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TOWNSEND'S

20TH Century

Catalog

STRAWBERRIES AND HOW TO GROW THEM



PREMIER

The Most Popular Early Standard Berry Ever Introduced.

For more than ten years we have made Premier our specialty. Townsend's strain of Premier Plants holds the world's record for production—21,600 Quarts per Acre; Gross Receipts, \$3,750. This photograph is a true reproduction of the world's record acre.

E.W. TOWNSEND & SONS

SALISBURY, MARYLAND

SENSATION OF THE STRAWBERRY WORLD!

THE IDEAL BERRY
 This new variety stands Supreme over any variety ever introduced to the Strawberry World; proving its outstanding merits in tests made by the Leading Agricultural Colleges. Originated by Everett C. Howard, originator of the Howard 17. Howard originating introduced by E. W. Townsend & Sons as sole Distributors with their Guarantee of Satisfaction.



For the past three years Howard Supreme has exceeded the yield of Howard 17 (premier) by more than 15 per cent. Without question it excels any of the 40 varieties we have under observation. Mass. Agric. College.



During the years under test at Wooster the behavior of Howard Supreme has been outstanding in comparison with other varieties. Ohio Experiment Station.

Our
Quality *Better than ever*
EVERYTHING
LISTED IN THIS CATALOGUE

PRICED TO SELL

PROMPT SHIPMENT - SATISFACTION GUARANTEED

Dear Folks:

I have just finished writing this, my 32nd Catalogue. And want you to receive the entire 36 pages as a personal letter to you. As usual I have tried to tell you the plain truth in describing the varieties, in my plain old-fashioned way.

We are all feeling mighty good over the extra fine crop of plants that we have grown for you this time, and we know that you are all going to rejoice with us when you read over the price list. Hundreds of our good customers have visited our farms this past summer and fall, and seen with their own eyes what I have been trying to describe in this book. I certainly wish it were possible for every one of you to have paid us a visit, and see for yourselves the wonderful fields of Howard's Supreme, Jupiter, Premier, Aberdeen, Townking, Chesapeake, Big Joe, Luckystrike, Mastodon, and lots more of good varieties. We have grown a 100% crop in quality and quantity, and we are passing the saving on to you.

X
Our list of varieties cannot be duplicated by any one in the business. You will find in reading over the book we have secured U. S. Patents and trade marks on our own originations, and these varieties cannot be sold by any one else. This protects our customers as well as ourselves, and insures you in getting only the genuine article.

I want to thank every one of our customers for their cooperation last year. While we were forced to advance our prices, nevertheless you stood by us to a man and made 1931 the banner year in our business. Thousands of orders were received stating that you had recommended our plants and our service. This service is naturally mutual, for we are able to hand it back to you in lower prices and still better service.

As stated in the beginning, this book is my letter to you. I would like to receive a letter in return from every one of you whether you send us an order or not, and would like for as many of you as possible to visit us. The latch string is always out.

We have grown for you the finest crop of plants that we have ever grown. We have priced every variety to sell. We want your order early and promise to please every one that sends an order in to us. Our humble service is always yours for the asking.

In closing I want to say that if there has been a single customer that has not been fully satisfied I am never too busy that I cannot find time to keep you a satisfied customer and a friend, who will always say a good word for us when you can.

Sincerely,

E. W. Townsend, Sr.



President.

Townsend's Plants are known for their hardiness and productiveness.

Copyrighted, 1931, by E. W. Townsend & Sons.

2 New Varieties Strawberries

That will give to the "Strawberry World" **"GREATER YIELDS"**
"BIGGER PROFITS"

Howard's Supreme . Jupiter

PAT. PENDING PAT. PENDING

In creating these two wonderful varieties of strawberries, the Originators had "fixed ideas." These new ideas promise a new prosperity in the production and selling of strawberries.

The strawberry business is not very much different from any other line of business. If the industry is to be prosperous it must have somewhere in the making men who have visions and new ideas who are capable of originating varieties that will create a demand far greater than any of the older varieties. This rule applies the same to Apples, Oranges and every other variety of fruits. If it were possible to take the varieties of Apples that have been created in the past twenty years off the stands in the various markets and replace them with the older varieties, I venture to say that there would not be one-fourth the demand for this fruit. Every Delicious apple eaten leaves a lasting taste, "a taste for more." It is the very deliciousness of the thing that creates the demand, and this one word **"DEMAND"** is the word that spells the difference between profit and loss.

The sooner the strawberry growers of all sections get down to these facts, and discard the old varieties with poor eating quality as well as looks, and grow the newer better quality varieties, the sooner the smile of profit will shine on the profit side of the ledger.

Go with me through a few paragraphs, and I will try to show you the benefits to be gained by growing these two varieties, namely **"HOWARD'S SUPREME"** and **"JUPITER."** First the plants are obtainable in quantities at a reasonable price. Second, these varieties are patented under the new patent law which insures a steady supply of good true to name stock for a period of 17 years. Third, both varieties are strong, healthy, vigorous growers in all sections and on all good soils. Both varieties begin to fruit early in season and continue until most varieties are gone. In production **"HOWARD'S SUPREME"** stands in a class by itself, it being simply impossible to describe the loads of berries these plants produce. They must be seen to be appreciated. In size **"HOWARD'S SUPREME"** ranks favorable with the very largest berries grown. All the tests known have been made as to its firmness and keeping qualities. It is in a class by itself in this respect, it simply carries so much sugar that the berries will dry up on the vines before they will rot.

But after all the above good points, which are marvelous for any variety to possess, the greatest outstanding quality of the **"HOWARD'S SUPREME"** is the **QUALITY ITSELF.** Once a consumer eats this variety, you have made a lasting customer. The deliciousness of **"HOWARD'S SUPREME"** taste will never be forgotten. I am not going to try to describe the taste. It just can't be done. I will just say this, that it is better in this respect than any other variety of strawberries I have ever eaten, and the hundreds of persons from all over the country who have tasted it have said the same words: "Have never tasted a variety to equal HOWARD'S SUPREME." You will find it so. And we will willingly refund any purchase price made to us, if any customer fails to agree on any of the points mentioned, namely, plant growth, free from disease. Productiveness and Quality. The color is a rich blood red through and through.

"HOWARD'S SUPREME" is an imperfect flowering sort. And we have selected our second favorite of all varieties, namely **"JUPITER,"** to go with it as a polenizer.

JUPITER carries a great deal of the same blood as the Howard's Supreme, being a cross of the Premier and Gandy. In color, shape, and size, the **JUPITER** resembles the parent plant Gandy. In plant growth the foliage is ideal, a strong hardy grower, making plenty of large stalky plants that hold the fruit well from the ground. In production, **"JUPITER"** is ideal. It will produce as much as Premier, and fruit will average as large or larger than Gandy. In quality it is as firm as Gandy—that means an ideal shipping variety. In quality it is of the Gandy type, being mild and sweet. The bright colored berry covered with a large heavy double calix makes it a real showy berry. Ripens early to late, holding the size until the last picking, a truly 100% variety, and sold on a Guarantee to be such. Any one not pleased with either **"HOWARD'S SUPREME"** or **"JUPITER"** plants after fruiting, we will cheerfully refund the purchase price. If we were not absolutely sure what we were selling we could not make such offers.

I simply say this to every customer of ours. And many of you have been with me for over 25 years. I have in this time originated and introduced and recommended many varieties to you. Most of these varieties are still carried by us, and still leaders, and I could never knowingly recommend any variety to any of my good customers if I did not believe in it myself. I am simply sold on **"HOWARD'S SUPREME"** and **"JUPITER,"** and I am passing them on to you as the two best varieties of strawberries that have ever come to my notice. You will be safe in discarding any and all varieties and planting these two. They will make you more money in many ways than the old standards, even such as Premier, which has been faithful. The **HOWARD'S SUPREME** and **JUPITER** varieties will create a greater demand for strawberries, just as the Delicious Apple has increased the demand for apples.

Plan of Setting a Field or Bed of **"HOWARD'S SUPREME"** and **"JUPITER"**

Set three rows of each variety across the field, if it is desired to plant equal parts of the two varieties (which I recommend). If you should want more **HOWARD'S SUPREME** than you do **JUPITER** then plant three rows **HOWARD'S SUPREME** and one row **JUPITER.** At least one row to every three **HOWARD'S SUPREME** must be planted to give good pollination.

In Production, Beauty, and Taste, Howard's Supreme Has Them All Outclassed

MR. G. M. MILES, Accomac County, Va., stated, while on one of his visits to our farms last spring:

I have been a strawberry crank for years. I have tested a great many varieties. I have grown, and seen grown, some mighty fine berries, but I have never seen anything to compare with "Howard's Supreme" in Production, Beauty and Taste. I purchased some of these plants along with the "Jupiter" from you this spring, and mighty glad I did. I consider these two varieties far superior to anything I have ever seen growing before. And I believe it is just what our people on the Eastern Shore of Virginia need to plant to make money.

HOWARD'S SUPREME MUST BE SEEN FRUITING TO BE APPRECIATED

MR. GEO. M. HOOKER, of Syracuse, N. Y., stated:

I have driven over three hundred miles to get a look at the "Howard's Supreme." I feel that I am well paid for the visit. After reading the articles in the leading farm papers I had expected to find an excellent variety. But I have read no reports that have done it justice. It is a truly marvelous variety. I have never seen such loads of fruit borne on any plants. I have never seen berries before that equalled the size of this one. And I have never tasted a berry so good to eat in all my life. And I have been growing the best varieties I could get hold of for forty years.



E. C. Howard
ORIGINATOR

HOWARD'S SUPREME and HOWARD'S 17 (Premier)

Howard's Latest and Outstanding Strawberry Triumph
HOWARD'S SUPREME
Excelling the PREMIER or HOWARD 17 in 17 ways!

EVERETT C. HOWARD
Originator of the Famous Strawberries
HOWARD'S SUPREME

Awarded the
GILDER SILVER MEDAL
By the American Pomological Society
Premier of Howard 17. "Most Widely Grown Strawberry"

Belchertown, Mass. Dec. 11th. 1930

The Originators of the Howard 17 or Premier and the Howard's Supreme desire to say to the Strawberry Growers of America in answer to the many inquiries of how does the new seedling Supreme compare with the Premier or 17, THAT I CONSIDER MY HOWARD'S SUPREME A MUCH BETTER AND FAR MORE PROFITABLE STRAWBERRY THAN THE PREMIER OR 17, leading my Premier or 17 in seventeen points of marked superiority. This is a big statement for the reason that the Premier or 17 has itself achieved such a phenomenal success as to become the outstanding American Strawberry.

If this berry led in just one or two of the seventeen points of comparison it would be a better berry than the Howard's 17 or Premier, but when the statement is made that it excells in all the seventeen points of supremacy it seems almost too good to be true, but such are the facts made clear by comparative tests at the various State Experiment Stations everywhere.

Very truly yours,

Everett C. Howard

The Commonwealth of Massachusetts
Department of Education
Massachusetts Agricultural College
Amherst
October 22, 1929

For the past three years we have grown Howard's Supreme strawberry in our trial plot of approximately forty different varieties. Each year the Howard's Supreme has exceeded the yield of the Howard's 17 (Premier) by more than 10 per cent. and it is among the best in plant making ability. The berries are large, firm, with a rich dark red color and red flesh, without question when one considers all the different character varieties of a strawberry variety it excels any variety which we have under observation.

Very truly yours,
A. C. Roberts
Agricultural Specialist

OHIO AGRICULTURAL EXPERIMENT STATION
600 COLLEGE AVENUE
WOOSTER OHIO Jan 3 1930

DEPARTMENT OF HORTICULTURE
E. W. Townsend & Sons
Salisbury Md

Attention: Mr. E. W. Townsend

Dear Mr. Townsend:

We have been growing the Howard's Supreme strawberry for a good many years, and I have always been well impressed with it. It makes a better plant than the Howard 17, it is strong, vigorous and relatively free from disease. The berries of course are economical throughout the season, large, firm, and dark red in color. I am very glad to hear that it is to be introduced for it is too good a berry to remain in trial grounds so long.

Very truly yours,
Wm. J. Brooks
Chief in Charge

MICHIGAN STATE COLLEGE
OF AGRICULTURE AND MECHANICAL ARTS
SOUTH HAVEN, MICHIGAN
January 28, 1930

Mr. E. W. Townsend
Salisbury, Md.

Dear Mr. Townsend -

In regards to the Howard's Supreme strawberry, we have grown this berry here and found it to be very productive. It is a good plantmaker. The berries are fair in quality and attractive in appearance. It proved to be a good canning berry here as it has a red center when ripe and stands the cooking process very well. On the whole it is a promising variety.

Very truly yours,
Stanley Johnston
Superintendent

DIVISION OF HORTICULTURE
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.

NEW YORK STATE
AGRICULTURAL EXPERIMENT STATION
GENEVA, N. Y.

Mr. E. W. Townsend
Salisbury, Md.

Dear Sir:

We have grown Howard's Supreme at this station since 1920 and during that period it has been among the best varieties. The plants are vigorous, very productive, little troubled by leafspot, and more resistant to drought than the general run of varieties. This variety is a good plantmaker. Berries usually average from medium to dark red in color, sleek, attractive, juicy, firm, pleasantly sprightly, good to very good in quality. Hideseason.

It is well worthy of trial and I am glad to know that it is to be introduced.

Very truly yours,
George L. Slate

Howard's Supreme
PATENT PENDING

While this variety was not formally introduced to the public until 1931, it has been grown by the originator, and many of the leading experimental stations throughout the country, since 1909.

Wherever grown, and by all who have been fortunate enough to see and taste it, there has never been anything but praise. We have received hundreds of letters from leading Horticulturists throughout the country, congratulating us on being chosen by the originator, Mr. Howard, as the introducers of this most wonderful variety.

Howard's Supreme Is Not Over-Rated

MR. KATSMIRE, of Blair County, Pa., stated:

I came all the way down to get a look at this berry that you are recommending so highly. I find that you have not told half the truth about it. And when I go back home I will find my ownself in your place. It is simply impossible for anyone to correctly describe such a wonderful variety as this. When you stated in your Catalogue that it produced more fruit than Premier did, I very much doubted that statement. At least I did not think Premier did as well for you as it has done for us. But I find you correct. No Premier plants could possibly produce such loads of berries as I see before my eyes. And when it comes to quality, Premier is not in it.

Patent Rights Howard's Supreme

The E. W. Townsend Sons are sole distributors of the Howard's Supreme under contract with the originator Mr. E. C. Howard. Patent Rights having been applied for under the U. S. Plant Patent Law and is now on file in that office. Any person has the right to buy these plants from us and propagate them for fruit only. Any one offering Howard's Supreme plants for sale unless he can show his authority will be classed as a fraud, and dealt with accordingly. We ask that our customers co-operate with us in protecting this valuable variety.

Mr. J. Brooks
Address Jan 29, 1930

Dear Sir:

I have my self grown the Howard's Supreme for ten or twelve years, and regard it as a very valuable sort. The great Howard 17 (Premier) is a polinizer. I regard it as being superior to the Premier in shape, color, and very much superior in quality, being equal to the Marshall in that respect. It is a deep red all the way through flowers, the following plants are strong healthy flowers. The plants are good to put the variety on the market. I have many times urged Mr. Howard to put the variety on the market, and am indeed pleased to know that you are able to introduce it to the public, so it will be available to all strawberry growers.

