dated June 26, 1942, about Dresden from Mrs. Henry Sachese of Manitowoc Co., Wisconsin, way up on the shores of the lake. "Two years ago I set 50 Dresden plants. Now I've got the second crop and they are just as grand as they were last year. We live right alongside the West Coast of Lake Michigan where it is quite cold. I find the growth, quality and quantity of Dresden simply wonderful. The berries are mostly large and though rather light in color, the flavor is good. We cater to quite a nice class of folks. I find the berries of the Dresden just the best sellers. The ladies almost quarrel as to who will get them."

Dresden makes a vigorous plant growth in all sections. Here in Maryland the plants are tremendously productive and the berries have a light, attractive color—but they are medium to small in size, very poor in quality and will mostly rot before they ripen. They should not be grown in the South.

Most reports from New York where Dresden originated, and states of similar latitude are favorable. In productiveness it ranks with the best like Premier, Catskill and Pathfinder. Berries produced in the North are much brighter, firmer and of better quality although there is some complaint about quality even from New York state growers. Dresden is primarily a quantity berry, turning out amazingly high yields. We have some nice plants for northern growers who want to try it. Price list, page 31.



CHESAPEAKE

The Aristocrat of Strawberries

Chesapeake has a host of friends who consider it about the last word in fancy strawberries, in beauty, size, rich color, firmness, attractiveness, in all of those qualities which make a strawberry ship well and sell well. However, it has generally been admitted that Chesapeake is a shy plant maker and not too productive, perhaps because the plants were not there to produce.

Anyway, this is all changed now. The strain of Chesapeake plants we have had for the last several years has made plenty of plants. Yields have been better, too, because an ample fruiting row has been made.

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

Under normal conditions all Chesapeake berries, even the very last ones, reach a good marketable size. The brilliant red flesh color, the prominent golden yellow seeds and the fresh green caps, make Chesapeake one of the most attractive of all strawberries. The quality is excellent, differing from Fairfax but considered by many close to it in taste and flavor. As a late shipping berry Chesapeake stands out challenged even now only by Starbright, one of its own seedlings.

It's no wonder Chesapeake berries have for years sold at a higher price than any other late berries. They are worth more, these Aristocrats of the strawberry world! Price list, page 31.



*Chesapeake—
in full
production*



"Starbright" The prettiest berries you ever saw.

IF BEAUTY CONTESTS WERE HELD FOR STRAWBERRIES Starbright Would Be Our Entry

Starbright is a cross of Chesapeake X Fairfax, combining most of the best qualities of both. The berries are almost as good in quality as Fairfax, firmer than Chesapeake and handsomer than either of them. They have a delightful aroma. For the last two years our Starbright berries have sold for higher prices than any variety on our list, not even excepting Chesapeake. Starbright has everything it takes to command top prices.

The plants have a beautiful dark green leathery foliage which is very healthy and vigorous. Starbright makes plants more freely than our old strains of Chesapeake, about the same as our new strain.

Starbright is a moderate but not a heavy cropper. On good land it has produced 4,000 to 5,000 quarts per acre. If Starbright made plants a little more freely and produced as many berries as Premier or Catskill we would go "all out" and say that it was the best variety of any season that we had seen in our entire 58 years' experience with berries.

The berries resemble Chesapeake in many ways but it is slightly earlier and the berries are sweeter and firmer with a tougher, glossier skin. The berries will average fully as large as Chesapeake.

"Starbright is being introduced as a midseason commercial and home garden variety of great beauty. It is recommended for trial from Virginia to New Jersey and westward to Kansas and Iowa." So states the U. S. Department of Agriculture official circular. Starbright has real "class". It should be tried. We have found as much profit in one quart of Starbright as in two quarts of many other varieties. *Price list, page 31.*

OTHER LATE VARIETIES

Aroma

For many years Aroma has been the leading late shipping berry in Arkansas, Missouri, Tennessee, Kentucky and other southern and central states. Here are some of the reasons it has been able to hold this leadership. The plants, though small, are very vigorous and healthy and make plenty of runners for a good fruiting row. They are very productive in regions adapted to Aroma. The berries are beauties. They have a shiny bright red color which darkens very little on holding or shipping. And they have the finest, greenest caps of any variety to enhance their natural beauty. On top of that, they are firm enough to ship long distances and go into market in almost perfect condition. Aroma has never been a leader in the East, but in the states mentioned as well as Southern Ohio, Indiana and Illinois, it has been a moneymaker. Price list, page 31.

Massey

The new high quality late berry for the South. It brought top prices in North Carolina in 1942. In size and quality it is outstanding. Very vigorous. With very little fertilizer on good land, Massey has been quite productive. Berries run very large, beautiful as well as of highest quality. Fine for home gardens—firm enough to ship. Price list, page 31.

