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GROW STRAWBERRIES for QUICK MONEY



STEVENSVILLE NURSERIES
STRAWBERRIES · RASPBERRIES
BLACKBERRIES · GRAPES AND
OTHER SMALL FRUIT PLANTS
HENRY EMLONG & SONS
STEVENSVILLE, MICHIGAN

SEASON
1919

*The
Wonderful
Everbearing
Strawberry
Progressive*



Kellogg's Prize

We have grown this valuable variety for several seasons and find it to be all the introducers claim.

"Kellogg's Prize is unquestionably the heaviest fruiting late variety yet introduced. The berries of Kellogg's Prize are not only borne in large quantities, but are very large and most beautiful, and their quality is ideal in every respect. It has no preference for any particular soil or climate, but produces its customary load of berries wherever it is grown. It is a very strong growing pistillate or female variety, makes a tall foliage which protects the blossoms from frosts and affords shade for the berries. In every way it is a late variety that will win the admiration of everyone who grows it, and we are confident that no variety will make the grower a larger profit than Kellogg's Prize. Growers who started with only a few plants have increased their acreage every year and many now are using Kellogg's Prize as their leading late variety. We are confident that we could do you no greater favor than to urge you to order Kellogg's Prize, whether you grow berries for home use or market." Please note these qualifications:

PRODUCTIVENESS. The vines are simply loaded with berries.

COLOR. A beautiful dark glossy red.

SIZE. One of the largest berries we have ever grown.

SHAPE. Round and regular. Very beautiful.

FRUIT STEMS. Plenty, strong and upright.

We have an excellent stock of these plants and urge you to plant them.

KELLOGG'S PRIZE PLEASE OUR GROWERS.

Henry Emlong & Sons,
Stevensville, Mich.

West Salem, Ill., Feb. 15, 1918.

Gentlemen:—Please let me know if you can furnish the following list of plants. We bought plants from you several years ago, and they are all O. K., strong plants and good yielders. The Kellogg's Prize are, we think, the very best we have tried in our 25 years experience, and we are very anxious to get this kind as it seems to be suited to our soil. We have tried most varieties and we know when we have a good one.

Please advise if we can depend on getting the plants.

J. M. LUTHER.



A block of our Progressive Plants. Please note that the plants have plenty of room to develop. Every plant is large and strong.

Of Interest to Berry Growers



We are glad to announce that we have an excellent supply of plants to offer this season as we have been favored with exceptionally fine growing weather, and this, combined with our natural advantages and rich soil, has enabled us to produce a grade of plants that are sure to please the most particular growers, and

they will produce the amount and quality of fruit that you rightfully expect.

It is our patriotic duty to produce all the food we possibly can, and we are asked to do this with a shortage of labor and numerous other difficulties. Your best insurance of big crops is good plants and good seeds. Therefore it is more important now than ever before that you order your plants this season from reliable Nurserymen who make a specialty of producing high grade plants for the plants alone.

Now just stop and study a few minutes on the seed and plant proposition. Isn't it a fact that you are very careful in selecting your seed corn and other seed? You know that good seed corn will produce a much better crop of corn, with less work, than seed corn not selected.

Now doesn't it seem reasonable to you that strawberry plants, properly grown on rich soil especially adapted to their growth, will produce more berries of better quality than plants grown on inferior soil with the mother plants dug from the center of the row, which are always weak and small?

Just as surely as the quality of your seed corn determines the quality and size of your corn crop, the quality of your Strawberry plants will determine the productiveness of your berry patch. The plants are the machines that make your berries. If you plant weak inferior plants you must expect to harvest a poor crop of berries. If your plants are properly grown on soil especially adapted to them, they will be strong and highly productive, and this is the best insurance of a BIG CROP you can hope to have.

We have been growing strawberries for the past thirty-five years in one of the greatest (if not the greatest) fruit producing localities in the

United States. We know that it is necessary to plant strong, well rooted plants in order to harvest a good crop of berries. With our long experience in the berry business we believe we are qualified to give you one hundred cents in value for every dollar sent us, and we will back our plants to the limit, against any plants grown. They are strong and healthy and highly productive.