Sincerely yours,
Wm. J. Brooks



VIGOROUS GROWER RICH RED BERRIES DELICIOUS FLAVOR UNSURPASSED IN QUALITY A REAL MONEY MAKER



Why pay more for your plants when you can have Strawberry fields like the above by setting **TOWNSEND'S STRAIN OF PLANTS?**

Jupiter

PAT. PENDING

"The Early Gandy"

Perfect Flowering

For more than twenty years I have been trying to find an early berry of the Gandy type. I have made hundreds of crosses of the best early varieties with the Gandy. At last the desired results were obtained. A scientific cross in 1924 between the Premier and Gandy brought the results long looked for.

The JUPITER will be found an Early Gandy in every way except it is more than twice as productive, and better in eating quality. In size and appearance they are the same. A bright glossy red, with a heavy double calix, that is as dark green throughout the season as the foliage. The plant growth is not surpassed by any other variety, not excepting Howard's Supreme. Not subject to rust or leaf spot even in a wet season. Plants strong, upright, holding the loads of fruit

well off the ground. Has produced heavy crops on all kinds of soils.

Just think of it! A berry as early as the Premier, and with all the qualities of the famous old Gandy. There has never been any strawberry put on the market up to this time that has topped the market over the Gandy. Now with JUPITER you can start marketing early in the season the very same class of berry in looks but better in quality, and have them on the market every day until the Gandy is well under way. This will mean a steady trade and satisfied customers every day.

JUPITER is our own origination, and patented under the plant patent act passed by Congress in 1930. All plants are sold for fruiting purposes only.

E. W. Townsend & Sons sole distributors for seventeen years.

Every plant sold with our liberal guarantee that they prove as described by us in every way, or your money refunded.

If you are making money growing Strawberries you will make more money by planting JUPITER the Ideal Market Variety. Recommended for North, South, East, and West.

New Low Prices on JUPITER, see Page 32.

Prices well within reach of every strawberry grower, and with guaranteed results. You cannot afford to overlook JUPITER when placing your order.

A stock of more than three million JUPITER plants 100% pure awaits your orders.

To see JUPITER in natural colors, turn to inside back cover.

June 8, 1931
Oswego County, N. Y.

I think that you have the best early market berry I have ever seen. It has every thing wanted for a market variety. You will receive my order for Jupiter plants also I shall order an equal number of Howard's Supreme.

Very truly yours,
M. M. Johnson

Wisconsin County
Maryland
June 9, 1931

My visit to your Plant Farms this Summer and seeing your Jupiter Strawberry fruiting will be a lasting memory. It is hard to believe unless one sees this variety while fruiting what such a variety could yield and what such a variety could give in good quality as the Jupiter. I certainly congratulate you in having such a fine variety to offer the Public. This variety should not with the fine production per quart and with the appearance of the fruit should command a premium price over other varieties.

Sincerely yours,
E. Mark

New York, N. Y.
June 2, 1931

You have the most wonderful berry I have ever seen for a market variety. Its color, shape, firmness as well as its great productiveness both in plants and fruit make it an ideal variety for market. The quality seems good enough to please any one I have not seen another variety that looks as good to me as the Jupiter does.

Yours truly,
C. Ellis

Morris County, N. J.
June 4, 1931

Of all the good varieties of strawberries that I saw in your trial grounds while visiting your plant farms during this season, I have selected the Jupiter as my first choice of an early market variety. Its color, size and shape along with the heavy yielding ability appeals to me. If I can grow them on my soil as you have been looking for. Please book my order for 8,000 plants to be shipped next Spring.

Very truly yours,
W. Larson

Premier

(Howard 17)



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

PREMIER has paid off thousands and thousands of old mortgages; purchased and paid for new homes, new barns, automobiles by the million, and the many other needy things too numerous to mention. And we predict that it will be grown in a large way for a great many years to come. For the past twelve years we have made PREMIER plants our specialty. We have grown them in larger quantities than any other nursery. We have shipped them to more than fifty thousand different customers, and over and over year after year these customers come back for more.

While PREMIER is too well known by the leading growers to need a description, however, for the new beginner we will say that PREMIER and Howard 17 are one and the same variety. The

variety was originated by Everett C. Howard of Belchertown, Mass., and has become known by many as Howard 17.

PREMIER begins to ripen early. Covers a very long season. Unusually large crops of large to very large berries, uniform in size and color.

Foliage strong and healthy, and not subject to disease. Grows well on any good rich garden soil in any part of the country.

Last, PREMIER has never been known to miss a single crop from late frost. Blooms seem to be more hardy than most varieties. When you plant PREMIER you plant frost protection also.

When you send TOWNSEND your order for PREMIER plants you get the best it is possible to grow.

To show our abiding faith in PREMIER, we have grown this year 1931 the largest acreage of PREMIER plants that we have ever grown, and have the finest crop per acre. We have Good PREMIER plants enough to fill every order that comes to us, and the prices are the lowest that we have ever sold them.

FOR THE PAST 13 YEARS WE HAVE MADE PREMIER (HOWARD 17) OUR BIG SPECIAL. SPECIAL PRICES TO LARGE GROWERS AND ASSOCIATIONS.

NOTHING BUT OUR PREMIER FOR MR. ADAMS

G. J. ADAMS, South Orrington, Maine, writes:

Enclose check as payment on my order of Premier plants: The 5000 Premier plants we bought of you last year picked 8200 quarts; There is no other variety for us but your Premier Plants. With very many thanks for your courtesy to us and fair business dealings.

TOWNSEND'S PREMIER ARE NOTED FOR LARGE YIELDS

LEVI GARST, Salem, Va., writes:

We consider your Premier plants to be of the highest quality; and a number of folks are still commenting on the yield that I have made on your Premier: which was 300-32 quart crates from one acre. I had the finest bed of Strawberries I have ever grown and I believe the best I have ever seen.

TOWNSENDS STRAIN PREMIER HEAVIEST YIELDERS

We have just finished our berry season and have had a good crop from your plants: the 50,000 Premiers yielded this year approximately 8,000 quarts to the acre. We consider your Premier the heaviest yielding strain of Premier on the market.

Ghent, New York.

DONALD COONS.



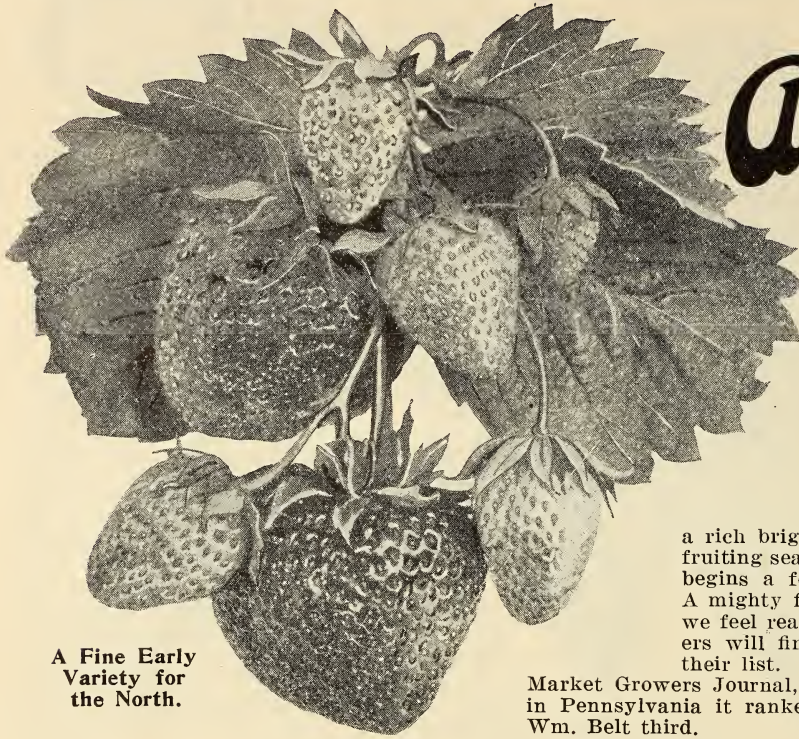
THE HOME OF HOWARD'S SUPREME

This Photo taken on the farm of A. B. Howard Sons, Belchertown, Mass.; while harvesting their crop of Howard's Supreme and Howard '17 (Premier). Of which they are the originators.

The phenomenal success obtained in originating new varieties of Strawberries by this firm and with the introduction of Howard's Supreme and Howard 17 have given to the strawberry world two varieties that will stand as a memorial to the History of the Famous Howard Strawberries; as being two of the greatest Strawberries Ever Introduced.

Aberdeen

(PERFECT FLOWERING)



A Fine Early
Variety for
the North.

A big money-maker for the market gardener. Last spring was our first year to fruit ABERDEEN. It surpassed our expectations in every way. In productiveness it led all other varieties.

The size was medium to large, averaging about same as Premier. While we have seen it listed as a moderately firm berry, it showed on our grounds to be very firm, the color a rich bright red of uniform size. The fruiting season lasting about three weeks begins a few days later than Premier. A mighty fine hardy plant to grow, and we feel reasonably sure that most growers will find it a profitable addition to their list. Prof. Watts in his article in

Market Growers Journal, August 1, 1930, states that in Pennsylvania it ranked first, Premier second and Wm. Belt third.

NOTE.—Premier is the most extensively grown berry in Pennsylvania. And it takes a real berry to take first place over it with the Pennsylvania growers.

Fruitland

(PERFECT FLOWERING)



—Season—Very early to ripen. Fruit large to extra large. Firm enough to be classed as a good shipper. Color bright red with a heavy double green calix that resembles the Big Joe. Flavor extra good, being mild and sweet. Berries are round to top shape, being very uniform in size. Exceedingly productive. Is one of the very best plant makers on average soil. Plants are dark green throughout the growing and fruiting season and not subject to rust. FRUITLAND is a perfect flowering variety, has an extra large bloom that carries an abundance of pollen, which makes it extremely valuable to plant with other varieties of its season, and especially along with such varieties as Howard's Supreme. We fruited it again the past spring, and it was equal in every respect to any early variety on our grounds, and surpassed most of them. And never failed to sell for at least \$1.00 per crate more over Premier.

Fruitland
Will
Demand
Top Prices
in the
Market.

The NEW Blakemore

"best by test"

The BLAKEMORE strawberry originated from a cross of Missionary and Howard 17 (Premier) made in 1923 at the United States Plant Field Station Glenn Dale, Maryland. During the fruiting season of 1927, in comparison with many other sorts in the field plots at the U. S. Plant Field Station it was picked out by the head of the research laboratories of the National Preservers Association and after thorough preserving tests with the fruit in the laboratory, was selected as the most satisfactory variety for preserving and as superior to all known commercial varieties.

In 1929 it was chosen as the most promising general market variety for that region. It has also been selected as the most promising new early variety in the fruit region near Camden, N. J.

Bellmar

This new perfect flowering variety was originated by the U. S. Dept. of Agric. and the results of 10 years experimental work by the Department, being selected from more than 55,000 new varieties. Bellmar is a cross of the Premier and Missionary, being of the same parentage as the Blakemore and from observations made during fruiting periods in different sections of the country we have every reason to believe that it will become a leading Early Variety, as it is a vigorous grower, good plant maker, and producing heavy yields of fine quality fruit. Further information on this variety can be had by writing the U. S. Dept. of Agric., Washington, D. C., and a Bulletin issued by this Department will be mailed you.

For Prices see page 32.

BLAKEMORE Larger Than Any Other Southern Variety

Blakemore is a vigorous grower, and runners are produced freely, with foliage more resistant to leaf spots than such varieties as the Missionary. The blossoms are perfect, the stamens containing more pollen than the Missionary. The season of ripening is earlier than the Missionary or Premier; berries are bright light red, which does not change on holding. Because of its firm flesh and relatively tough skin the Blakemore has proven considerably superior as a market variety over such varieties as Premier, Missionary or Klondyke, which varieties are the most widely planted throughout the country. Under conditions so far tested the berries are larger than those of the Missionary, the Klondyke or the Howard 17. The Blakemore has succeeded over a wide range of field conditions. It has been grown on a clay and on a sandy loam in both New Jersey and Maryland and on light medium and fine sandy loams in North Carolina.

We recommend every Southern grower to give this variety a fair trial, and feel sure that it will be the most profitable berry you have ever grown.

Our new crop of Blakemore plants are now ready and we solicit your patronage, assuring you of selected stock plants true-to-name and free from disease. Prices have been greatly reduced and are now in reach of all. Because of the wonderful keeping qualities we would recommend the Northern Growers to set a trial planting.

SELECT MISSIONARY

is the one ideal variety for Southern growers. It is this variety that you see on the fancy fruit stands in the Northern markets from Thanksgiving to March

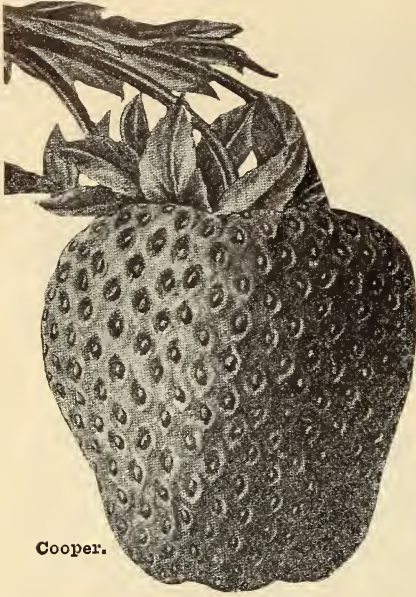
15th every year. Large blood red juicy berries that sell from 50 cents to over \$1.00 per quart. It is the berry that put Florida on the map as a strawberry state. We introduced this variety

to the State of Florida in 1908. Since that time we have shipped probably one hundred million plants into that State, and to date it is growing stronger than ever. Few varieties have been sent out that have kept the faith so long a time. We begin to ship plants into Florida about October 1st for the main crop of fruit, and again shipping starts in January for plant propagating for those wishing to grow their own stock plants.



Townsend's Select Missionary.

Townsend



Cooper.

COOPER (Per).—Medium Early. Large to extra large. Irregular in size and shape. Quality fair. Productive. Fair plant maker. Moderately firm. Lots better varieties.

KLONDYKE (Per).—Improved strain. Same as the old standard except improved thru plant selection. One of the most valuable varieties for the South and Southwestern States. Townsend's strain of Klondyke plants has been known for over twenty years as the best money could buy. And will produce from two to three times as much fruit as the common grown Southern Klondyke. Many of the largest Associations send to us every year for Good Klondyke plants.

ST. LOUIS —This is an extra early berry of Southern origin. Large size and very productive. Color light red. Lasts only a short time. Where an extra large early berry is wanted, especially for the Southern States, we recommend St. Louis for trial. Not recommended for long distance shipping.

SUCCESS —Very early, medium to large in size; quality ordinary; suitable for home garden or nearby market; very productive. Lots of better early varieties.