Lupton

"Beauty is only skin deep," but that doesn't seem to matter much. Lupton strawberries are beautiful, but under the skin is a flesh that is quite dry and poor in quality. In spite of this the beauty of Lupton berries, together with their large size and fine shipping quality, has made Lupton one of the most profitable late shipping berries. They are grown chiefly in Maryland, Delaware, Pennsylvania, New Jersey and New York, but to some extent in other states of similar latitude. Lupton is grown and sold also as "Townking" but the varieties are identical. Price list, page 31.

Hebron

A Connecticut introduction. Dr. Jones, the originator, says "Hebron is the latest variety coming into maximum production at a time when all other varieties are nearly through". "The fruit is unusually bright and light in color in striking contrast to the dark green caps." Hebron is rather soft and poor in quality in Maryland but is worthy of trial in the North as a high yielding, late variety. Price list, page 31.

Ambrosia

A highly recommended late variety. A vigorous, healthy plant maker. Very hardy and frost resistant. Strong pollinizer. Plants are quite productive of bright, sparkling red berries of good quality. Large average size in seasons not too dry. Price list, page 31.



Redstar plants for you—a strong grower proves its strength.

Green Mountain

Although best known as an everbearer, the spring crop of Green Mountain is so good that it is becoming increasingly popular in some sections as a very late spring bearing kind. The plant makes a very healthy, tough, leathery foliage growth. The plants set an enormous crop of fruit. With plenty of moisture they bring the berries to a good marketable size—but under very dry conditions it is too much to expect unless water is added.

The spring berries are round with pointed tips much like Aroma and Chesapeake while the Fall berries on the same plants are rather long and blunt or wedge shaped. The berries are fair to good in quality, quite firm and make good shippers. Best reports of Green Mountain as a spring cropper have come from Pennsylvania, Northern New England and the upper Mississippi Valley states. According to our arrangement with the patent holders, we may sell you Green Mountain plants to use or to propagate for your own use but not for sale. Price list, page 31.

Gandy

A fancy late shipping berry, large, solid, handsome, moderately productive. Needs liberal fertilization. Berries often sell with Chesapeake. Makes plants freely but needs springy land for big crops. Gandy is an old favorite which many growers refuse to give up. Where it does well it is a real profit maker. We recommend limiting Gandy plants in the row to four to six plants per square foot and fertilizing in late summer. Growers who want to extend their season very late will find Gandy one of the best of all varieties for that purpose. We have a nice lot of plants. Price list, page 31.

Julymorn (N. J. #225)

A very new, very late variety originated by Professor J. Harold Clark at the N. J. Agricultural Experimental Station. Fair plant maker, making strong robust individual plants rather than great numbers. Plants very productive. Berries mostly large, somewhat ridged. Good quality and flavor although rather tart. Berries very firm, rather dark. When cut they show a deep rich red clear through with little or no core. One of the best for slicing. About the prettiest berry under the skin that you ever have seen. Price list, page 31.

"Are these the last berries you will have"? asks Mrs. Berry Buyer.

"No indeed!" answers Mr. Berry Grower. "I'll have nice berries for two weeks yet from a new late variety I set last year called . . .

REDSTAR

The value of a good very late variety like Redstar is threefold.

1. Better returns. Prices are often higher just as the berry season normally ends.
2. Bigger volume of business. By extending the season the help available can pick and market more berries.
3. The fun and the fruits of the home berry garden last just that much longer.

How late is Redstar? We give you the results of 1942 tests at the Essex Co. Agricultural School of Hathorne, Mass., where they rate Redstar as "vigorous—good to very good—fine quality." "Last picking of Redstar 14 days after the last Fairfax, 11 after Dresden, and 10 days after the last Catskill".

All varieties have some limitations, even Premier and Catskill. Redstar has not yet been tried widely enough to tell just what its limitations are. The U. S. D. A. circular describing it recommends Redstar for all the Northern States and as far South as Virginia and West to Missouri.

Plant growth of Redstar. Healthy foliage, free plant maker, strong robust growth. See close-up picture of our Redstar beds for plant customers this spring.