It is our desire to produce the VERY BEST PLANTS it is possible to grow and sell them as cheaply as we can. We know that our land will produce as many good plants as can be grown anywhere, as it is rich and especially adapted to the growth of fruit plants.

We are not offering you a long list of varieties. The varieties we list are what we have found to be the best among the many varieties we have tested, old reliable varieties worthy of a place in the catalog of a reliable grower.

You will find our prices somewhat higher than in the past, as the cost of producing FIRST CLASS plants has increased enormously. You are all aware of the increased cost of labor, etc., consequently you could not expect us to sell plants as cheap as formerly. We will not send out cheap, inferior plants nor can we be expected to grow plants at a loss. We know that our prices are reasonable considering the quality of the plants, and we know that you cannot buy better plants, regardless of the price you pay.

We extend our thanks to our many customers for their liberal patronage of the past season, and deeply appreciate their kind recommendations, which have resulted in many new customers. We know that our plants are giving satisfaction by the many testimonials we receive, and we will continue to do our utmost to please our customers as we realize that a satisfied customer is the very best advertisement we can hope to have.

Please remember that we personally look after your best interests. We see to it that your plants are put up in the best manner possible, well cleaned, good count, never exposed to sun or wind, and CAREFULLY PACKED.

We ask for your order this season, sincerely and conscientiously believing that we can serve you well.

Yours very truly,

HENRY EMLONG & SONS.

Instructions to Customers

When writing please sign your name plainly. Be sure to give your Postoffice, County, and State every time you write.

When ordering please use order sheet and return envelope, fill out carefully and much delay and trouble will be avoided. All orders are acknowledged immediately upon receipt. If you don't hear from us in a reasonable length of time, write again.

References.—As to our reliability, we refer to the Postmaster, Express agent or any business man of Stevensville, or Bridgman, Mich. Also the Union Banking Co., or Commercial National Bank of St. Joseph, Mich. When writing to any of the above, please send self addressed, stamped envelope for reply.

How to Send Money.—By check, bank draft, express money order, postoffice order or registered letter.

Terms.—Our terms are invariably cash with order, or part cash and balance any time before shipment. Those wishing to order early may remit one-third of the amount. We will then book the order and they will be assured of getting just what they want.

No order booked for less than \$1.00. We cannot make C. O. D. shipments; our prices are low and to keep them low we must make the cost of handling them just as low as possible.

Substitution.—We do not substitute one variety for another without your permission. When ordering late in the season, we may be sold out of the varieties you order, and it will facilitate matters if you give second choice. Remember that we will not substitute unless absolutely necessary, and we always label true-to-name.

Packing.—Our packing is done in the best manner possible, slatted crates and baskets are used for the strawberry plants, and we use plenty of damp moss. Our plants are packed right and they will reach you in good growing condition, if received in a reasonable length of time. No extra charge is made for packing, or packages.

Shipping Season.—Our shipping season usually commences about the first of April and continues until May 20. WE WILL SHIP NO STOCK IN THE FALL.

Methods of Shipment.—Express is by far the safest and best way to have plants shipped. They will make fast time and as they are shipped in open cars they are pretty sure to arrive in good condition. Plants have a special rate of 20 per cent less than merchandise.

Parcel Post.—Strawberry plants in small quantities can be sent by mail if desired. We make an extra charge of 20 cents per 100 plants to cover extra cost of wrapping and postage.

Complaints.—If any, must be made immediately upon receipt of goods.

Guarantee.—We guarantee every plant we ship to be just as represented in this catalog, free from disease, true-to-name, and strictly first class in every particular. The plants are packed in the best manner possible and delivered to the carrier in good condition. Should the crates or packages arrive in poor condition, or if they fail to arrive in a reasonable length of time, refuse them and enter claim against the company with your agent.

Conditions of Sale.—While we exercise the best of care in having our plants true-to-name, mistakes will occur. With a large business we cannot personally do all the work. We are always ready and anxious to correct our errors, and want you to write us if not entirely satisfied. It is mutually agreed that we are not to be liable for more than the price paid by you for the plants in question.

It is as much to our interest as to yours to have our plants prove satisfactory to you; our success depends on your success, and it is up to us to treat you in a way that will make you remember us when in need of more plants.