Senator Dunlap (DR. BURRILL) Per.—The Dunlap is an old time favorite in many sections of the country. Not suited for the Southern States. A great plant maker and a great yielder when the season is not too dry. Fruit medium in size, dark red in color, and of good quality. A little soft for long distance shipping. There are lots better varieties at this time. We can see no difference in this variety and Senator Dunlap.

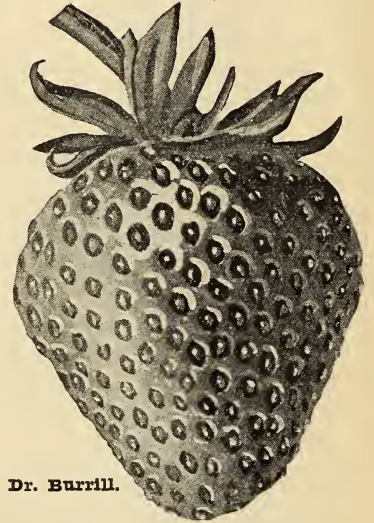
RED GOLD —First introduced by the Gardner Nursery Co. of Iowa, and very highly recommended by them. Entirely different from variety of same name introduced by a Michigan grower. There seems to be a good demand for plants for Red Gold from sections where it is known, and being that it is an extra early large good quality berry we feel that it is worthy of a trial. We have a fine lot of plants at a reasonable price, and will be glad to receive your orders.

FRED NECK, Churchville, New York, writes:

Feel it my duty to let you know that I received the Strawberry plants O. K. Also more than thank you for giving my order prompt attention; you did far more for me than I had ever expected. I want to place another order with you this Fall. Thanking you again for your kindness.

LEROY BEDELL, Finleyville, Pa., writes:

I have been raising Strawberries for 20 years and the plants you sent me last week was the finest I ever received. That is why I am sending for more plants at this time.



Dr. Burrill.

WM. KEHR, Perkasia, Pa., writes:

September 26, 1931.

E. W. Townsend & Sons.

Dear Sirs,—I herewith enclose a photograph of the Strawberry plants purchased of you this Spring, consisting of Premier, Aberdeen and Chesapeake varieties. These plants were all set with a New Idea Transplanter and have almost a perfect stand. We have always had good results from your plants, and never miss the opportunity to recommend them to our friends.

NOTE.—Aberdeen is an outstanding early variety in Pennsylvania, New Jersey, New York and Ohio—a long season variety making heavy yields.

Dr. BURRILL—A leading variety for the middle western states as well the north.



TOWNSEND'S PLANTS

As grown on the farm of Wm. Kehr, Perkasia, Pa.

Big Joe

as the name implies, is a berry of extra large size. Color very bright with an attractive green cap. The texture is one of the best, giving excellent shipping results. For the home or commercial purposes BIG JOE will be found giving

satisfaction; for over 20 years BIG JOE has been the leading medium late strawberry in the eastern half of the country, and has produced record-breaking crops wherever grown. In size and productiveness BIG JOE is second to but very few varieties, always bringing top price on the market. It is a strong hearty plant grower and free from disease, such as rust or leaf spot, and a great money maker for most growers. Likes a mellow springy soil.

Aroma

—One of the most popular late varieties for the West and Middle West. It is fine in practically all strawberry sections and does well on nearly all soils. AROMA is a strong vigorous grower and very productive; a yield of 10,000 quarts per acre is common when TOWNSEND'S HIGH GRADE AROMA PLANTS are used. We have reports much better than the above. AROMA is an excellent shipping berry, and is planted largely by the largest Associations in the Western and Southwestern States. We have been furnishing AROMA plants to these Western Associations for the past twenty years, regularly every year. They tell us that it pays to send East and get our hardy grown plants, instead of planting their own growing. In test fields it has been proven that fields grown from TOWNSEND'S PLANTS produced more than fifty per cent more fruit than fields set to native plants. These tests being made in Kentucky, Tennessee, Indiana and Missouri every year, we try to grow enough plants to take care of our Western growers in good shape. We have an exceptionally fine stock now, with lower prices.

AROMA PLANTS can be shipped any time from November 1st to May 1st.



Townsend Strain of Aroma is used by the Largest Strawberry Associations in the Country.

May Queen

MAYQUEEN was originated in 1924 by E. W. Townsend, Sr., being a scientific cross between Premier and Townsend's Big Late. Was introduced Spring 1928.

MAYQUEEN is a late variety that shows the blood of both parents. The foliage resembles Big Late; makes just a good fruiting row of large stalky plants that hold the fruit well off the ground. The fruit is large to extra large, firm, and of the very highest quality. Color a bright rich red all over. A heavy green calix makes it a real show berry. In productiveness it is just all any one could wish for. And the size is held up well throughout the season. You will find this a most valuable variety to plant with "TOWNKING." And these two will make a pair worthy of a place in any grower's garden. We have only a few thousand MAYQUEEN plants to offer this season. We prefer to sell these in small lots so as to get as good distribution as possible, for it is sure to become a winner wherever a good late variety is wanted that carries both Quality and Quantity.



Heavy Producers of Fine Quality Berries.

MAY QUEEN—A GOOD LATE VARIETY

Pittsfield, Maine, March the 20th, 1931.

Gentlemen:

Our May Queen has done fine. We never had a late berry that did so well for us as this berry. We have planted it now for several years, and every time it has given a good account of itself.

BERNARD KEINSTON.

MAY QUEEN—A HARDY GROWER

Terryville, N. Y., Feb. 25th, 1930.

Among the plants I purchased of you this year was some of the May Queen which grew better than any of the others; both as to sturdiness of plant growth; production of plants and freshness of foliage throughout the season. The season was the driest I have even known, yet your plants grew better than any I have seen around here. PRESTON E. TERRY.

SAMPLE —An old standard variety still popular in many sections of the middle and northern States. A vigorous healthy grower with berries uniform, bright red in color, medium to large in size, of fine flavor and attractive appearance. Not very firm but good for local or nearby market. Sample is enormously productive, and has proven a money-maker for many growers in the middle and northern States. We would much prefer Big Late, but can realize the reluctance of some to pass up an old faithful like Sample. Blossoms imperfect, pollenize with Aroma, Big Joe, Townking, or Ford.

GIBSON —A valuable variety in some sections, but not a general favorite. Not recommended for the far south. It is a strong healthy grower, and fruit is excellent for home use or canning. A wonderful productive sort, and where a nearby market is handy GIBSON has proven a good money maker. GIBSON was first originated here in Wicomico County, Maryland, under the name of Parson's Beauty. It was renamed a few years later as Pocomoke. Then the Michigan growers gave it the name of Gibson, and it seems to gain its greatest popularity under the last name. We have a fine lot of plants from whatever name you desire to call it, and priced to sell.

Creeper Hill Orchard and Greenhouse Co.

MAY 1, 1931.

E. W. TOWNSEND
& SONS
Salisbury, Md.

DEAR SIRs:

We have been growing HOWARD'S SUPREME STRAWBERRIES under test for five years or more, and find it to be one of the most valuable varieties we have ever grown.

Sincerely yours,
S. LOTHROP DAVENPORT,
President.



Large, Late, Heavy Yielding Variety — One of Our Big Specials

—Originated here in Wicomico County, Maryland, over twenty years ago, has become a general favorite with thousands of growers in all parts of the country. Requires rich springy soil to do its best. When soil conditions are suitable, CHESAPEAKE is not surpassed by very many varieties. Fruit large to extra large. Color a bright glossy red. Quality excellent for either home use or a market variety. Usually grows just enough plants to make an ideal fruiting row without any restrictions, and is enormously productive on good soil. Generally sells for top prices on all markets.

Described by one of our customers as follows: Quality comes first—is simply delicious.

Color a beautiful rich glossy red.

Berries large and hold size well.

Firmness—Firm enough to be classed as a good shipper.

Health—One of the cleanest, healthiest plants on the list.

Productiveness—There are very few late sorts that will outyield it.

TOWNSENDS' NURSERIES are headquarters for high-grade CHESAPEAKE plants.

Our prices are greatly reduced. Order early while our stock is plenty.



CHESAPEAKE

Connellsville, Ind., April 4th, 1930.
Gentlemen:

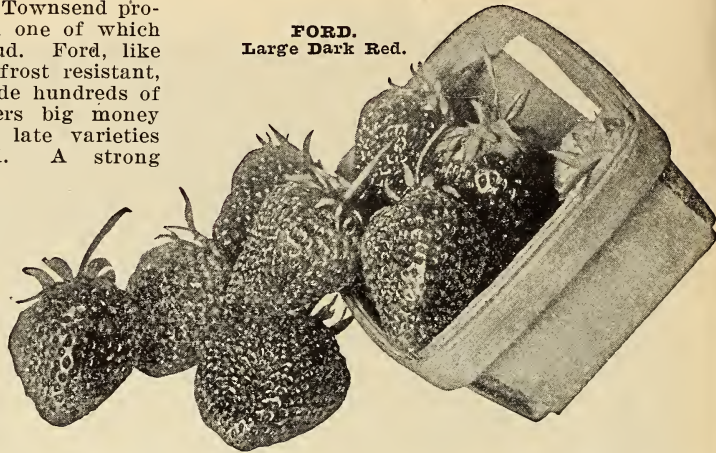
Enclosing picture of my Strawberry patch grown from your plants. And I want to say Mr. Townsend that I am very proud of this field. This patch of 2000 plants of Chesapeake occupying a strip of ground seventy-five feet wide by one hundred fifty feet long produced something like 3000 quarts of berries last year. The gross receipts were \$500.00. The best report in State by the Horticultural Society Bulletin was \$550.00 gross off of $\frac{1}{2}$ acre. So you can see I easily had them beat. There is no trouble in getting your plants to grow—if one sets according to your directions.

F. A. KENNEDY.

Ford

—Ford is a Townsend production, and one of which we are proud. Ford, like Premier, is frost resistant, and has made hundreds of our customers big money when other late varieties were killed. A strong

hardy plant grower on all soils. Fruit very large, firm and of good quality; ranks with the very best in production. Ford will make too many plants if not restricted, and for this reason should be set wide in the rows and grown in narrow matted rows or in hills. We have never seen a rust blemish on any Ford plant in 10 years growing in it, and never heard of a crop failure. Plant Ford and you will not go astray.



Gandy

—Gandy is a very late variety and well known to most growers. Excellent quality. Very firm and classed as one of the best shippers on the list. Gandy must be planted on low springy soil to do its best. When conditions

are right Gandy is a valuable variety, as it has size, quality and appearance.

Lupton —A very large handsome berry and an excellent shipper. Compares in size with Chesapeake. Very attractive in appearance and a good seller on all markets. Makes plenty of strong vigorous plants. Not quite as productive as Chesapeake, but will hold size longer and nearly every berry good perfect one.

A. R. SNAILES, California, Ohio, writes:

I ordered 1000 Mascot plants from you in the Spring of 1930, and in mid-summer right in the midst of the worst drought on record. I went over my patch and found more than 1100 plants growing fine. Several rows with 180 plants to the row without a single missing plant. I usually think if I have a '80 to '90 per cent stand that is good. But when I have a 110 per cent to grow. Well that is going some. When I need more plants you can imagine where I will buy them.

Washington

—The Washington hails from the State of Washington. It is of recent introduction. Fruits here medium to late. Fruit is large, dark red in color. Quality excellent. Firm enough to be classed as a commercial variety, and on account of its quality is especially recommended as a variety for home use.

One large grower who has fruited it states that when you see Washington fruiting that you will see the most wonderful sight that you have ever seen in strawberries. It is called the Honey Sweet by some growers on account of its carrying so much sugar. It is enormously productive, and should be a good mate for our New "Howard's Supreme," being of about the same season, same color, and size. We recommend that our customers give Washington a trial this season.

Our stock of plants is direct from the introducers from the State of Washington, and our prices are very low.



Mascot

(Per). — One of the very latest varieties. A strong grower of medium size and healthy plants. Very productive, and firm enough for a distant shipper. Fruit extra large, of the Gandy type.

WORLD'S WONDER

—Where an oversize berry is wanted, World's Wonder will fill the bill. One of the largest and ugliest berries on the list. I have seen these berries as large as 10 inches around, seven berries filling a quart basket. The flavor is very mild and sweet; flesh soft, suitable only for home use or local market. Very productive and good grower. We sell millions of these plants every year.

WORLD'S WONDER—A LONG SEASON VARIETY

Poplar Ridge, New York, April 30, 1930.

Dear Sirs:—The WORLD'S WONDER seems to be the best adapted to our soils of any of the fourteen varieties I have. They are the largest berries I ever saw and every berry matures. It is a long season berry, ripening in mid-season until very late.

J. A. TITUS.



"TOWNKING" is the most perfect late variety of strawberries ever introduced. For the past five years we have been making "TOWNKING" Our Big Special as a late variety. We have sent it into every nook and corner of the United States, and it has never failed to please as a market variety, outselling the famous Chesapeake the past two seasons two to one. "TOWNKING" is simply in a class by itself as a late berry. It is of the Lupton type, but producing plants stronger; more vigorous grower, and at least 25% more productive, and many of our customers claim that it produces more than twice as much as that grand old variety.

The past season we had booked orders for more than half the "TOWNKING" plants we had before our Catalogues were mailed. Every year for the past three years we have had to return thousands of dollars sent us for "TOWNKING" plants. \$10.00 per 1000 is the lowest price we have ever sold "TOWNKING" plants, and our customers are now writing us daily before we go to press with our Catalogue, asking if we can furnish them their wants in "TOWNKING" at the same price.

We are happy to inform them that the price this season will be only \$7.00 per 1000, and that we can take care of every order sent to us. We planted fifty acres to this variety, and have never seen a better crop of plants grown than we have at this time. We estimate our crop of "TOWNKING" plants alone at ten millions, and our price this season puts them within the reach of all growers.

As to description we prefer to let some of our good customers describe it.

Here is what one of our N. Y. customers says of it: "TOWNKING" stands in a class by itself. It is the most perfect strawberry I have ever seen. In size, color, shape, and carrying quality, as well as ability to produce, it is perfect, as well as the most beautiful strawberry I have ever seen. I have never failed to produce a big paying crop from Townking plants. In plant growth it is the most beautiful of all varieties. I have grown it on all kinds of soil without rust even in the wettest seasons. Fruit stems extra large, holding the loads of fruit well off the ground. Has plenty good strong foliage to shade the loads of fruit. The flavor of Townking is a soft rich mild aromatic sweet flavor, just suiting the taste of the average strawberry lover."

Mr. Day of Lakeville, Conn., writes: Townking by far surpasses any other variety and suits his trade best."

Another N. Y. grower writes: He has discarded all other varieties, now growing only Townking.

Another N. Y. grower writes: I have at last found my ideal strawberry. I have been growing Chesapeake for years. It is almost perfect, but Townking leads Chesapeake.

Townking produces 5000 quarts from 5000 plants for a Pennsylvania grower. Berries the largest and finest he has ever grown.