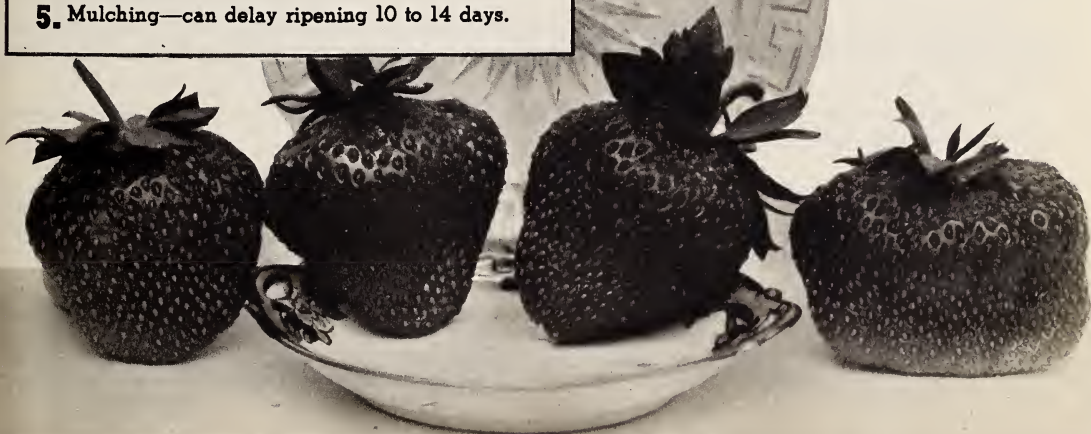
Productiveness. The plants set a heavy crop of berries and will mature them to a good large size if sufficient moisture is available. As any late variety runs more risk of dry weather, good soil—retentive of moisture should be used with a mulch added to help conserve what water is present. Fasciation sometimes occurs but has not been serious.

Redstar Berries. Large size, with largest ones sometimes ridged as in picture. Bright red color which does not turn dark. Skin is tough and very glossy with raised yellow seeds, making a very pretty berry which holds well and sells well. Dessert quality is very good to excellent. They taste like more.

Even with less help than usual, you may be able to maintain or increase total crop and profits from fancy strawberries—because Redstar gives you at least ten more days in which to do it. How many will you need? *Price list, page 31.*

Late Berries for High Prices

1. Plant Redstar—latest good berry.
2. Elevations—each 100 feet higher altitude means 1 day later ripening.
3. Heavy clay soil—4 days later than sandy soil.
4. North slope—berries ripened 10 days later than south slope.
5. Mulching—can delay ripening 10 to 14 days.





ALLEN'S PLANTS PAY

The most important dollars you spend in producing your berry crop are those which you use to buy plants. The kind of plants you get has an influence for good or bad on every hour of labor and every other dollar of cost incurred from the time the field is plowed until the berries are sold. It is vital to get the best plants obtainable. We make no claim to selling the only good plants you can get—but WE KNOW ALLEN'S PLANTS ARE GOOD PLANTS because they have in abundance

the three things which all really good plants must have.

1. Freedom from insect and disease troubles.
2. Good, well developed crowns and roots.
3. The vitality to grow vigorously and bear heavy crops.

THESE ALONE ARE NOT ENOUGH. The plants must be kept true to name and not mixed by careless handling or lack of knowledge of varieties. Every bundle of our plants carries an individual variety label. You as a buyer are entitled to full count of good plants which only careful grading can give. Promptness in shipping which makes possible early setting, is very important to you. Plants that are well cleaned and tied in straight even bundles make it possible to do a better job of setting—quicker. And finally, a most necessary part of your good plant growers job is to keep the plants from undue exposure to sun and wind at digging time and to pack them so that they are still brimful of vigor and vitality when they reach you.

Our long experience (58 years) gives us the know-how to do these things. Our attention to this one nursery crop enables us to make this knowledge and experience count for you—when you buy Allen's Plants.

We should be able to do a better job on just strawberry plants than equally experienced growers who handle dozens of other things. Let us prove to you that we do.

Bond Co., Ill., April 9, 1942. The plants we got from your nursery last year were the finest strawberry plants I ever saw from a nursery. Our friends got plants from different nurseries in.....but there wasn't any comparison. Your plants seem to have such long roots and the leaves such a dark green color.

Noble Paul Turnbow

Middlesex Co., Mass., April 2, 1942. Received my strawberry plants Saturday and I never saw such grand plants. I know they will grow to beat the band. Many thanks.

Mrs. A. Paquette

Champaign Co., Ohio, June 5, 1942. I got 1,000 plants of you this spring early and they are doing fine. Have not lost any. I got 400 plants of you 5 years ago and have had a good yield each spring. This spring I picked 309 quarts from that five year old patch.

Mr. H. Johnson

Crawford Co., Pa., Dec. 11, 1942. I am enclosing a snapshot of my strawberry beds, the plants purchased from you last spring. This picture of course does not show the full patch. I planted about 1200 plants and can gladly state only lost about 25 during the very dry spell we had here and my stand shows it is a very healthy lot. My neighbors all say mine are the best in this section.

Mr. R. P. O'Connor

EVERBEARING STRAWBERRIES

WHY GROW THEM ?