Order Early.—It is really to your interest to order early, as all orders are booked in rotation. You cannot afford to be without a patch of berries. Prices are high and will continue so. We were compelled to return a number of late orders last season. Strawberry plants are scarce this year. There is bound to be a large demand, and those ordering late are liable to be disappointed. **ORDER YOUR PLANTS AS SOON AS YOU RECEIVE THIS CATALOG.** Those ordering in January and February will find full stock and will be assured of getting what they want.

One-third cash will book your order, balance any time before shipment.

In case you receive more than one catalog, we will appreciate the favor if you will hand one to your friends who might be interested in good fruit plants.

Photographs.—Send us a picture of your berry patch or field. We will select the best and show them in our 1920 catalog, and will pay \$5.00 each for all used. Photographs should reach us by October 1st, 1919. Would also like to have some statement as to your success, to accompany photograph.

CERTIFICATE OF NURSERY INSPECTION.

No. 1944.

This is to certify that I have examined the nursery stock of Henry Emlong & Sons, Stevensville, Mich., and find it apparently free from dangerous insects, and dangerously contagious tree and plant diseases.

This certificate to be void after July 31, 1919.

L. R. TAFT,

East Lansing, Mich., Oct. 1, 1918.

State Inspector of Nurseries and Orchards.

OUR GUARANTEE.

We guarantee every plant we ship to be just as represented in this catalog, free from disease, true to name, and strictly first-class in every particular; if found to be otherwise we will refund your money or duplicate the order. It is mutually agreed that we are not to be responsible for more than the first cost of the plants. We know that our plants will please you and we want your order.



Reproduction of photo of our Strawberry Plants. Note the strong root system and healthy foliage. Plants like these are pretty good crop insurance and will start you to success.

Good Plants Insure Good Crops

Our Location

We are located in one of the greatest fruit producing centers in the world. We have the natural advantages to produce STRONG, HEALTHY and highly productive plants.

GOOD SOIL
GOOD CLIMATE
ABUNDANT RAIN-FALL
LONG GROWING SEASON

These are all important factors in helping us to produce strawberry plants of the highest quality. Doesn't it seem reasonable to you that a plant will do much better for you when grown on soil that is especially adapted to its growth, than plants that are produced by the excessive use of fertilizers?

Our soil is a rich sandy loam, that produces vigorous, strong, heavily rooted plants of the highest productive ability. We can safely guarantee them to please you and produce big crops of extra quality berries.

Natural advantages alone are not responsible for the fine quality of our plants. We have learned many things in our thirty-five years experience that are essential in growing a paying crop of berries.

Protection in Winter

This is another important factor in helping us produce good plants. Our plants are never exposed to the freezing, zero weather as they are abundantly covered with snow during the winter months. This gives them natural protection and they come out in the spring with nice green leaves, responding readily to good treatment.

We Grow Our Own Plants

We grow our own plants and this means a great deal to the purchaser. Although we grow many acres of them they are given the very best care possible, and our continuous cultivation contributes largely to the highest state of maturity which our plants attain. We know that we can give our plants a more binding guarantee than would be possible if we depended on other growers for our plants. Please remember that every strawberry plant purchased from us is grown on our own rich ground, under our personal supervision, and you can bank on it that you will receive nothing but strictly first class stock.

Strong Plants

In order to produce plants that are all large and strong it is necessary to give them plenty of room for proper growth. You know that if a lot of plants are crowded in an acre of ground, the result will be that you will have a lot of weak inferior plants as they will crowd each other too closely. We place our plants far enough apart in the rows to insure them plenty of room and the result is that we get every plant to reach its highest state of maturity. Is it not clear to you, Mr. Fruit Grower, that these are the kind of plants you need to start you properly in the berry business? We could grow the other kind if we thought we could expect your future orders by doing so. We know that our future success depends wholly on our customers' satisfaction, and needless to say we will go the limit in providing you with plants that will guarantee your future orders.

Gentlemen:—

Iowa, March 26th.

Have been wanting to write you for some time, but have been so very busy. I was very much pleased with the plants you sent me last year and they have made a fine growth. Am sending you another order as I have found where to get good stuff.

T. B. COOP.

Dear Sirs:—

Canada, April 26th.

We are in receipt of the box of strawberry plants and although they have been on the road 12 days, they are fresh and damp. We are more than pleased and will remember you in the future.