TOWNKING
The New Late
Berry—The Money-Makers

At the Alleghany County (Pa.) Agricultural Extension Association test plot Townking surpassed Chesapeake, Lupton, Big Joe, in yield, and produced the largest and finest colored berries. Plant Townking for exceptionally large berries is their advice in summing up the Demonstration report.

James Duncan of Delaware stated that from one acre Townking in 1930 he sold over 6500 quarts of berries, netting him a little more than \$1000—more than twice as much as received from same amount of land in Lupton. Berries sold for dollar to dollar and half a crate more than any others.

Martin Hall of Virginia stated Townking surpassed all other varieties tested by him, with "Mayqueen" second, and that the buyers went wild over his loads of berries when he took them into the loading station. Mr. Hall grows Townking in large quantities. We could quote hundreds of similar testimonials.

Our advice: Plant Townking, and plant it heavy for your late berry.

Our Customers Recommend TOWN KING! We Recommend IT!

TOWN KING is one of the best money making late varieties ever put on the market. Our Customers recommend Town King! And we recommend it: As the outstanding variety to prolong your Berry season, and produce bigger profits per acre. Which is what we are all looking for.

Wm. Belt



AN OLD-TIME
QUALITY BERRY

Season
Medium to Late

The BELT is a strong hardy grower; fruit large to extra large, firm, and of the very best quality. In fact, is still considered by thousands of growers as the perfection of quality. In production it is among the very best, season lasting from midseason until very late. Color a rich dark red to the center. Texture firm, and will keep for days after being picked full ripe.

We have seldom had enough WM. BELT plants to fill all orders. This time we have the finest and largest crop of this grand old variety that we have ever grown, and can take care of all orders. Prices the lowest ever quoted, and the Quality 100%.

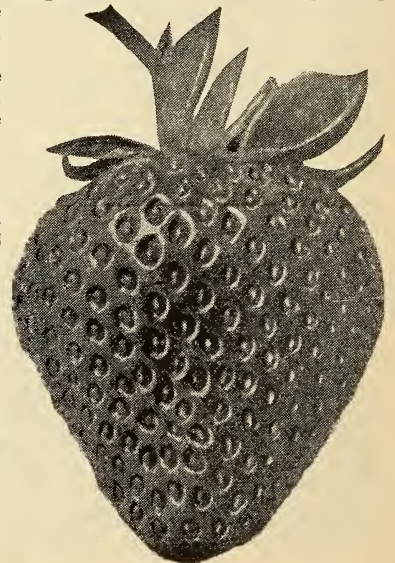
Mr. John Magee of Pennsylvania wrote us last spring that he was surprised that we gave WM. BELT such small space in our Catalogue, stating that he had been growing it for twenty years, and considered it the best strawberry he had ever grown, and that it was the general favorite in his section for either home use or market.

The Pennsylvania Stations recommend it as one of the leading standard varieties, surpassing hundreds of the new sorts that are so highly recommended. We have never given the BELT a lengthy description for the reason it has been on the market so long and is known by practically all growers. The greatest fault we have ever found with the BELT is the fact that it rusts on low springy soil especially in wet seasons, but as there are plenty other varieties that do the same, we must not condemn it on that account.

*Townsend
Big Late*

—A Townsend introduction. Introduced by us Spring 1911, BIG LATE has been grown in every section where strawberries are grown and it has proven itself a great money maker for the average grower. I have never tasted a better berry. It is surely the aristocrat of the standard varieties for quality. Plants are strong, erect, and hold the berries off the ground like cherries. No garden is complete without this grand variety. Fruit medium to large, bright velvet red, and every berry

looks like it has been varnished. Very few varieties equal it in production.



"Let Townsend take the worry off your mind"

It is a pleasure for us to make selections of varieties for our customers. We have been doing this for over twenty-five years for thousands of our customers every year. Usually we are better acquainted with local conditions in your own section, than the average grower there. I say this because we not only get the reports from all the leading growers throughout the country, but from all the leading State Experiment Stations. We know the soil, and climate, in practically every strawberry section in the United States. We have been making variety tests in most of the important strawberry sections for a good many years. Generally before a variety is ever offered by us for sale, it has had years of tests right in your own locality. In this way we are better qualified to make selections of varieties for you than you would be yourself. We are not asking for the privilege to do this in every case, but simply offering our services to those who are not exactly familiar with what varieties to plant that will make them the most money.

This service is absolutely free. I am always ready to take up your proposition, and make out your list, just as particular as if I were preparing my own plantings. If you were to pay me \$100 I could not render you a more valuable service than I give to thousands every year free. I always exert every effort to make your experience in growing strawberries profitable.

Our Ready Made Strawberry Gardens have been a wonderful success to most of our customers who grow strawberries for home use, and local markets, but we have not stopped there. We have made selections for many of the largest growers and associations in the country and have received praise after praise from these managers.

One large Cooperative Association wrote us a few years ago as follows: "When we decided to have Townsend make the selections of varieties for us, and to follow his plans, we were astonished when we received the plans and varieties selected. Some of our growers were quick to mention when the proposition was being talked over that Townsend would be most likely to select to higher priced plants in order to make the most profit for himself. But to the surprise of such growers, the list was entirely different. Selections were made, we found, to suit our requirements regardless of cost, and the reductions given us in price was highly appreciated by our whole membership. This fact speaks for itself, as you have been given the liberty to substitute varieties for us for the past several years."

In writing our descriptions we try to make them as plain as possible in order that our customers can make their own selections, but there are so many factors that enter into the strawberry growing that it is not possible for us to write descriptions in a catalogue that will fit for every section. There are many sections in every State that are as different as the East is from the West as to the behavior of varieties. This is even so many times in some counties. In order to be sure of what a variety will do in a particular section, it is necessary to have it tested there first. This is our way, and the only way. There are some varieties known as universal varieties that do well in practically all sections and in all soils. We name below a few of these favorites.

PREMIER has been found to do well in most sections except the far south.

MISSIONARY has proven a valuable variety for the entire south.

AROMA is profitably grown in every state of the Union.

BIG JOE has proven profitable in 90% of all strawberry sections.

DUNLAP is more profitable in the western states (but not the best).

TOWNSEND'S BIG LATE has proven a universal variety.

FORD has done well wherever Premier has been grown successfully.

GANDY has generally filled the bill where an extremely late is wanted.

CHESAPEAKE is a favorite wherever soil conditions are right, except in the far south.



LUPTON has proven a money maker in all the eastern states.

MASCOT grows well in all sections of the country; extremely late.

WM. BELT has been a favorite for market gardeners in all sections north of the Mason-Dixon line for the past twenty-five years or more.

"TOWNKING" has made good as a late variety in every state in the Union. There are but very few sections in any state that it has not made a better showing than any other late variety.

"MAYQUEEN", while not as well known to the public as "Townking" or some other varieties of more recent introduction, is a valuable variety for home use or market in practically every state and section where tested.

ABERDEEN has been sent to practically every state and has been tested by thousands of horticulturists. It is almost a 100% perfect. A valuable variety for market purposes on account of its hardiness in plant growth and great productiveness.

HOWARD'S SUPREME, while of recent introduction, it has been tested in most of the strawberry sections by the State Experiment Stations, and has been found the nearest ideal strawberry ever originated, and no grower should hesitate to plant freely of Howard's Supreme.

"JUPITER" has made good wherever tests have been made. It is valuable as a commercial variety or for home use. It is of the Gandy type except that it is among the first to ripen and is predicted by all who have seen it in fruit or grown it to become the leading standard market variety in a short time.

EVERBEARING VARIETIES

MASTODON, on account of its size and hardiness, has become the leading everbearing variety.

"LUCKY STRIKE" is of a better quality than Mastodon, and the best for home use.

PROGRESSIVE (or Champion) is surpassed by the above.

ALDRICH promises to be a good variety for the northern states. Quality excellent and a good producer.

The above mentioned varieties are the cream of the list, while there are some other varieties not mentioned in this list that are good in some certain sections and some growers still plant them because they have not grown the better varieties.

JUST ONE OF THE REASONS WHY TOWNSENDS HAS BECOME THE LARGEST STRAWBERRY PLANT GROWERS IN THE WORLD

North Collin, N. Y.

Your firm was highly recommended to me by a close friend of mine; informing me that you are growers of fine healthy berry plants. I shall greatly appreciate receiving one of your catalogues.

R. MASTERS MUTE.



PREMIER



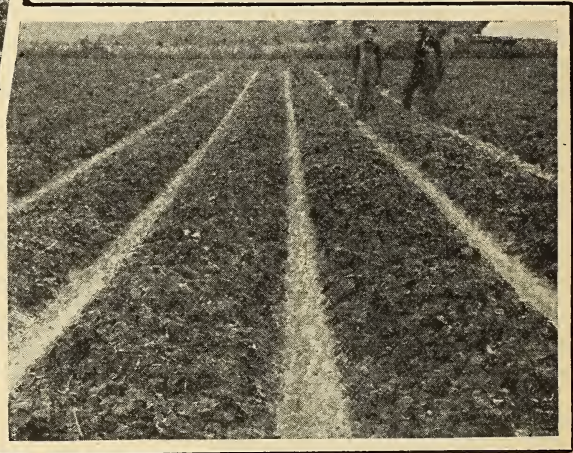
HOWARD SUPREME

FIELD SCENES P
E. W. TOWNSEND

Where the Largest Acreage of Highest Quality
Photos Taken Fall 1931. READY TO



CHESAPEAKE



MASTODON

More than sixty millions of 1
the above field scenes at the lowest
We make a specialty of furnishing
for special delivered prices.



AROMA

PHOTOGRAPHED AT AND SONS FARMS

Strawberry Plants in the Country is Grown
FILL YOUR SPRING ORDERS 1932



JUPITER



BLAKEMORE



TOWN KING

quality plants are represented in
prices ever quoted on quality plants.
large growers and associations. Ask



PREMIER



AROMA



HOWARD SUPREME

FIELD SCENES PHOTOGRAPHED AT E. W. TOWNSEND AND SONS FARMS

Where the Largest Acreage of Highest Quality Strawberry Plants in the Country is Grown

Photos Taken Fall 1931. READY TO FILL YOUR SPRING ORDERS 1932



JUPITER



CHESAPEAKE



MASTODON



BLAKEMORE



TOWN KING

More than sixty millions of 100% quality plants are represented in the above field scenes at the lowest prices ever quoted on quality plants. We make a specialty of furnishing large growers and associations. Ask for special delivered prices.

Strawberry Growers Have Continued to Be Prosperous Even in the Depression That Has Spread Over the World

There has been no other farm crop that brought the Farmer as much profit during the past two years of depression as the Strawberry crop. This fact is found to prevail in all strawberry sections of the country. Florida made money from the strawberry crop the past two years, while practically every other crop was a loss.



Louisiana had two of the best seasons ever known on strawberries during these two years. Other Southern States followed on up the line and made big money—at least made a fair profit while other crops were a loss.

The same prevailed on up in the Northern States—while prices were lower than usual, there was a profit on berries, where other farm crops like Potatoes, Tomatoes, Corn, Wheat, etc., showed a heavy loss. All this goes to show that the demand even in hard times are far greater for Fruits such as Strawberries than for the general farm crops. We quote below facts to show that some of our customers are well satisfied with their returns from berries, and it is our advice at this time that still more berries be grown and less Potatoes, Corn and Wheat. There is still not half enough berries grown to supply the demand. Millions of folks never taste a strawberry during the year. With the thousands of miles of State roads spread over the country, there should be thousands more of roadside markets along these roads, offering strawberries to every passerby. Strawberries can now be offered every day from early in the season until freezing weather in the fall, and any road stand market that makes a specialty of Strawberries all the time can reap a harvest in profits.

FROM ALL SECTIONS OF THE COUNTRY AND BIGGER PROFITS ON OUR CUSTOMERS REPORT GOOD YIELDS THEIR STRAWBERRIES

THOS S. WOOD, North East Maryland, writes:

Enclosed please find check for 6000 Premier Strawberry Plants. I have grown them for several years, and find them to be the most productive of any that I have ever grown. I had in 7000 last year and sold \$900.00 worth of berries from plants received from you. Your plants have always arrived in good condition and been very nice plants.

LEWIS PERRY, Plainville, Conn., writes:

I had great success with your Premier berries last season. My land is located on the main highway between New York and Boston and right by the roadside. The berries were carried away by passing motorists faster than we could pick them, and all would say they were the finest berries they ever saw.

W. L. CALER, Eau Claire, Penna., writes:

From the 600 plants purchased from you last year my crop netted me this Spring 1190 quarts. The patch was in a square 50 by 50 feet. They were the largest run of berries I ever saw. I received for the most of them 20c per quart straight, getting this when the stores were selling berries for as low as 12c per quart.

FRED A. RANKIN, East Union, Maine, writes:

I purchased Howard-17 plants from you last year and they did fine; everybody liked the berries and could have sold more if I had them. They certainly were dandies. Enclose find another order to be shipped by Express.

L. S. HARTMAN, Hinton, Va., writes:

I ordered one thousand plants from you. I don't think I lost a single plant, yielding from amount of plants 1440 quarts of fine berries. I am well pleased with the plants, also the yield. You can mark me down as another satisfied customer.

J. L. HARTLEY, Linville, N. C., writes:

I grew last year eighteen thousand quarts of Premier berries from plants purchased of you, and had no trouble in selling them for 25c per quart. We formerly got all our plants from Eastern North Carolina. But they do not compare with yours, and it pays to grow your plants.

CLARENCE BIBBINS, South Rutland, N. Y., writes:

Your Premier unsurpassed for yielding. We have picked as high as 2,000 quarts from one thousand plants.

FRANK KOURIL, Springfield, Mass., writes:

From the plants purchased of you two years ago I never saw or tasted better strawberries. The berries were just wonderful and our customers keep asking for more. So we must plant an increase acreage this year.

E. B. GRABLE, Monongahela, Pa., writes:

September 8, 1931.

Gentlemen.—Herewith enclose photo of my Strawberry Plants set this year: Premier, Town King, Chesapeake, and Ford. We had nearly 100 per cent stand from your 16,000 plants, and never for a minute have they stopped growing. There is nothing like getting good plants for a good start, and we always know where to go to purchase our stock.



Townsend's Plants as Grown at Monogahela, Pa.

TOWNSEND'S

*Satisfied
Customers*

QUALITY

THEY YIELD BETTER

PLANTS

Preferred by Successful Growers Everywhere

OUR REPUTATION is back of every order sent us, and once a TOWNSEND customer always a satisfied customer. We take great pride in reading the many letters that we receive each year from our customers, complimenting us on our excellent plants and service, and stating that they are recommending us to their neighbors. We ask you for your order this season and assure you that we will do everything possible to please you, or your money will be cheerfully refunded.

TOWNSEND'S STRAIN — PRODUCING LARGER YIELDS

E. V. ORT, Teaneck, N. J., writes:

I harvested over \$400.00 worth of berries on a little less than one quarter acre from plants purchased of you. Other plants from other concerns had no such roots as yours.

FRANCIS D. ROGERS, Corydon, Penna., writes:

I am writing you telling how well we like your Strawberry Plants and in fact everyone liked them. We could not fill our orders. From the 800 plants we picked over 1,300 quarts of berries. I am going to plant more this year.