As excuses—any of these should do

As reasons—one or more should apply to you

- ① Everbearing strawberries make a delightful and useful crop for the home garden. They have become very popular in recent years.
- ② You don't have to wait very long. No other fruit crop can touch Everbearing strawberries for quick returns. Plants are set in March or April. Berries are ripening from August to November of the same year.
- ③ Strawberries provide one of the best of all sources of Vitamin C (which cannot be stored in the body). Everbearing varieties make possible a continuing and pleasing source of this vitamin all through late summer and fall.
- ④ Although they have been grown for many years, they still have a novelty appeal. Lots of people still get a real kick out of having nice fresh strawberries from their own vines, so far out of the regular season.
- ⑤ They have a good record as a money crop. Growers who had fairly heavy yields of berries in small garden plots found the surplus so easy to sell at good prices that they increased their plantings. Now many fall berries are shipped profitably even to wholesale markets.
- ⑥ Some everbearing varieties make a very good regular spring crop. This gives the growers a second chance. If the expected summer and fall crop does not come up to expectations (and fall crops are not as sure as spring crops), there is a good spring crop coming along anyway. Mastodon and Green Mountain are the best spring croppers among the Everbearers.

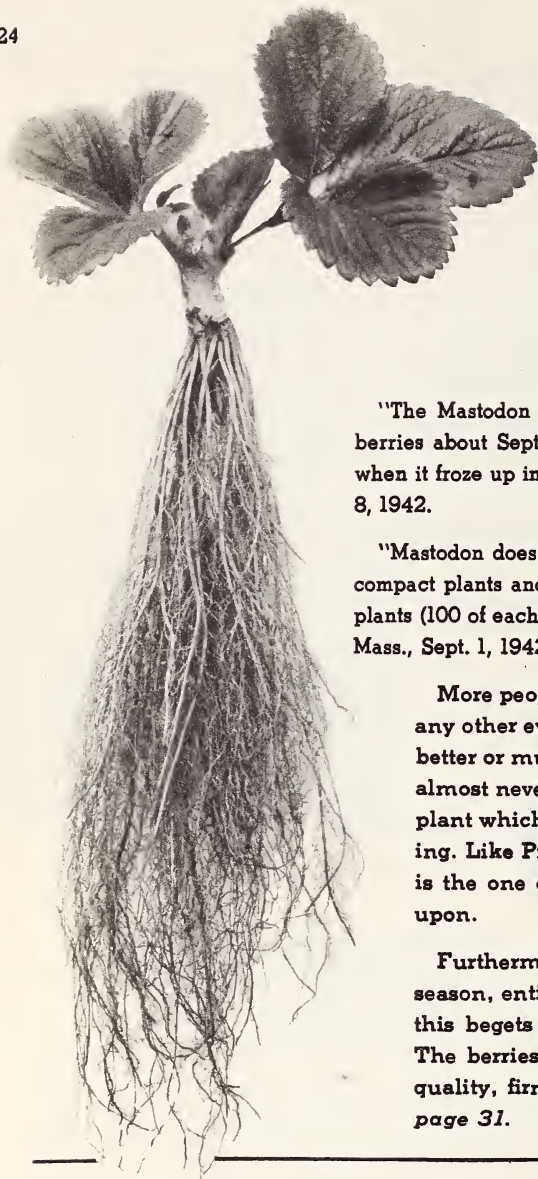
HOW ARE THEY GROWN ?

Everbearing varieties are grown just like other strawberries

They have the same soil and moisture requirements, require the same cultural methods and give the same response to extra care and attention. Inasmuch as Everbearing varieties during the first few weeks must build up the strength and vitality to produce fruit as well as to continue growth, it is especially important that they have the good care which all strawberries should have.

Here are a few of the more important things to keep in mind.

- ① Set good strong plants on well prepared land and set them early. If the plants are not set early your efforts are wasted as far as the fall crop is concerned.
- ② Cut off the spring blossoms as soon as they appear and remove the summer blossom clusters at each hoeing until about the middle of July.
- ③ Everbearers are often grown by the hill system, as it is thought the plants produce more fruit if runners are removed. Where this system is used plants may be set closer together. Plants 18 inches apart in rows 2 feet apart are not too close for hill culture.
- ④ Everbearers give a greater response in fall fruit production to liberal applications of stable manure broadcast before planting than to any one thing we can mention.
- ⑤ All the Everbearers have cycles of fruiting. None of them bear every day from midsummer to freezing weather. In Maryland, Gem and Gemzata stand the heat better and are by far the most productive in August and early September. Mastodon and Wayzata are at their best a little later and Green Mountain is the latest to reach its best production. Commercial growers therefore may want several varieties to assure continuous fruiting.
- ⑥ **Yields.** Everbearing plants set early on good, moist soil should yield one pint or more per plant during late summer and fall. Much better yields are often obtained. Yields as high as 2 quarts per plant have been recorded.