A. G. HULL & SON.



A corner of one of our fields from which plants will be dug to supply our customers this year.

Big Quick Profits

The best advice we can give anyone, with a piece of land at their disposal, is to PLANT STRAWBERRIES. There is more profit in an acre of Strawberries than in any other crop you can grow. The work is pleasant and so profitable that it seems unnecessary to urge their growth, but for the benefit of those who have never grown them we will say that if they desire some easy money, early in the spring, all that is necessary is a good patch of berries.

There is no plant that adapts itself to all soils and climates so readily as the strawberry. It is grown with success in every part of the United States. It requires very little experience to become a successful strawberry grower, and the only cash outlay required is for the plants. They should be strong, productive plants as your success or failure depends on the quality of your plants.

The strawberry is the first fruit to ripen in the spring and the source of much joy and profit to the lucky owner of a good patch.

Take for instance a few rows in your garden. You will be surprised to find how much you can save on your grocery bill by having plenty of fresh strawberries. Not only will you save on the fruit you usually buy, you will eat more strawberries and you will have them in abundance, thereby doing without many of the things you usually bought.

By buying varieties of different seasons, including the ever-bearers, you can have strawberries every day in summer and winter. In case you have more than you can use yourself, you can easily dispose of the surplus to your neighbors or in town, as there is always a large demand for home-grown berries.

The Farmer's Opportunity

The farmers and especially fruit growers are certainly having their innings now, and it is up to them to hit the ball just as hard as they can. The demand for fruit was never so great, and we

predict that this demand will continue indefinitely, owing to the large amount of wheat, meat, etc., being shipped to our allies. The prices paid for fruit the past season are bound to continue, and may go even higher. Owing to the devastated condition of a large part of Europe, the American farmer is required to double his efforts and produce all he possibly can. Shipload after shipload of food is crossing the ocean daily, and every pound of wheat, etc., that leaves this country means that something else must be produced to take its place. Growing fruit is just as necessary to the good health of our people as the production of grain, etc. You will be well paid for all the fruit you can grow as there is a demand for it that cannot be supplied, due to the fact that all are urged to use and preserve all the fruit possible.

We must all put forth a little extra effort this season. You surely realize that you will be doing a patriotic duty, and you certainly will be well paid for every effort put forth.

We feel that we have "done our bit" by growing a fine supply of plants, thereby making it easier for you to grow BIG CROPS OF BERRIES. We are offering them to you at a very reasonable price considering the cost of production, and feel that we are entitled to your orders.

Buy Your Plants Where Strawberries Grow Best

In our thirty-five years of experience in the berry business we have never failed to grow a big, paying crop of strawberries. We are located in the great FRUIT BELT of MICHIGAN, where natural advantages, such as IDEAL SOIL, PERFECT CLIMATE, ABUNDANT RAINFALL and many other conditions enable us to produce STRONG, THRIFTY PLANTS and consequently PROFITABLE crops of strawberries. It is an assured fact that where any particular crop reaches its highest state of perfection, and is grown with the least trouble, that is where you can secure the plants of the most productive nature. Our ideal conditions therefore enable us to produce

Dear Sirs:— Ohio, April 26th.
Please find enclosed order for raspberry plants. Received the strawberry plants all satisfactory.
D. A. BARNHART.

Gentlemen:— Iowa, April 20th.
I received the strawberry plants today all O. K. Thanks for the extra plants. Am well pleased.
W. J. BENDER.

a strain of plants second to none in matter of stamina and productiveness. They are hardy and have the vitality to produce strong healthy patches of berries with the highest productive ability, even under adverse conditions.

Our Service

When you send us your order, large or small, you can be assured that your best interests will receive the same careful attention that we would want were we ordering plants from you. Our long experience is back of every plant we ship. We have discovered that certain qualities are necessary in order to produce better than an average crop. It is our desire to please our customers, and with this thought foremost we spare no labor or expense in growing the best plants that can be produced. Growing plants is a business, not a side line, with us. We grow plants for the plants alone, and dig up the whole row, assuring you of the heaviest rooted and strongest plants in our fields.