EUGENE JORDAN, North Stratford, New Hampshire, writes:

We picked and sold about seven thousand quarts of berries from one acre of Premier this year. We had no trouble selling all we could raise in the local market, for a much higher price than other berries sold for. Our merchant sold our berries for 25c per quart. Our customers say that we cannot raise any better berries. But we would like to try the Howard-Supreme. You can imagine how heavy the plants were loaded, when one picker picked 12 quart baskets on a matted row in a space just 6 feet long.

TOWNSEND'S PLANTS — VIGOROUS, HEAVY ROOTED

MRS. JOSEPH BOYEA, Keene, N. H., writes:

I will say that I am very much pleased with the Strawberry plants received from your nurseries. And if I ever want any more plants will surely send to you for them.

J. L. WEITZEL, Mechanicsburg, Pa., writes:

The plants received from you last year were very satisfactory and withstood the dry weather exceptionally well. Please find enclosed check for 10,000 more plants. We consider your plants to be more vigorous than any we can buy elsewhere.

MRS. R. D. GILLISPIE, Agricola, Va., writes:

I received Strawberry plants in perfect condition and I was very much pleased with them. They had splendid root system. Have them all planted and more vigorous plants I have never seen. They seem to start off growing the next day after setting.

THE QUALITY OF TOWNSEND'S PLANTS IS KNOWN BY OUR CUSTOMERS

Hatchville, Mass.
The plants that came from you last year are getting ready to fruit. They are beautiful and seem to be full of fruit which is yet green. I have heard a lot of talk about your plants, but never realized until now just how much difference there is in Strawberry plants.

EMMA JOSEPH.

SAM SAPER, Gallatin, Tenn., writes:

I have received the plants all O. K. and just as good as the ones I received in last order sent you. The 1400 plants last year picked 2,246 quarts and were just fine. So you can look for some of my friends orders in the future.

JOHN A. SINKHOVETZ, Lincoln, Illinois, writes:

From the 800 Premier plants purchased from you, they produced 1,365 quarts and I received \$216.84 for them, that is not counting what was used for home consumption and I want to say that I was well satisfied with the plants. Enclosed you will find another order.

G. J. PLAUNSTIEL, Lakewood, Ohio, writes:

I am sending an order for 2,000 more Premier. Would like to set out a whole acre if I could handle them, as you certainly have fine plants. The 1,000 Premier received from you picked 1,148 quarts of fine berries, an unusual yield for this section.

U. G. FEHNEL, Northampton, Pa., writes:

We received our Strawberry plants Monday and they were wonderfully nice plants. We never had such nice plants since we started raising berries 19 years ago. This is the first time we planted your plants.

O. H. PALMER, Burlington, Vermont, writes:

Plants received from you last Spring must have had great vitality to withstand the dry weather like they did. No rain from May until late in October to speak of. And your plants came through looking good this Spring. Without question I consider your strain of plants to be the best in the country.

JOHN MCGOWAN, Geigertown, Pa., writes:

I want your latest catalogue. I may need some plants this Spring. As I have been dealing with you people so long I feel more at home and know what I am getting.

OUR NEW PACKING METHODS ASSURE SAFE ARRIVAL

Bettendorf, Iowa.

Just to let you know I received the 5,000 Strawberry Plants that you sent me by express. They arrived in first-class condition, and am well pleased with them.

G. F. KUEHL.

Everbearing Varieties



Lucky Strike

The Aristocrat of All the
Everbearing Strawberries

After the Introduction of the Mastodon, there was so much attention being paid to that berry, and such wonderful claims being made that we lowered our price on the LUCKY STRIKE to correspond with Mastodon. Thousands of our customers have tested both varieties side by side and have found LUCKY STRIKE to equal Mastodon in practically every respect, and to greatly surpass it on quality.

We have been very modest in our claims for LUCKY STRIKE. Our customers have done most of the boosting. We do claim that it is the most worthy Everbearing Strawberry that has ever come to our attention both as an everbearer and a spring crop. In a test plot Spring 1928 LUCKY STRIKE was given the highest award on the three main qualities that go to make up a strawberry—namely Quality of Fruit, Size and Beauty, as well as Productiveness. In this test plot were all the very best late and midseason sorts. When I tell you that LUCKY STRIKE is not only the best Everbearing Strawberry, but the best variety for spring crop that we have tested on our farms in the past thirty years, I am speaking the truth as I have found it, and am not making this claim in order to sell any more LUCKY STRIKE plants.

Mastodon

—Townsend's 100% Genuine MASTODON
There's a Reason Why Our Customers Increase
Their MASTODON Planting Each Year

TOWNSEND'S Strain of MASTODON plants cost you no more than the common grade of Mastodon plants being advertised by Tom, Dick, and Harry, whose plants have been allowed to fruit all summer and fall, and are practically all run down in vigor, and will fail to produce when reset for another crop.

There is a reason for the increased demand for TOWNSEND'S MASTODON PLANTS every year. Our plants are grown for Nursery stock only. They are first grown right and the fruit stems are carefully picked off the nursery rows all through the summer months while the plants are growing. This throws all the strength into the plants, and when reset another year are full of Pep and ready to produce the big crops of berries that are reported every year.

We do not have to tell our Folks how good MASTODON is, or put on a circus style of advertising in order to sell our stock. We have never made claims that 18 berries fill a quart, and lots of other stuff—but all the same orders for our MASTODON plants are increased several thousand orders each year, and hundreds of growers write us that there is as much difference as day from night between our stock than that of some other growers, who claim to have the only real MASTODON plants. Growers who purchased our MASTODON plants in small lots of a few hundred years ago are now purchasing in lots of several thousand. Some customers who have their roadside markets grow several acres each year, and buy our plants every year to reset a new bed. We have a fine crop of MASTODON plants this year, but possibly not enough to go around, and we advise our customers to get their orders in early if they want to be sure of getting our True Blue MASTODON PLANTS.

PROGRESSIVE Everbearing was the first real Everbearing Strawberry and for a long time was highly advertised and spoken of. Since the introduction of such varieties as Lucky Strike and Mastodon it is not so largely planted. Fruit is small to medium size, of excellent quality. Recommended only for home use at this time. It is a good strong grower and produces a good quality of berries on good rich moist garden soil.

ALDRICH THE NEW EVERBEARING FROM NEW ENGLAND.—Our attention was called by the Originator of this variety in the fall of 1930. We went over to look at it in fruit, and found it as the Originator had stated—simply loaded with large size good quality berries, the plants being clean, healthy and vigorous while fruiting.

The past spring we purchased all the plants we could and have a small stock to offer those wishing to give it a trial. It is my opinion that it will prove successful in the Northern states.

Price of **ALDRICH PLANTS:** 12, \$2.00; 25, \$3.00; 50, \$5.00; 100, \$8.00.

FOR PRICES OF EVERBEARING PLANTS, SEE PAGE 32

1000 PLANTS
 VALUE
 \$9.30

SPECIAL TEST OFFER

SPECIAL PRICE
 \$7.00

Four of the Greatest yielding Early Fruiting Varieties ever Introduced

250 Howard Supreme
 250 Premier

250 Jupiter
 250 Aberdeen

GREATER VALUES

SELECTIVE VARIETIES

Never before have we ever been able to offer finer selections of varieties in our Strawberry Gardens than we are offering this year, and at such a Bargain Price that no one interested in supplying their table with the choicest of Fruits can afford to pass up. Let us reserve one of these collections for you and ship at proper planting time. We guarantee satisfaction on every garden sent out.

Townsend's Own Choice Strawberry Garden

No. 11

- 100 Best Extra Early
- 100 Best Early
- 100 Best Medium Late
- 100 Best Late
- 100 Best Very Late

Value - - - \$6.00

TWO of Collection above, 1000 Plants, FOR..... **\$7.00**



A Garden of Big Berries

No. 9

- 100 Premier
- 100 Aberdeen
- 100 Big Joe
- 100 Chesapeake

Value - - - \$3.30

SPECIAL PRICE..... **\$2.60**

A Favorite Garden Collection

No. 6

Will furnish all the fruit that you wish for the table; canning; preserving; with an extra surplus to sell. These varieties are noted for their producing qualities, fruiting from early to late.

- 100 Howard's Supreme
- 100 Aroma
- 100 Jupiter
- 100 Townking

100 Mastodon Everbearing

Value - - - \$6.70

SPECIAL PRICE..... **\$5.00**



Our Spare Time Garden

No. 10

Produces From Extra Early to Very Late

We have combined these fine varieties for the man or woman who has a little spare time during the day for outdoor work. With a little attention and proper care one can realize a tremendous profit from this Garden, and will in no way interfere with your regular work. A garden that will produce fine rich red berries that will be easy to dispose of.

- 200 PREMIER
 - 200 WASHINGTON
 - 200 BIG JOE or GIBSON
 - 200 TOWNKING
 - 200 FORD or GANDY
- Special Price **\$6.00**

CATALOGUE VALUE, \$7.90

Prompt Service Quick Deliveries

PROMPT SERVICE . . . QUICK DELIVERIES . . . is what our customers can expect when sending us their order. Our organization is equipped to handle any size order promptly, no matter how large or how small. Our daily output during the digging season is one and a half million plants, Dug, Graded and Packed by experienced men who know what is demanded of them in keeping TOWNSEND'S QUALITY above the average, and help us to back up our statement that no better plants can be purchased anywhere at any price. Some of our men who hold high positions in our organization have been with us ever since we started in business thirty years ago, and take great pride in knowing that with their help they have built up one of the **Largest Small Fruit Plant Farms** in the country. No matter where your plants are going we can pack them to reach you safely and in a fresh growing condition.

Take Advantage of Our Truck Deliveries On Large Orders

The season 1931 several million plants were shipped to Large Associations and Growers in Strawberry Sections who combined their orders, and plants were delivered by Truck direct from our packing house to the States of Pennsylvania, Massachusetts, New York, New Jersey, Connecticut, Rhode Island, and Virginia. The many fine roads throughout the country and the favorable location of our Nurseries on the Del-Mar-Va highway brings about this quicker and cheaper means of transportation. Combine your orders with your neighbor and let us quote prices on the entire order, furnishing Truck Delivery, or prices F. O. B. Salisbury. Twenty-four hours drive will cover most of the above States, as we are only 120 miles from Philadelphia, 240 from New York, 110 from Baltimore via Annapolis ferry.

Order by Wire, or Phone

We have direct Western Union Wire Service to our Office, and our TELEPHONE NUMBER is SALISBURY 380. If you are in a hurry for your plants use this means of placing your orders, having the charges reversed to us on any order amounting to \$35.00 or more. We are open day and night, so don't be particular about what time you call. We are on the job six days and nights to the week. Within a few hours after your order is booked your plants will be on their way.

SURPLUS STRAWBERRY PLANTS

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

1000 to 4000 Plants - - - - \$3.00 per 1000 5000 or more - - - - - \$2.75 per 1000

47 Avenue Hoche, Paris VI115, France.

E. W. Townsend & Sons,
Salisbury, Maryland, U. S. A.

Dear Sirs:—I should like to tell you that the plants sent us arrived in excellent condition, and to thank you for the care and attention given to our order. The plants have been set out and I am hoping they will give as good an account of themselves in French soil as did those that I had from you about three years ago from plantings in America. We feel from the past experience we have had in receiving plants shipped across the Atlantic that we need not hesitate in making future purchases from you, as your packing methods are such as to practically assure safe arrival. With best wishes for your success, I am,
Very truly yours, E. A. BALDWIN.

Shanghai, China.

Dear Sirs:—The Strawberry Plants which you supplied us have been received in excellent condition, and are now growing well.

Previously we requested several leading nurseries in America to supply us with the Strawberry Plants, but they all replied that they could not do so because of the great distance.

You are undoubtedly the only one who has accepted our order. It does not mean that you are risky, but it indicates that you are well assured of the great resistance of your plants to most unfavorable conditions as well as of your experience and skill in packing.

Yours very truly, C. Z. KAO.

Auckland, New Zealand.

Gentlemen:—We have received the shipment of plants sent us, and wish to compliment you on your method of packing these plants to assure safe arrival. Upon opening the crates we found them to be in excellent condition; plants are already set and growth started. From all appearances we will get a 100% stand. L. RENNARD.

It Pays to Buy

TOWNSEND'S VIGOROUS, FREE FROM DISEASE BLACK RASPBERRY PLANTS

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

CERTIFIED STOCK FREE FROM DISEASE

Our plants are inspected from 3 to 5 times at regular intervals during the growing season by a specialist on Raspberry diseases, all diseased canes being immediately destroyed from our plantings. At digging time our plants are again inspected with a final inspection made at time your order is filled, that nothing but vigorous number one stock will be sent out; packed by experienced packers that they will arrive in a fresh growing condition. Customers have made our Nurseries headquarters for their Raspberry plants, knowing that larger yields which mean bigger profits are the results of our plants.

Cumberland

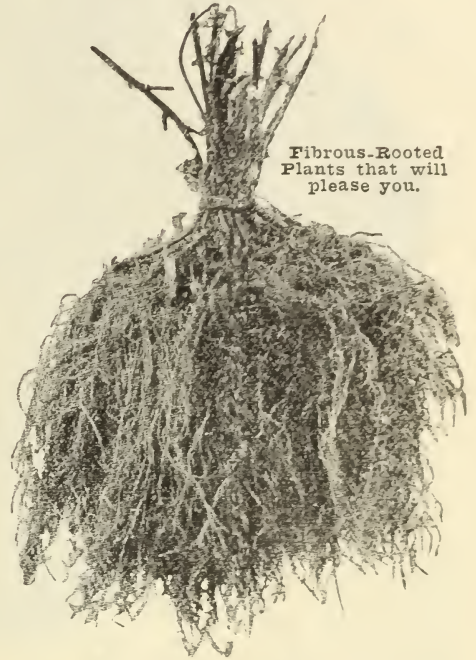
In hardiness and production it is unexcelled by any other variety; in spite of the enormous size the fruit is very firm and will withstand long shipments. Bushes very healthy and vigorous; well adapted to sup-

porting their large crop of berries. Season of ripening, mid-season to late.

Plum Farmer

Is considered by large growers to be the best early black cap variety; strong vigorous upright grower; healthy and very productive. Will withstand drought and cold; berries very

juicy, large and attractive, ripening its fruit very fast, consequently the bulk of the crop is off in four or five pickings.



Fibrous-Rooted
Plants that will
please you.

New Logan

Is an outstanding new Black Raspberry variety; probably its two most noteworthy characteristics are that it ripens about a week earlier and is more resistant to the virus diseases than the widely grown Cumberland. A very productive variety and fruit of good size and quality. If an early berry is desired it is one of the best.

We use only freshly dug stock to fill your orders. No cold storage stock is used by us.