MASTODON

"I set out 150 of your everbearing plants on the very first day of April and every plant grew. Although I picked off many blossoms they began fruiting the very first days of July and are now giving two quarts a picking every other day". Mr. Richard Pengilly, Pulaski Co., Ind., July 18, 1942.

"The Mastodon I ordered last spring were wonderful. I began to pick berries about September 1st and the plants were still loaded with berries when it froze up in November". Mr. V. E. Pierson, Wyoming Co., Pa., Feb. 8, 1942.

"Mastodon does better for me here than Gem, making larger and more compact plants and more berries. I get about a quart a day from the 200 plants (100 of each) set this spring". Mr. George W. Davey, Hampden Co., Mass., Sept. 1, 1942.

More people in more states grow Mastodon (and like it) than any other everbearer. Some of the other varieties may be much better or much poorer under varying conditions, but Mastodon almost never lets you down entirely. It makes a strong, rugged plant which can stand some abuse and still make a fair showing. Like Premier and Catskill of the standard sort, Mastodon is the one everbearer that can be most confidently depended upon.

Furthermore, it is a fine midseason berry for the spring season, entirely apart from its everbearing crop. Very logically this begets confidence in Mastodon as a safe berry to plant. The berries, from either crop, are large, bright red and good quality, firm enough for local or nearby markets. *Price list, page 31.*

GREEN MOUNTAIN

This is a splendid late Everbearing variety and an equally good, very late spring variety. Green Mountain thrives best on fairly heavy soils and in a rather cold climate. There are excellent reports of it from nearly all the northern and mid-western states—with some enthusiastic reports from certain sections of Pennsylvania and Ohio and in higher altitudes as far south as Western North Carolina.

The plants makes a strong, healthy foliage that is also tough and leathery. Very productive as a fall cropper in regions suited to it. Berries are sweet, rather dry, beautiful yellow seeds, glossy skin, very attractive. Good shippers, sell well. Popularity increasing. We can sell you Green Mountain only with the understanding that you are not to propagate plants for sale to others. *Price list, page 31.*

Wayzata

Best tasting of all the Everbearers, Wayzata is a good one for the home garden. It has been at its best in Minnesota, Wisconsin and other Northern States. Wayzata is a heavy feeder and must be heavily fertilized for best results. The plants make very few new runners so it is well adapted to growing by the hill system. Wayzata plants that fail to make any runners will often make a very strong growth with lots of leaf area and several good strong crowns in each plant. Some growers sell these as "Clump Plants." We have a limited supply of such plants that we can supply at 10c each. *Price list, page 31.*

Champion

(*Progressive*). This was the first good Everbearer. It is still the sweetest of all. The plants are very productive although the berries are rather small. Champion is not as strong a grower as the Mastodon or Green Mountain, but has done well in most states and is one of the best in the South. Sweetness and productiveness are the strong points of this variety. *Price list, page 31.*

GEM

Sparkling Beauties



We like Gem much better than Mastodon. With us here in Maryland it produces more late summer and fall berries. Compared with Mastodon the Gem berries are at least equal in size, quality and flavor. They are firmer, brighter, more uniform in size and shape, more attractive in appearance, and sell better on the market than Mastodon. Gem berries are usually as bright and attractive as Blakemore.

Although Gem is much better here for the last summer and fall crop, it is no where near as good for the spring crop as Mastodon. This may account largely for the greater general popularity of Mastodon.

Gem plants are usually not as strong and rugged as Mastodon but our Gem stock this year has had special attention so that the plants are unusually robust for that variety. If set reasonably early we think no one will have any trouble making this Gem stock live and grow and produce. If Gem plants start making runners too freely these should be cut or pulled off to encourage fruit production.

The friends of Gem speak up.

"The Gem plants I put out last spring did wonderfully well. We picked berries in the fall even up into late November". Mr. B. A. Taggart, Cumberland County, N. J. February 23, 1942.

"Please send me 1,000 Gem Everbearing strawberry plants about April 20th. I bought 700 Gem from you last year and

they certainly produced wonderfully. We picked berries until the latter part of October". Mr. E. H. Lopus, McKean Co., Pa. March 21, 1942.

"We are now having nice shortcakes from the Gem and Mastodon plants we set out this spring". Mr. Joseph LaPointe, Clinton Co., N. Y. August 18, 1942.

You will want some of our superb stock of sturdy Gem plants this year. They are jam-packed with vigor and vitality and are ready to respond rapidly to reasonable care and attention. Price list, page 31.