We want to supply growers who appreciate good plants and fair treatment. To those who are not acquainted with us, we especially solicit your orders this season, that we may become better acquainted in a business way. We assure you that we will do all in our power to make the deal pleasant, profitable and satisfactory. Remember that with the high cost of labor, fertilizer, etc., it is more important now than ever before that you get plants of the highest productive qualities, as the cost of growing them is the same, whether they yield 200 or 400 crates per acre.

If we can be of service to you in any way, we are glad to help, and are always ready to answer questions.

The High Cost of Advertising

It is our object to grow the best plants that can be produced, always making quality the first consideration; next, to make our prices as low as possible, consistent with quality. We do not try to grow our plants with no work or attention; this would certainly be poor economy. You cannot grow a good crop of plants unless you keep the ground stirred and the weeds down. We give our plants plenty of work, and the result is that our plants are large and healthy as we keep them growing all through the season.

We do try to make the cost of selling our plants just as low as possible, and we find that by merely listing our plants in our catalog, and not using expensive advertising space, we can save you from 25 to 40 per cent on plants.

We know that our plants are just as healthy and productive as can be grown, and we would be justified in carrying large advertisements in all the papers, telling you about their wonderful qualities. It would probably be of value to us, but would make it necessary for us to greatly increase our prices, and would be of no help whatever to the quality of our plants. We do not carry large advertisements and the saving is yours.

Satisfied Customers — Best Advertising

We find that by giving our customers GOOD PLANTS, A SQUARE DEAL and PROMPT ATTENTION, they will become our regular customers and not only that, but will recommend us to their friends, and this is certainly the best advertisement any business can have. We always strive to give our customers BETTER QUALITY and BETTER SERVICE than they expected possible, and in this way we are assured of their future orders, and liberal recommendations to their friends. We certainly appreciate these liberal recommenda-

Gentlemen:— Illinois, April 26th.
We received the package of strawberry plants yesterday, in fine shape. The plants are the finest we ever received from your state. We are sending another order.
G. W. SWORD & SON.

tions, which have resulted in the large increase in our business, and to prove it we are going to strive to give even better quality and service than ever before.

A large number of our orders are received from parties who state that they were advised to buy from us, by one of their friends who had bought from us and knew the high quality of our plants. This business comes to us with no other expense than the mailing of our catalog. It is the result of a little extra care taken to please our customers. Remember that the big catalogs, and advertisements do not increase the quality of the plants; you pay for them and get nothing in return.

Description of Varieties

We are asked to economize in every way we can. We are making our catalog just as small as possible, but at the same time we are not leaving out anything that will be of interest to you. We have tried to give you the main points in culture, and our descriptions of the various varieties are as we have found them when grown by us. We wish to emphasize the fact that we are listing only the varieties that we have found to be profitable with us. It does not pay to grow a variety merely because it produces a few extra fancy berries. To grow a profitable crop, it is essential that you get the berries early and just as long as you can. They must be of good appearance, firm and of good quality. We have selected our varieties with these points in view. It is to our interest as well as yours that you get started right. When you order plants you want those of the highest productive ability and we will not recommend a variety that cannot be grown profitably.

Fresh Dug to Every Order

There are no storage cellars on our farms and our plants are fresh dug for every order. As our plants are grown on our own farms, we are not dependent on the other fellow's leisure to get our plants out. We dig them from day to day as needed and your orders are filled promptly with strictly fresh dug stock.

Our Packing

This is really the most important factor in getting your plants to you in good growing condition. We are very careful about our packing, doing all we can ourselves and employing experienced help to assist us. We see to it that the plants are packed JUST RIGHT, not too tight or too loose, or too wet or dry. We use plenty of damp moss and light slatted crates for the strawberry plants. We are glad to say that we seldom receive a complaint regarding the packing of our plants.

All packages and packing free of charge; our prices are net.

Old Reliable Varieties

In our thirty-five years' experience we have grown and tested several hundred varieties of strawberries. We will not list worthless varieties and give them high-sounding names and misleading descriptions and offer them to the growers at so much per plant or per dozen. In many plant catalogs you will find nearly a hundred varieties and all of them are claimed to be the best or as good as the best. This is very misleading to the growers and a lot of them are sure to be found worthless or nearly so. We have discarded worthless varieties and are listing only about twenty varieties. We do not claim that they will all do well in all parts of the country, but they are all

Gentlemen:— Pa., April 25th.
Please ship the enclosed order at once. The plants I bought of you two years ago did exceptionally well, and I had a fine crop off of them last year.
CLOYD E. WOLFF,

reliable, standard varieties and if given half a show will return handsome profits. We are not selling get-rich-quick schemes, but are offering you some of the best plants it is possible to grow.