TRANSPLANTED

RASPBERRIES — BLACKBERRIES — DEWBERRIES

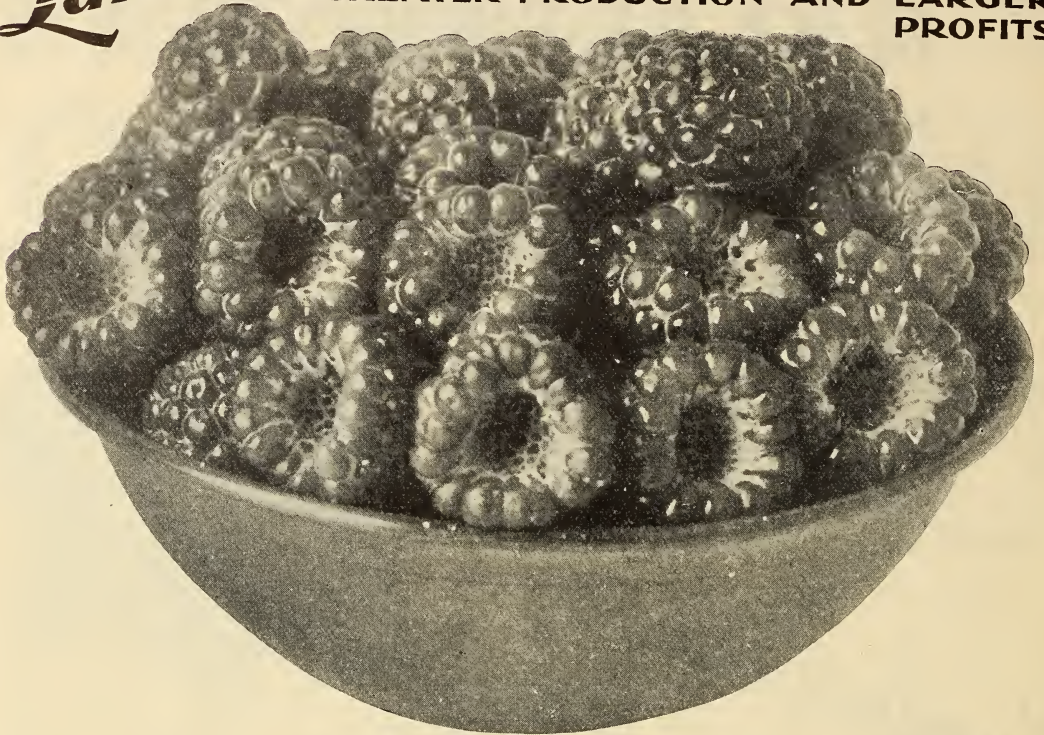
We have grown this year a nice supply of vigorous, stocky transplants, of the leading varieties suited for the garden, of Raspberry, Blackberry and Dewberry Plants. This stock was transplanted last spring using strong No. 1 canes, and have been grown by us throughout the summer and fall, making an extra large plant that will fruit much earlier after setting and giving a larger crop the first season picked. Our customers wishing to get an advanced start in their garden will find this stock just the thing.

For Prices see Transplanted Stock in Price List on Page 31.

Latham

RED RASPBERRIES

SURPASSING ALL OTHERS IN QUALITY
GREATER PRODUCTION AND LARGER PROFITS



Latham

Has become the favorite Red Raspberry — This grand mid-season to late variety is winning favor wherever grown, its popularity having

spread throughout the Middle and Eastern States. The high yielding ability is due largely to its resistance to mosaic and other Raspberry diseases. It is

known for its hardiness and producing an abundance of the highest quality fruit, ripening evenly and holding up well in size throughout its long fruiting season. The texture of the fruit makes it a wonderful shipping variety, and in production we believe it to be the heaviest fruiting variety ever introduced. It is perfectly hardy, a vigorous grower, and will not winterkill. It is a truly a money-making variety, as its large attractive fruit will demand top prices on the market. Fresh Raspberries for the table can be extended over a long season by setting Latham in the garden. We recommend this variety to every one interested in Raspberries.

Martinsburg, West Va., August 12, 1931.

Gentlemen:—This year has been an exceptionally fine year for us with the Latham Raspberries purchased from you in 1929, with an average of 3300 quarts to the acre. The berries were of fine quality and appearance. It has been a real pleasure in growing this field of Raspberries. As the stock you sent us was well graded with strong root system, they made a wonderful growth the first year set. You can depend on us coming back when in need of future stock.

N. SNAILES.

Sheldon, Vt., August 24, 1931.

Gentlemen:—From the 500 Latham plants I bought of you in the Spring of 1929 I picked seven hundred quarts of fruit this season. The plants grew vigorous from the start, and this year they have grown to a height of between 5 and 7 feet. We surely recommend your stock.

R. R. YATES.

EVERBEARING RED RASPBERRIES

Everbearing Raspberries should have a place in every home garden, for not only will they give you delicious berries early in the season, but a second crop will appear on the vines during the late summer and fall months when all other Raspberries are off the market. They are noted for their ability to produce large yields of delicious fruit.

KATHERINE—Everbearing Red—Recently introduced. The best Red Everbearing Raspberry that we have ever grown. Like its parent (The St. Regis),

it is a persistent producer from early spring to late fall. Berries very large and of firm quality.

ST. REGIS—Everbearing Red—Market gardeners and fruit growers are making plenty of money from St. Regis, which will produce a crop 80 days after setting, and also another fine crop in September. It succeeds on all soils, light or heavy. Canes absolutely hardy, producing large quantities of delicious fruit; a valuable variety for market or home garden.

Prices, see page 31.

New Chief RED RASPBERRY

**10 DAYS
EARLIER
THAN
LATHAM**



**LARGER
YIELDS**

**DELICIOUS
FLAVOR**

Chief

The Outstanding, Dependable Early Red Raspberry—Is the product of 14 years of experiment and selection by the Staff of the Horticultural Division of the University of Minnesota. We consider **Chief** as outstanding among the **Early Reds**, as the Latham

dependable quality, and will welcome the **New Chief**. It has proven a **heavy cropper, perfectly hardy disease-resistant, a good shipper**, and from 10 to 12 days earlier than the Latham. These facts, together with its delicious flavor makes it a valuable variety for the home garden as well as commercial grower. It comes in right after the Strawberries, keeping the table supplied with fresh fruit until the later varieties are in bearing. The market always commands a high price on the Early Red Raspberries, which makes it a profitable variety for the commercial grower.

is among the late varieties. Growers of Raspberries have long felt the need of an early Red Raspberry of

Hartford, Conn., March 25, 1931.

Gentlemen:—The Raspberry plants came through all right and in good order. I want to thank you for the extra plants you sent. Such plants and service are certainly appreciated.

A. SHAW.

Richford, Vt., April 18, 1931.

Gentlemen:—I wish to thank you for the nice number of Raspberry plants you sent me. They were just simply perfect in every way. I hope they do as well as the ones I received from you last year: they fruited the most delicious berries.

MRS. M. L. GIBSON.

Viking

New Red—Originated at Vineland, Ontario, Can. A cross of the Marlboro and Cuthbert. Whether Viking will ever replace Latham for a late variety only time will tell. It has proven a wonderful producing variety in this country. Fruit is extra large with a rich red color, of delicious flavor. Its strong growing habits combined with its high quality makes it an outstanding new red, that is worthy of more than a mere trial.



VIKING—The New Red Raspberry With Outstanding Merits.

Townsend's RED RASPBERRY Plants Are PROFIT MAKERS

Townsend's Blackberry Plants

FROM ROOT CUTTINGS

We do not sell any sucker plants, as our experience with them is far from satisfactory—when compared with plants grown from Root Cuttings, which produce much stronger canes, and far better quality fruit. Demand the best and order **Root Cuttings of Blackberry Plants from Townsend's**. Our stock is well rooted and will please you. Let us reserve your order for Spring Plants. **Prices of Blackberry Plants on page 31.**

ALFRED—Recent introduction; midseason fruiting, extremely large big black berries, practically free from seeds and coreless; very sweet and juicy.

SNYDER—One of the old favorites that is popular on account of its high quality and early ripening.

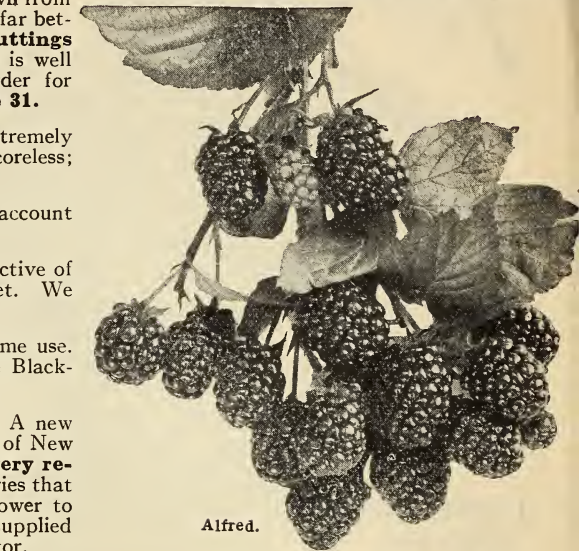
EARLY HARVEST—Earliest to ripen and most productive of the early varieties, and demands the top of the market. We offer only selected strain of this variety.

ELDORADO—Most valuable variety for market or home use. Rich flavor with but little core. Finest quality of the Blackberry family.

BEST OF ALL—(Known as Russell B. B. in N. J.) A new Blackberry that has been grown in the sandy soil section of New Jersey and, as stated by the **N. J. Agric. Station, is very resistant to Orange Rust**; outyielding all other blackberries that have been tried there. It will pay the Blackberry grower to order some of these plants, in which our stock is being supplied you direct from original Stock furnished by the originator.

Binghamton, N. Y.

Received all the Blackberry and Raspberry plants in good condition, and thanks for same. I am more than pleased with them.



Alfred.

Lebanon, Penna.

The Blackberry plants received today: have two thousand of them set out. These plants are all anyone could expect. Heavy canes all one size; no small stock in them at all. It is a pleasure to do business with a firm like yours.

F. HARPER.

DEWBERRIES

Folks are just beginning to realize the great value of Dewberries both for profit and home consumption. Their large size and sweet flavor combined with their soft texture make them unexcelled. They can be planted in any soil, but prefer light sandy soil; placing them in rows 4 feet apart, spacing them 3 feet down the rows.

AUS-LU—That is a cross between the Austin and Lucretia made on our farms and has the habit of both

parents. One of the largest and sweetest Dewberries grown as well as the most prolific. Easily grown and with a light mulch; is hardy in the Northern States. Ripens very early.

LUCRETIA—The standard variety for the South, also largely planted in the North as it is very hardy; fruit large and firm; will stand long distance shipping. Ripens one week later than Austin.

YOUNGBERRY

For the home garden we do not know of a blackberry or dewberry that will afford as much real pleasure from a small investment as the Youngberry. It is very easy to grow and a great producer, 12 plants being sufficient to furnish the table with all the fruit you can use, giving you the same quality fruit for years to come, with a little attention in cutting out the old wood after harvesting is over. The fruit can be eaten direct from the vines or placed on the table without an addition of sugar on them. Every home garden should have sufficient plants to enjoy this great berry.

FOR THE MARKET GARDENER OR COMMERCIAL FRUIT GROWER

The berries also attract considerable attention on the market owing to their enormous size, and find a ready sale at a commanding price wherever offered. Yields of as high as 8000 quarts to the acre have been reported, and no Market Gardener interested in dewberries should pass up the opportunity of testing out this variety. You will find that a few dollars invested will bring good dividends on your investment. We will be glad to quote on quantities larger than listed below to anyone writing us. 5 plants, \$1.50; 12 plants \$2.25; 25 plants, \$3.75; 50 plants, \$7.00; 100 plants, \$12.00.



Field of Youngberry Trained to Trellis.

FIBEROUS
ROOTED

Grape Vines

2-YEAR
SIZE

Plant Grape Vines for PLEASURE and PROFIT

No home planting is complete without Grape Vines, and lots of ready cash can be made on the farm by planting a thousand vines in some out-of-the-way place that is not paying expenses. **Just try it.** The Grape is easily grown and produces large returns for the time and effort expended. Our long-growing season here on the Eastern Shore produces vines with a **vigorous root system**, which makes our vines transplant easily, and assures our customers of getting **strong healthy fruit canes** in a very short time after setting.

CONCORD—The most extensively planted black grape; bunches compact and of excellent quality; a perfect hardy grower and very productive.

CATAWBA—Late ripening grape; large; firm and very sweet; fruit of copper red color; produced on large compact bunches.

DELAWARE—The standard of excellency; ripens early; flesh juicy and sweet; berries of amber color; vines hardy and productive.

MOORE'S EARLY—A seedling of Concord; ripens two weeks earlier; producing large black fruit of excellent quality.

NIAGARA—One of the largest white grapes; handsome compact bunches; delicious flavor; a strong grower ripening with Concord.

WORDEN—Very popular bluish black; ripens two weeks earlier than Concord; large compact bunches; excellent flavor and hardy grower.

NEW VARIETIES OF GRAPES OF RECENT INTRODUCTION

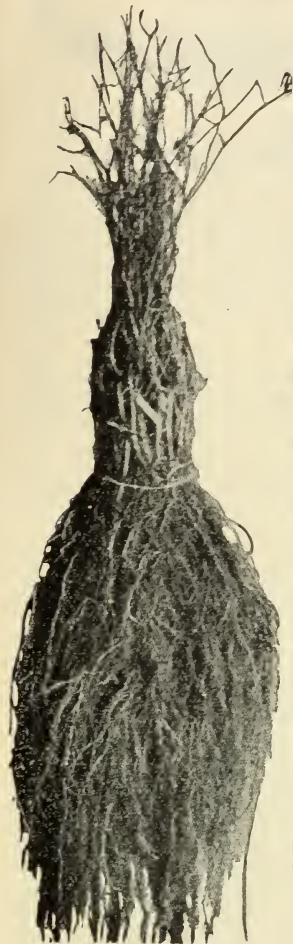
The following list are new varieties that have been tested for their dependable performance both in the home garden and field vineyards. You will find in these varieties fruit of the highest quality and in more than one way show supremacy over the standard varieties.

CHAMPAGNE—A delicious white Grape extremely large and juicy; never before have we seen as large compact bunches of grapes as this variety produces. Strong sturdy grower; one you will be delighted with.

CACO—This new red Grape that is giving promise of becoming the leading Red variety. On our farms this year it was an outstanding variety, both as to flavor and size of fruit—holding fruit well after ripening.

FREDONIA—Originated at N. Y. State Agr. Exp. Sta. Black; ripens very early; berries large, juicy and sweet, borne in large compact clusters; bunches are compact and very attractive.

ONTARIO—White—Follows Portland very closely in ripening. An excellent blending of acid and sugar; hence the taste is sprightly and yet sweet. Vines strong, vigorous growers and very productive. Another of the N. Y. State Agr. Station's originations.



Strong 2-Year Stock of
Highest Quality.

PORTLAND—New white Grape developed by N. Y. State Experiment Station. **Ripens earlier than any other known Grape.** Berries large and have that beautiful yellow color like the Niagara. Contains so much sugar that it can be eaten long before it is fully ripe.

SHERIDAN—Is the most promising new Grape for commercial growers to compete with California vineyards. It is a late bluish black Grape; large and more attractive than Concord, and is superior in keeping qualities. Fruit is produced in large handsome clusters, and many of them on each vine. We recommend this Grape to all our customers in the Middle Atlantic.