Gemzata

This new everbearer, a cross of Gem X Wayzata, has caught our fancy. We don't want to "get out on a limb" about Gemzata but it seems from three years' observation, to be living up to most of the good things we say about Gem, to outdo Gem in some ways. It is a somewhat stronger grower than Gem and more productive of larger berries. It equals Gem in quality but the berries are not quite as uniform in shape or as smooth, bright and attractive in appearance, but it is close to Gem on those points. If you are interested in Everbearers you will certainly want to try Gemzata. Price list, page 31.

COMMONSENSE METHODS FOR GROWING GOOD STRAWBERRY CROPS

It is our aim always to make these cultural suggestions helpful. Due to the great revival of interest in garden crops, we believe many of our customers this year will be men and women with little or no experience in raising strawberries. Under such conditions it should be most helpful to give directions which are very **brief** and very **clear**. This we have tried to do.

WHERE WILL STRAWBERRIES GROW?

They will grow successfully in every state in the country.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1943 will bear their best crop in May or June 1944. Everbearing varieties set in early spring produce berries in late summer and fall of the same year.

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1. In rolling country a sloping field gives better air drainage and less injurious frosts. 2. Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3. Following a hoed crop makes less weeds and grass to contend with in the strawberries. 4. Avoid sod land that may harbor grub worms which cut or injure your plants. 5. Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6. A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7. Most important of all, select land that holds moisture well because (a) it is naturally springy (b) it has a low water table (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

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

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

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable if plowed under while still green.
2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.
3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet.

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

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer treatment is necessary. If growth is not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorous and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important.

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

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

WHEN SHOULD PLANTS BE SET?

EARLY! EARLY! EARLY!

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

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

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

REMEMBER if you want a bumper crop of berries in 1944 set plants this **SPRING!** Do not delay until too late! Fall setting (even if plants live) will mean little or no crop until the season of 1945.

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

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

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

HOW FAR APART SHOULD PLANTS BE SET? In general, we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain.

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

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

HOING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best—1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

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

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

(2) Cut off the blossoms at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth. Blossoms may be left on plants of Everbearing varieties after July 20th.

(3) Most of the training of new runners is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. Any excess is no better than weeds. Train the first strong, new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled off or cut off.

PLANTS FOR VARIOUS PLANTING DISTANCE

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



TOO SHALLOW

JUST RIGHT

TOO DEEP

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

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

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. Use whatever you have or can buy at a reasonable price.

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

DO STRAWBERRIES NEED SPRAYING? When good varieties are selected and clean healthy plants are used, strawberries do not need spraying as a rule. If insect or disease troubles should appear, our free circular on **STRAWBERRY INSECTS AND DISEASES** may be helpful in identifying the cause and applying the remedy.

Collections for your Convenience

ALL-SEASON STRAWBERRY GARDENS

You get this assortment

Dorsett—for early berries
Fairfax—second early
Catskill—medium to late
Gem—everbearing

Collection A
100 Plants—25 of each kind (4 lbs.) **\$1⁵⁰**

Collection B
200 Plants—50 of each kind (8 lbs.) **\$2⁵⁰**

Collection C
400 Plants—100 of each kind (16 lbs.) **\$4⁵⁰**

All luscious, finest quality, most productive and dependable varieties of berries.

EVERBEARING GARDENS

You get this assortment

Gem—The little giant everbearer
Mastodon—The universal everbearer

Collection D
100 Plants—50 of each kind (4 lbs.) **\$1⁸⁵**

Collection E
200 Plants—100 of each kind (8 lbs.) **\$3³⁵**

DEPENDABLE PROFIT PLOTS

You get this assortment

Dorsett
Fairfax
Catskill

Collection F
600 Plants—200 of each kind (22 lbs.) **\$5⁰⁰**

Collection G
1500 Plants—500 of each kind (50 lbs.) **\$11⁰⁰**

Collection H
3000 Plants—1000 of each kind (90 lbs.) **\$21⁰⁰**

These collections are designed especially for States in the latitude from Virginia and Missouri Northward, and in higher altitudes farther South.

Premier, the hardiest variety of them all, may be substituted for Dorsett in any of these collections at your request. Premier is recommended as a substitute for Dorsett in Northern States or on sites where late spring frosts are likely.

Order by collection number: Collection A, Collection B, etc.

These prices are F. O. B. Salisbury, payment with order. Add postage figured from approximate weight given. Parcel Post table on page 33. The larger collections (400 plants or more) will go cheaper by express collect.



Good plants—packed to arrive in good condition

USE THE COLLECTIONS!