Neither are we selling you three or four dollars worth of pedigree with every thousand plants. We will back our plants to be just as large, healthy and productive as any plant grown. We will guarantee them to produce as many quarts of berries per acre as any plant you can buy if given the same care. Good strong plants are what produce the berries and not the "pedigree." Our plants are grown far enough north to harden them well and they will stand hardships and unfavorable conditions as well as any plant grown, and they will also respond to good treatment as they are highly productive. When you buy of us you pay for good strawberry plants and not "pedigree," nor expensive advertising campaigns.

Our Everbearing Varieties

We are listing only the Progressive and Superb fall-bearing varieties, as we have found them to be the best of any we have tested. We cannot urge you too strongly to include them in your order as no garden or farm is complete without these wonderful berries. We have been growing them for the past six years and our faith in them is becoming stronger each year. Can you imagine anything finer than having fresh strawberries all summer and fall? They are easily grown, heavy yielders and will be a big item in reducing your grocery bill. The fruit sells readily at fancy profits to the owner of a good patch.

Plants Properly Cleaned

Properly cleaning the plants is a very important factor in getting the plants to you in good condition. We pay our help good wages for cleaning and bunching our plants. This is done in the best manner possible under our own personal supervision. All the dead leaves and runners are trimmed from the plants; this makes planting much easier, and the plants will reach you in much better condition if properly cleaned. The dead leaves and runners would cause the plants to heat if shipped a distance.

We see to it that the plants are not exposed to the sun and wind, and also that 25 (generally more) strong healthy plants are put in every bunch.

Plants True-to Name

We personally superintend the planting, digging, packing and shipping of our plants, and will guarantee our plants to be just as represented in our catalog, free from disease, true-to-name and strictly first class in every particular. When you order plants you want just what you order, and you must rely on the dealer's honesty to furnish it. You have no way of telling what you have until it bears, and it certainly is a disappointment to give plants a year or more of care, and then discover that you have some worthless variety of no value. We look at every transaction from our customer's standpoint as well as our own.

We know how disappointing it is to get "stung" as we ordered several thousand of the fall-bearers from a grower when they were first introduced, and they turned out to be worthless June varieties. It is not the first cost of the plants that counts so much, but you are also out all the work you have given them, the rent of the ground and also a crop of berries the next season.

We take extra precautions to have our plants true-to-name.

Gentlemen:—
Strawberry plants arrived in fine condition. Am well pleased.
Indiana, May 6th.
WM. TUEY.

Dear Sirs:—
I received my berry plants and am well pleased with them.
Ohio, April 23rd.
A. C. CARPENTER.

\$1,000 per Acre

One thousand dollars profit per acre can no doubt be made on strawberries and a profit of four or five hundred dollars is very common. The price of fruit was never as high as right at the present time, and we wish to urge our readers to plant all the fruit they possibly can. Prices are bound to continue high for years to come. There is more profit in an acre of strawberries, than any other crop you can raise, and the work is both pleasant and profitable.

Although it is impossible for one to know to what extent their berry patch will pay them, it is an assured fact that good soil, well prepared and healthy, productive plants are pretty good insurance of a profitable crop. The cost of producing your patch is just the same whether the yield is 1,000 or 6,000 quarts per acre. Owing to the high cost of labor, fertilizer, etc., it is more important than ever before that you buy good, strong, healthy and productive plants. We can supply this kind and it is the best crop insurance available.

Testimonials

The testimonials appearing in our catalog are a few of the many we received this season. These testimonials are unsolicited, and they will tell you about our plants and the satisfaction they give. We are always glad to hear from our customers, and will consider it a favor if you will send us a statement of your success with our plants.