"GRAPE VINES SELECTED FROM VERY BEST STOCK"

Wellsburg, West Va.
The Grape Vines purchased from you last year were real plants. Better tops and roots I have never seen on grape vines.
J. A. WEST.

Cincinnati, Ohio.
We wish to thank you for the wonderful grade of Grape Vine stock sent us this year. It is a pleasure to do business with a firm putting out stock that is graded to such a high point of perfection.

LEROY WILLIAMSON.

For Quick Results Set

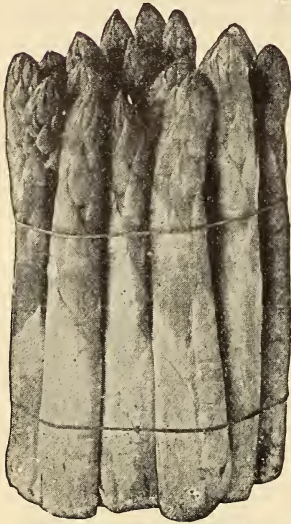
BEARING AGE GRAPE VINES

We have a considerable number of calls from our customers, wanting larger vines than our regular 2-year size; something that will give immediate results after planting. Our Bearing Age Vines are grown from selected 3-year plants; topped-pruned and reset under irrigation; where they have grown the past summer, having produced a nice crop of fruit in the nursery row and heavy set with new fruiting canes. This stock will produce results the first year set, and we are passing them along under our **Bearing Age Vines at 2½ times the 2-year prices.**

For prices 2-year Grape Vines, see page 31.

Selected

MARYLAND GROWN



Quality Asparagus always brings top price.

Asparagus Roots

Our select Asparagus we offer our customers have been grown on the Eastern Shore of Maryland. **Nowhere in the country will you find soil more adapted to the growing of Asparagus crown than where we have our fields.** The long growing season stores up strong double crowns and heavy roots with extra vitality in them to produce larger returns in the quickest time after setting. An Asparagus patch is good for years. **Start right by getting strong healthy True-to-Name Crowns.**

MARY WASHINGTON —A strain selected from the Washington variety; much heavier stocks and greater producer than the original Washington variety. Practically Blight-resistant.

PALMETTO —An old variety; preferred by many commercial growers; stocks very large, tender and juicy.

PEDIGREED WASHINGTON —A new strain from the Mary Washington, having been selected for its large stocks of bluish green, and rust-resistance qualities. One of the best varieties of Asparagus.

Prices of Asparagus Roots

Extra Strong Selected Crowns—One, Two and Three-Year Size

	25	100	250	1000
Mary Washington, 1-year.....	\$.75	\$ 1.50	\$ 2.50	\$ 8.00
Mary Washington, 2-year.....	1.00	2.00	4.00	12.00
Mary Washington, 3-year.....	1.50	3.00	6.00	20.00
Pedigreed Washington, 1-year.....	1.00	2.50	5.00	16.00
Pedigreed Washington, 2-year.....	1.50	3.00	6.00	20.00
Palmetto, 1-year.....	.50	1.00	2.00	7.00
Palmetto, 2-year.....	.75	1.75	3.50	10.00

500 Plants at 1000 rate—Ask for special prices on lots of 5,000 or more.

Asparagus by Parcel Post—Add 10c. for each 25 plants to cover postage.

Choice Rhubarb

Myatt's Linnaeus —Large tender and fine, one of the very best to plant; makes good sauce and pies. **Plants, 20c each; \$2.00 doz.; \$8.00 per 100. Prepaid.**

QUEEN—Extra strong grower of large stocks of a pink color; for cooking in any way its quality is unsurpassed. **Plants, 20c each; \$2.00 doz.; \$8.00 per 100. Prepaid.**

MRS. WM. H. OBERSHAIN, Waynesboro, Penna., writes:

The Asparagus plants came yesterday and we are much pleased. They are fine. You certainly know how to grow thrifty crowns.

RAYMOND LITZENBERGER, Kintnersville, Penna., writes:

Received the Asparagus roots yesterday. All O. K. I am well pleased with them all.

E. R. LONGWORTH, Terre Haute, Indiana, writes:

We wish to thank you for such prompt delivery on the 20,000 Mary Washington Asparagus roots ordered of you; also for the grade that you sent us, as never before have we been able to get such roots. Your grading was perfect.

AN ASPARAGUS BED once set is good for several years; therefore demand the best in Roots when setting.

You will find our **SELECTED ASPARAGUS ROOTS** 100 per cent Value.



Myatt's Linnaeus Rhubarb.

BRIEF CULTURAL DIRECTIONS FOR GROWING STRAWBERRIES

In growing strawberries your success depends more on securing good plants than on any other one item of expense.

It is of course necessary to secure the right site for the berry patch. The land should be reasonably fertile to grow good berries. It is preferable to plant strawberries in a spot where the land will be as free from weeds and grass as possible. Old sod land should not be used if any other site can be secured. Fall plowing while not absolutely necessary is much to be preferred over spring plowing.

Most any soil by fall plowing deep and spreading a good coat of any barnyard manure after plowing any time during the winter or early spring makes a good soil for strawberries. Another good plan is to follow the potato field. Where either white potatoes or sweet potatoes are grown, strawberries grow well as a usual thing. Tomatoes, cowpeas, or most any site where the land has been made rich by growing truck crops will be found ideal spots for the strawberry patch.

Where home manures are not convenient it is a good plan to broadcast a heavy application of commercial fertilizers just before the plants are set in the spring (two to three weeks in advance is not too much). Sheep manure is good. A mixture of tankage and Acid Phosphate, half and half, is another good mixture, 1000 lbs. per acre. Pure raw bone meal broadcast or applied in the drill directly under the plants is safe at the rate of 600 to 800 lbs. per acre. Raw bone meal will not injure the plant roots no matter how heavy you apply it, and is about all the fertilizer I can recommend to use directly under the plants.

It is desirable to have the soil worked in as good condition as possible before setting the plants. Where the manure has been broadcast, we prefer dragging the soil level, and marking off the rows with a light marker, setting the plants on the side of the mark, using the same side of the mark on each row so as to have the rows the same width.

In large plantings a horse-drawn transplanter where good operators are obtainable can do a good job setting the plants. Where small plots are set or in stumpy new land, we find the garden trowel the ideal tool to set plants. On stony soil it is best to use a spade. Just so the plant's roots are set straight down and firmly packed they are all right to grow. Never set the plants on a ridge under any consideration. You cannot properly work a bed of strawberries when set that way. Keep the bed level the entire year, always working them shallow and with small teeth on the cultivator. Work at least every ten days and keep all weeds and grass hoed out or pulled out. It is preferable to hoe them every time before they need it.

TIME TO SET. This is another very important thing on success. Early plantings are always the best. No matter how cold it gets after planting is done it does not injure the plants in the least. When the land is got almost in shape in the fall, planting can be done the first thawed days in early spring if plants are obtainable. Plants can be set in New England states in early April, and sometimes March, same in Pennsylvania, New York, Ohio and in every important strawberry state early in April as possible, and when the ground is not frozen set in March.

We have been recommending the early setting of strawberry plants for over a quarter of a century, and this fact has led our customers to make bigger

profits from their berries than most any advice we could have ever given them, with the possible exception of obtaining better quality plants and better varieties. Fall setting is practiced in several states with some success, but not highly recommended outside the southern states.

TOWNSEND'S PLANTS come to you properly cleaned and bunched ready to set.

Some varieties may have roots too long to get into stony soil. In this event it is necessary to take the shears and clip off a portion of the roots, making them shorter.

If the plants are received a few days before the soil is ready, it is a good plan to open the boxes, take the plants out and dampen the roots up to the string, redampen the moss and repack in same box, place in a cool cellar, and the plants if dormant will keep for a week or ten days in good order. Healing in is all right if done by an experienced hand, but it is slow and tedious, and the danger is getting the tops and crowns wet when handling and watering, and for this reason we prefer to keep the plants in the box packed in moss.

NEVER WATER STRAWBERRY PLANTS. Please take this seriously, for that is what we mean. The worst thing that was ever done to a strawberry plant while setting it or after it was set is to try to water it by hand. I am unable to explain why, but it is a fact, and proven over and over thousands of times. Millions of plants have been killed by this sort of kindness. No matter how dry the soil, never use water when setting the plants. Just brush off the top of the soil with the trowel if the soil is sandy and dry enough to run in the opening when made. Set the plant straight down. Press the flat foot directly over the plant with full weight, and the moisture will rise sufficient to keep the plant alive until rainfall. We guarantee our plants to be hardy enough to stand any treatment reasonably made except watering when planting, or after planting, by hand.

PLANTING SYSTEMS. For most sections of the country, the matter row system is considered the best and most practical of all. Rows three and a half to four and a half feet, depending on varieties used. Usually a matter row should be three feet wide when plants are laid by, and sufficient room should be left for the pickers. It is always best to keep the middles of the row cultivated out as long as the runner plants form. Plants should be set from 15 to 24 inches apart. Good rank growing varieties like Premier, Aberdeen, Blakemore, Dunlap, Howard's Supreme, Jupiter, should be set 24 inches apart in the row, with rows four feet apart. **For Hill Culture,** rows three feet each way, or three and a half feet by three feet. Allow six to eight plants form in the hill. A Kruegers runner cutter is the tool to keep plants well formed in the hill. This leaves a 14 inch circle of plants to each hill, and fancy berries are grown that way. The bed can be grown cheaper than by the matted row system, as the cultivator can be used each way for several months. If plenty of land is at hand, three and a half feet each way is the best method. The old style as directed by some strawberry experts advised leaving just the mother plant to grow in a hill. This is not the ideal way. At least six to eight plants should be allowed to form in the hill. It requires from 6000 to 8000 plants to set an acre.

Planting Chart will be found on page 30.

Mating Varieties

MATING VARIETIES. Some of the best varieties of strawberries are of imperfect blossom, of female, and must have a perfect flowering variety set near it in order to pollinize the imperfect flowers. When the female or imperfect sort is to be set for the main part, one row of perfect flowering to every three rows of imperfect is used. When the field is divided equally to each variety, set two rows of each kind, selecting a mate for the imperfect sort that ripens at same time.

WE OFFER FOUR IMPERFECT FLOWERING VARIETIES IN OUR LIST

May Queen Howard's Supreme
Townsend's Big Late Sample



An Imperfect Blossom.



A Perfect Blossom.



STURDY, VIGOROUS, POTTED PLANTS
—The kind that will produce quick results.

POTTED STRAWBERRY PLANTS

In addition to our layer-strawberry plants, we offer to our customers a selective list of potted plants. You will find these plants to be well established, with a good ball of roots and strong healthy double crowns—the kind that will transplant readily any time during the summer months, and are used exclusively after our shipping season is over on field grown layer-plants. The Everbearing varieties will fruit within five weeks after setting. We can furnish potted plants from May 1st until October 1st of the following varieties:

Howard's Supreme	Jupiter	Blakemore
Premier	Aberdeen	Dr. Burrill
Big Joe	Chesapeake	Town King
		Wm. Belt

In the Everbearing varieties:

Lucky Strike	Mastodon
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PRICES ON POTTED PLANTS

	Dozen.	100.
Standard Varieties	\$.75	\$5.00
Everbearing Varieties	1.00	6.00

(25 or more at the 100 rate.) We recommend Express shipments on Potted Plants.

PLANTING DISTANCES

Strawberries, Field Culture.....	3½ x 1½	Dewberries, Hill System.....	5 x 5
Strawberries, Garden Culture.....	2½ x 1½	Dewberries, Solid Rows.....	6 x 3
Everbearing Strawberries, Field....	3½ x 1½	Grapes	9 x 10
Everbearing Strawberries, Garden...	2½ x 1½	Asparagus	7 x 2
Strawberries, Hill System.....	2½ x 2½		
Blackberries	8 x 3		
Red Raspberries.....	6 x 3		
Black Raspberries	7 x 3½		

Complete Culture Guide sent with each order, or will gladly mail free to any one requesting this booklet.

INSTRUCTIONS FOR ORDERING

Full information on our shipping season will be found on back of enclosed order blank. Please give date plants are to be shipped—otherwise we will ship at proper planting time.

One-fourth deposit on orders amounting to \$5.00 or more will reserve your plants. Balance to be paid before April 1st. We cannot reserve plants unless deposit is made on them.

We acknowledge each order promptly as received. Note acknowledgment, and if any error has been made in booking your order advise us at once.

You are promptly notified by card day shipment is made. Do not take your acknowledgment of order for notice of shipment.

Help us to avoid mistakes and give full name and address, writing plainly. If your Post Office is different from Express Office, please advise us when filling in your order.

CUSTOMERS WISHING PLANTS BY MAIL USE FOLLOWING TABLES

Parcel Post Rates On Strawberry Plants

	Zones 1-2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
100 Plants.	\$.10	\$.14	\$.21	\$.28	\$.35	\$.43	\$.50
200 Plants.	.13	.20	.33	.46	.59	.73	.86
300 Plants.	.16	.26	.45	.64	.83	1.03	1.22
400 Plants.	.21	.36	.65	.94	1.23	1.53	1.82
500 Plants.	.26	.46	.85	1.24	1.63	2.03	2.42
600 Plants.	.20	.52	.97	1.42	1.88	2.33	2.78
700 Plants.	.31	.56	1.05	1.54	2.03	2.53	3.02
800 Plants.	.36	.66	1.25	1.84	2.44	3.03	3.62
900 Plants.	.38	.70	1.33	1.96	2.59	3.23	3.86
1000 Plants.	.41	.76	1.45	2.14	2.84	3.53	4.22
2000 Plants.	.56	1.06	—	—	—	—	—

On all orders of 500 plants or more, the rate is cheaper by Express after the Third Zone.

Parcel Post Rates On Grape Vines, Raspberries, and Blackberries

	Zones 1-2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
1 to 2....	\$.07	\$.08	\$.09	\$.10	\$.11	\$.13	\$.14
3 to 6....	.09	.12	.17	.22	.27	.33	.38
6 to 12....	.11	.16	.25	.34	.43	.53	.62
12 to 20....	.16	.26	.45	.64	.83	1.03	1.22
20 to 25....	.21	.36	.65	.94	1.23	1.53	1.82
25 to 35....	.26	.46	.85	1.24	1.63	2.03	2.42
35 to 50....	.36	.66	1.25	1.84	2.43	3.03	3.62
50 to 75....	.46	.86	1.65	2.44	3.23	4.03	4.82
75 to 100....	.56	1.06	2.05	3.04	4.03	5.03	6.02

On all orders of 200 plants or more of Cane Stock the rate is cheaper by Express after the Third Zone.

The above postage rates insure all mail shipments.

Townsend's 1932 Price List

FRESH DUG STOCK

We furnish only fresh dug stock direct from the fields in which your order is filled; being superior in quality to cold storage stock, having been dug in fall and stored over winter.

SHIPMENTS BY MAIL

Customers wishing any plants on this page; sent Parcel Post; Postage rates can be found on page 30.