If you just want some good strawberries for the home garden or small commercial planting, *use the collections*. No long study of varieties is necessary. You will get safe, dependable time-tested varieties, the best of them, if you *use the collections*.

| INDEX | |
|---|-------|
| Strawberries Pay | 3 |
| Victory Gardens | 4-5 |
| Premier | 6-7 |
| Fairfax | 8-9 |
| Dorsett and Blakemore | 10-11 |
| Other Early Varieties | 12-13 |
| Catskill | 14-15 |
| Other Midseason Varieties | 16-17 |
| Chesapeake and Starbright | 18-19 |
| Other Late Varieties | 20 |
| Redstar | 21 |
| Allen's Plants Pay | 22 |
| Everbearing Strawberries | 23 |
| Mastodon and Gem | 24-25 |
| Commonsense Methods | 26-27 |
| Collections | 28 |
| Picking the Winners | 30 |
| Price List of Plants for 1943 | 31 |

INSTRUCTIONS TO PURCHASERS

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

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

Time of Shipment. We ship plants from November 1st to May 1st. See paragraph on page 26 "When should plants be set?"

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

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

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

WHEN TO ORDER—AND HOW TO SHIP

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

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

Parcel Post. Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately *4 pounds per 100 plants*. Make up your order, calculate the approximate weight and if you do not know your zone from Salisbury, Maryland, use distances given herewith, or ask your postmaster.

With zone rate published here you can easily calculate the amount of postage to send.

Be sure to send enough postage as any excess will be returned.

If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post C. O. D. for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.

| Zone | Miles | 1st pound | Each additional pound or fraction |
|---------------|------------------------|-----------------|-----------------------------------|
| 1st | 0 to 50 | 8 cts. | 1 1/10 cts. |
| 2nd | 50 to 150 | 8 cts. | 1 1/10 cts. |
| 3rd | 150 to 300 | 9 cts. | 2 cts. |
| 4th | 300 to 600 | 10 cts. | 3 1/2 cts. |
| 5th | 600 to 1000 | 11 cts. | 5 3/10 cts. |
| 6th | 1000 to 1400 | 12 cts. | 7 cts. |
| 7th | 1400 to 1800 | 14 cts. | 9 cts. |
| 8th | 1800 up | 15 cts. | 11 cts. |

WE HAVE NO AGENTS—If you want to be sure of getting Allen's plants, order direct from this catalog. Many agents buy their plants where they can get them the cheapest, regardless of quality, and sell them for as much, or in many cases more, than the cost of the best. To be sure of getting **ALLEN'S QUALITY PLANTS** at the best price, MAIL your order to us.

PICKING THE WINNERS

Early Premier

The safe early strawberry. Frost proof. Has produced a crop every year for 26 straight years since its introduction. Very productive, profitable and popular in all Northern and Middle States.

Fairfax

Best of all in quality. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted North to Middle South.

Dorsett

A most profitable early berry for us. At its best equals Premier in productiveness. Superior in size, firmness, beauty. Much better in quality. Avoid very cold frosty sites, far North. **Blakemore** light and quite tart is fine, early shipping berry adapted chiefly from Maryland South.

Midseason Catskill

The safe midseason berry. Ten years without a crop failure. Heaviest producer of any leading variety—more big berries than any other. Good quality, firm, attractive. Adapted from Canada South to Missouri, and North Carolina. Best midseason berry.

Big Joe for the Middle States, **Pathfinder** and **Dresden** for the Northern States are other fine, vigorous, productive midseason varieties.

Late Chesapeake

The aristocrat of Strawberries. For years highest selling late berries. Large, firm, very beautiful, fine quality. Considered shy plant maker but our present strain has always made plenty of plants. Most profitable late berry in many sections.

Starbright, new, similar to Chesapeake in many ways, but handsomer, firmer and better quality. Brings top prices. Worth trying.

Very Late Red Star

The best very late and the latest real good berry. Plant for late berries and high prices. Good quality. Grow more good berries with less labor. Stretch the season for 10 days with Redstar.

Everbearing Mastodon

Most popular and widely grown Everbearer. A strong grower. Berries large, good quality, good shippers, excellent for home use and most generally used when planting for profit. A fine spring cropper in addition to summer and fall berries.

Gem

Better than Mastodon with us. More productive, more profitable, berries prettier, better shipper, equal in quality. Not as good as Mastodon for spring crop. **Gemzata**, better than Gem in some ways. Try it.

DELIVERED PRICES ON REQUEST—We hope that berry growers who may be uncertain about transportation costs will send us the list of varieties and quantities they are interested in. We will be glad to quote delivered prices. No obligation.