FOR STRAWBERRY PLANT PRICES SEE NEXT PAGE

BLACK RASPBERRY PLANTS

	12	25	50	75	100	200	300	400	500	1000
Cumberland, No. 1 Tips.....	\$0.75	\$1.25	\$2.05	\$2.70	\$3.30	\$5.60	\$7.65	\$9.50	\$11.25	\$21.50
Cumberland, Transplants.....	1.20	2.00	3.25	4.30	5.25	9.00				
Logan, No. 1 Tips.....	.75	1.25	2.25	3.10	3.85	6.25	8.65	10.90	13.00	25.00
Logan, Transplants.....	1.20	2.00	3.60	4.90	6.00	10.00				
Plum Farmer, No. 1 Tips.....	.75	1.25	2.05	2.70	3.30	5.60	7.65	9.50	11.25	21.50
Plum Farmer, Transplants.....	1.20	2.00	3.25	4.30	5.25	9.00				

RED RASPBERRY PLANTS

	12	25	50	75	100	200	300	400	500	1000
Chief, 1-Year No. 1.....	\$1.25	\$2.00	\$3.00	\$4.15	\$5.70	\$9.40	\$13.40	\$17.25	\$20.25	\$39.50
Chief, 2-Year Transplants.....	1.85	3.20	4.80	6.65	8.25	15.00				
Latham, 1-Year No. 1.....	1.00	1.50	2.55	3.50	4.30	7.25	10.10	12.80	15.00	28.75
Latham, 2-Year Transplants.....	1.60	2.25	4.00	5.60	6.75	11.60				
Katherine, Everbearing.....	1.25	2.00	3.00	4.15	5.20	9.40	13.40	17.25	20.25	39.50
Katherine, 2-Year Transplants.....	1.75	2.75	4.65	6.40	8.00	14.00				
St. Regis, 1-Year No. 1.....	.80	1.25	2.00	2.75	3.35	5.75	7.90	9.90	11.25	21.75
St. Regis, 2-Year Transplants.....	1.25	2.00	3.20	4.40	5.35	9.20				
Viking, 1-Year No. 1.....	1.25	2.00	3.00	4.15	5.20	9.40	13.40	17.25	20.25	39.50
Viking, 2-Year Transplants.....	1.85	3.20	4.80	6.65	8.25	15.00				

PURPLE RASPBERRY PLANTS

	12	25	50	75	100	200	300	400	500	1000
Columbian, 1-Year No. 1.....	\$1.00	\$1.50	\$2.55	\$3.50	\$4.30	\$7.25	\$10.00	\$12.80	\$15.00	\$28.75
Columbian, 2-Year Transplants.....	1.60	2.25	4.00	5.60	6.75	11.60				

BLACKBERRY PLANTS

Grown From Strong Root Cuttings

	12	25	50	75	100	200	300	400	500	1000
Alfred, 1-Year No. 1.....	\$1.00	\$1.50	\$2.50	\$3.40	\$4.20	\$7.40	\$10.40	\$13.25	\$15.50	\$30.00
Early Harvest, No. 1, 1-Year.....	.90	1.30	2.15	2.85	3.50	6.00	8.20	10.25	11.75	22.50
Early Harvest, Transplants.....	1.40	2.10	3.40	4.50	5.60	9.60				
Eldorado, 1-Year No. 1.....	.90	1.35	2.25	2.85	3.60	6.20	8.60	10.90	13.00	25.00
Eldorado, 2-Year Transplants.....	1.40	2.15	3.60	4.70	5.75	9.90				
Snyder, 1-Year No. 1.....	1.00	1.50	2.50	3.40	4.20	7.40	10.40	13.25	15.50	30.00
Snyder, 2-Year Transplants.....	1.60	2.40	4.00	5.45	6.75	11.75				
Russell, 1-Year.....	1.00	1.50	2.50	3.40	4.20	7.40	10.40	13.25	15.50	30.00

DEWBERRY PLANTS

	12	25	50	75	100	200	300	400	500	1000
Aus Lu, New 1-Year Tips.....	\$1.00	\$1.50	\$2.50	\$3.40	\$4.20	\$7.40	\$10.40	\$13.25	\$15.50	\$30.00
Aus Lu, Transplants, 2-Year.....	1.60	2.40	4.00	5.45	6.75	11.75				
Lucreatia, 1-Year Tips.....	.85	1.20	1.90	2.50	3.00	5.00	6.85	8.50	10.00	18.00
Lucreatia, Transplants, 2-Year.....	1.35	1.95	3.00	4.00	4.80	8.00				
Youngberry, New 1-Year No. 1.....	1.50	2.25	3.75	5.00	6.25	11.50	16.50	21.25	25.50	50.00
Youngberry, Transplants, 2-Year.....	2.40	3.60	6.00	8.00	10.00	18.40				

GRAPE VINES, 2-Year Grade

	Each	3	6	12	25	50	100	250	
Concord, Black.....	\$0.25	\$0.60	\$0.80	\$1.20	\$2.25	\$4.00	\$7.50	\$17.50	Write for special prices
Catawba, Red.....	.30	.75	1.20	2.10	3.75	7.00	12.00	27.50	on vines in larger lots.
Delaware, Red.....	.30	.75	1.20	2.10	3.75	7.00	12.00	27.50	
Moore Early, Black.....	.30	.75	1.20	2.10	3.75	7.00	12.00	27.50	
Niagara, White.....	.30	.75	1.20	2.10	3.75	7.00	12.00	27.50	
Worden, Black.....	.30	.75	1.20	2.10	3.75	7.00	12.00	27.50	

NEWER VARIETIES OF GRAPES, 2-Year Grade

	Each	3	6	12	25	
Caco, Red.....	\$0.40	\$1.00	\$1.75	\$3.00	\$5.00	BEARING AGE GRAPE VINES can be furnished at 2 1/4 times the 2-Year Price. For description see page 27.
Champagne, White.....	.40	1.00	1.75	3.00	5.00	
Fredonia, Black.....	.50	1.30	2.25	4.00	6.25	
Portland, White.....	.40	1.00	1.75	3.00	5.00	
Ontario, White.....	.40	1.00	1.75	3.00	5.00	
Sheridan, Black.....	.40	1.00	1.75	3.00	5.00	

Send Townsends your order this year and let us convince you of our Superior Grading and Quality Stock. Our thirty years experience in Grading and Packing small Fruit Plants assures you of getting 100 per cent value.—Prompt Service and Our Guarantee to please YOU.

Spring, 1932

Regular shipping
Season October 15th
to May 10th

Strawberries

Late Summer and
Fall Deliveries.
Write for prices.

Townsend's Special Wholesale Prices Direct to Growers

More Than a Quarter Century Direct Selling
One Price to All - A Square Deal to Everyone

EXTRA EARLY VARIETIES

Description on Page	Price Per 1000
7 Blakemore (per)	\$ 3.00
7 Bellmar (per)	10.00
6 Fruitland (per)	5.00
5 Howard 17 (per)	4.00
Missionary (per)	3.00
7 MISSIONARY (Select)	5.00
5 PREMIER (per)	4.00
8 Red Gold (per)	5.00
8 St. Louis (per)	4.00
8 Success (per)	4.00

EARLY VARIETIES

6 ABERDEEN (per)	4.00
8 Dr. Burrell (per)	4.00
3 HOWARD'S SUPREME (imp.)	10.00
4 JUPITER (per)	10.00
8 Klondyke (per)	3.00
8 Sen. Dunlap (per)	4.00
12 WASHINGTON (per)	10.00

MIDSEASON TO LATE VARIETIES

9 AROMA (per)	3.00
9 BIG JOE (per)	4.00
8 Cooper (per)	5.00
10 Gibson (per)	3.00
Parsons Beauty (per)	4.00

LATE TO VERY LATE VARIETIES

Page	Price Per 1000
11 CHESAPEAKE (per)	\$ 5.00
12 FORD (per)	5.00
12 GANDY (per)	4.00
12 Lupton (per)	4.00
12 Mascot (per)	5.00
Pearl (per)	5.00
10 MAYQUEEN (imp.)	10.00
13 TOWNKING (per)	8.00
10 Sample (imp.)	5.00
14 WM. BELT (per)	4.00
12 World's Wonder (per)	10.00
14 TOWNSEND'S BIG LATE (imp.)	5.00

EVERBEARING VARIETIES

20 MASTODON (per)	8.00
Champion (per)	8.00
25 50 100	
20 LUCKY STRIKE \$1.50 \$2.00 \$3.00 \$20.00	
20 Aldrich	2.00 3.00 5.00 30.00
Blue Ribbon ...	2.00 3.00 5.00 30.00

If we made you prepaid prices we would have to figure the average transportation cost. We have never thought it fair to make our nearby customers pay a part of the transportation on the distant customers' shipments. And for this reason we do not quote PREPAID prices. Every Townsend customer pays only his exact transportation charges. If large growers and Associations desire plants shipped prepaid we will get the exact charges on said shipment and add it to their bill and ship prepaid. We often do this in quantity shipments.

If less than 1000 plants of a variety are ordered, prices must be carried out according to the following table. If the correct amount is not sent with order, we send the amount you have paid for. Always count each variety separate.

If priced at	\$3.00 per 1000	\$4.00 per 1000	\$5.00 per 1000	\$8.00 per 1000	\$10.00 per 1000
25 plants will cost.....	\$.25	\$.30	\$.40	\$.75	\$.90
50 plants will cost.....	.40	.50	.60	1.00	1.25
75 plants will cost.....	.55	.65	.75	1.25	1.50
100 plants will cost.....	.70	.80	.90	1.50	1.75
150 plants will cost.....	.90	1.00	1.10	2.00	2.25
200 plants will cost.....	1.10	1.25	1.60	2.50	2.75
250 plants will cost.....	1.30	1.40	1.75	3.00	3.25
300 plants will cost.....	1.50	1.60	1.90	3.25	3.50
400 plants will cost.....	1.70	1.80	2.20	3.75	4.50
500 plants will cost.....	1.75	2.25	2.75	4.50	5.50
1000 plants will cost.....	3.00	4.00	5.00	8.00	10.00
2000 plants will cost.....	6.00	8.00	10.00	16.00	20.00
3000 plants will cost.....	9.00	12.00	15.00	23.25	28.50
4000 plants will cost.....	12.00	16.00	19.00	30.00	36.00
5000 plants will cost.....	13.75	18.75	23.75	37.50	45.00
10,000 plants will cost	27.00	37.00	45.00	72.50	87.50

If larger quantities are wanted figure each variety at the 10,000 rate.

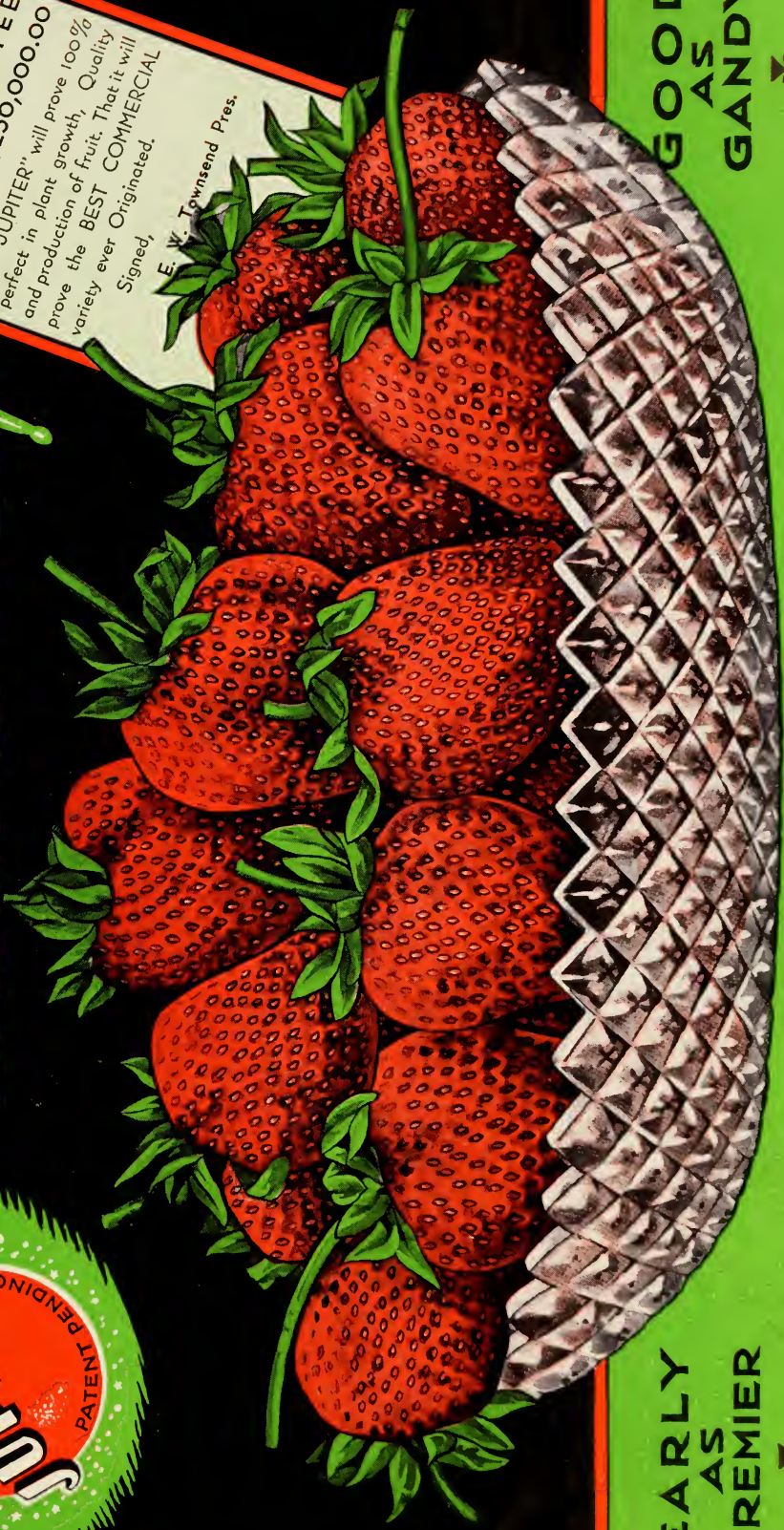
All cash orders amounting to \$25.00 or more received during January will be allowed 5 per cent discount in free plants.

SPECIAL NOTICE—All prices quoted above are F. O. B. Salisbury, Md.

**PRICED WITHIN
REACH OF ALL!**



OUR GUARANTEE
Backed by \$250,000.00
That "JUPITER" will prove 100%
perfect in plant growth, Quality
and production of fruit. That it will
prove the BEST COMMERCIAL
variety ever Originated.
Signed,
E. W. Townsend Pres.



**GOOD
AS
GANDY** ▼

**EARLY
AS
PREMIER** ▼

A Strong Healthy Plant Grower



“TOWNKING”

The New Big Late Berry
Without a Fault.

See page 13 for description.



TOWNSEND'S GENUINE MASTODON

Biggest Thing in the Strawberry World

Plants set in April begin to fruit in July same year, and continue every day until winter. Another big crop the following spring. And after taking a rest, continue to fruit again until winter sets in. See page 20.