Price List for Spring 1943

| Description Page | 25 Plants | 50 Plants | 100 Plants | 200 Plants | 300 Plants | 400 Plants | 1000 Plants | 5000 Plants |
|------------------------------|--------------|--------------|---------------|---------------|---------------|---------------|----------------|----------------|
| Early Varieties | | | | | | | | |
| 11 BLAKEMORE..... | \$.35 | \$.50 | \$.75 | \$1.30 | \$1.65 | \$2.00 | \$4.50 | \$20.00 |
| 13 Daybreak..... | .35 | .55 | .90 | 1.60 | 2.10 | 2.60 | 6.00 | 27.50 |
| 10 DORSETT..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 8 FAIRFAX..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 12 FAIRMORE..... | .35 | .55 | .90 | 1.60 | 2.10 | 2.60 | 6.00 | 27.50 |
| 13 Howard 17..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 12 Klondyke..... | .30 | .40 | .65 | 1.10 | 1.35 | 1.60 | 3.50 | 16.25 |
| 13 Klonmore..... | .35 | .50 | .75 | 1.30 | 1.65 | 2.00 | 4.50 | 20.00 |
| 13 MAYTIME..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 12 Missionary..... | .30 | .40 | .65 | 1.10 | 1.35 | 1.60 | 3.50 | 16.25 |
| 13 Northstar..... | .50 | .80 | 1.45 | 2.60 | 3.60 | 4.40 | 10.00 | 45.00 |
| 6 PREMIER..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 13 Senator Dunlap..... | .35 | .50 | .75 | 1.30 | 1.80 | 2.20 | 5.00 | 22.50 |
| Midseason Varieties | | | | | | | | |
| 16 Aberdeen..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 16 BIG JOE..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 14 CATSKILL..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 16 Culver..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 17 Dresden..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 16 Eleanor Roosevelt..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 17 PATHFINDER..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| Late Varieties | | | | | | | | |
| 20 Aroma..... | .35 | .55 | .90 | 1.60 | 2.10 | 2.60 | 6.00 | 27.50 |
| 18 CHESAPEAKE..... | .45 | .70 | 1.15 | 2.10 | 2.85 | 3.40 | 8.00 | 37.50 |
| 20 Hebron..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 20 Lupton..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 20 Massey..... | .35 | .55 | .90 | 1.60 | 2.10 | 2.60 | 6.00 | 27.50 |
| 19 STARBRIGHT..... | .50 | .80 | 1.45 | 2.60 | 3.60 | 4.40 | 10.00 | 45.00 |
| Very Late Varieties | | | | | | | | |
| 20 Ambrosia..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 20 GREEN MOUNTAIN..... | .75 | 1.30 | 2.20 | 4.00 | 5.40 | 6.60 | 15.00 | 70.00 |
| 21 REDSTAR..... | .45 | .70 | 1.15 | 2.10 | 2.85 | 3.40 | 8.00 | 37.50 |
| 20 Gandy..... | .40 | .65 | 1.10 | 2.00 | 2.70 | 3.20 | 7.50 | 35.00 |
| 20 Julymorn..... | .50 | .80 | 1.45 | 2.60 | 3.60 | 4.40 | 10.00 | 45.00 |
| Everbearing Varieties | | | | | | | | |
| 24 Champion..... | .60 | 1.00 | 1.80 | 3.30 | 4.50 | 5.40 | 12.50 | — |
| 25 GEM..... | .60 | 1.00 | 1.80 | 3.30 | 4.50 | 5.40 | 12.50 | 60.00 |
| 25 GEMZATA..... | .75 | 1.30 | 2.20 | 4.00 | 5.40 | 6.60 | 15.00 | 70.00 |
| 24 GREEN MOUNTAIN*..... | .75 | 1.30 | 2.20 | 4.00 | 5.40 | 6.60 | 15.00 | 70.00 |
| 24 MASTODON..... | .60 | 1.00 | 1.80 | 3.30 | 4.50 | 5.40 | 12.50 | 60.00 |
| 24 Wayzata..... | 1.30 | 2.20 | 4.00 | 7.50 | 10.50 | 13.00 | 30.00 | — |
| 24 Wayzata Clumps..... | .10 each | | | | | | | |


500 plants or more of a variety at the 1,000 rate.

All plants f. o. b. Salisbury, Maryland, at prices quoted.

Send us your list and we will be glad to quote delivered prices.

* Green Mountain plants are bought with the understanding that they are not to be propagated for sale without permission of patent holder.

W. F. ALLEN COMPANY
SALISBURY, MARYLAND



CATSKILL

Largest and most
productive Mid-
season berry.

W.F. ALLEN COMPANY

SALISBURY, MARYLAND

FAIRFAX

Finest flavor of
all. Wins every
"taste-test."