Photographs

We will consider it an especial favor if our customers will send us photographs of their strawberry fields (large or small). Our object is to select the very best photographs for use in our catalog, and it is important that they be clear, and properly photographed. The picture should represent a field grown from our plants, and a statement of your success should accompany it. We will pay \$5.00 for each picture used in our catalog. Photographs should reach us by October 1st.

More Than One Catalog

If you should receive more than one catalog please hand one to any of your friends interested in fruit plants. You will be doing them a favor as well as us.

Order Early

Send us your order for plants as soon after receiving this catalog as possible. We will book your order for one-third cash, and you may send balance when you want plants shipped.

All orders are booked in the rotation in which they are received, consequently the earlier you order, the surer you will be of getting what you want. We acknowledge all orders as soon as received.

We want your order this year in January and February. It will greatly help us to have your order then as we have so much to look after in March and April. We want all who can to grant us this favor; it will be deeply appreciated.

As a special inducement to order early we will allow a 5 per cent cash discount on all orders amounting to \$2.50 or more received before March 1st.

Selecting Varieties

While there are a few varieties such as Dunlap, Gibson and a few others that are universal favorites, most varieties have their own particular cli-

Dear Sirs:—
Received my strawberry plants in good shape. Am well pleased.
Iowa, April 27th.
MRS. MAGGIE YARNALL.

Gentlemen:—
Received the strawberry plants all O. K. Please send the enclosed order at once.
Mich., May 2nd.
MRS. L. M. BAILY.

mates and soils, which are especially adapted to them.

If you are in doubt as to what varieties you should plant, we are always ready to give our advice. Merely tell us whether your soil is clay or loam, and we will give you a list of varieties that will prove most valuable to you. Your success in a large measure is dependent on the varieties you grow. Our success depends on your success, and we will do all in our power to make your strawberry crops profitable and satisfactory.

When Plants are Received

If your ground is not in condition for planting or if the weather is unfavorable for planting, care for plants as follows: Open the packages, take out one variety at a time, open the bunches and spread the roots thinly along the side of a shallow trench, then cover the roots with dirt not higher than the crown of the plant. Select a cool shady place if possible. If the ground is dry sprinkle well with water and keep moist until ready for planting. If cared for in this way you can keep the plants for several weeks. They will throw out fibrous roots and be in excellent condition for planting. If you can plant them in two or three days it will be unnecessary to heel them in as we pack them carefully and unless delayed on the road they will arrive nice and green, and you can keep them in a cellar or any cool place a few days. BUT ALWAYS OPEN CRATES OR PACKAGES AS SOON AS POSSIBLE.

Mating Varieties

Strawberry plants are divided into two classes, namely, staminate and pistillate.

The pistillate varieties are self fertilizing and can be grown successfully with no other varieties.

The staminate varieties are imperfect and must have a row of some pistillate variety of same season, set every third row to properly pollinize the blossoms.

The pistillate varieties are marked (P) in price list and staminate or imperfect varieties are marked (IMP).

Preparing the Soil

In planning your strawberry field, you should be careful to select a field where the air has plenty of circulation. If possible select a rich eastern slope, this will assure early berries.

The ground should be plowed as early in the spring as possible, do not plow when wet. Plow deep and work up well with spring harrow or disk. If the soil is rough or lumpy it should be rolled or floated until it is well pulverized.

Fertilizing

Clover or Alfalfa sod land is an ideal bed for strawberries, but should be well pulverized and worked up before planting. You cannot get your ground too rich for strawberries. Where good stable manure, well rotted, is available, we recommend it as superior to any other fertilizer you can use. The manure should be applied at the rate of about 20 tons to the acre. This should be applied before plowing, but can be used to advantage after the plants are set.

Setting the Plants

First, be sure that your soil is in good condition. We always go over our land with a spike-tooth harrow before planting as this tends to level the ground and loosen the soil. For marking we use a hand marker, marking three rows at a time. Choose a day if possible when there is no wind and right after a little shower. A common garden spade may be used for making the holes, which is done by giving the spade a slight backward and forward movement, being careful not to loosen the soil. The hole should be wide enough to readily

receive the plant and a little deeper than the plant requires. The roots should be straight down and slightly spread, this will give them more moisture and they will start right off. Be careful to get the plants at the proper depth; have the roots in the ground but do not cover the crown. The crown is the heart of the plant, and it must be where it can breathe and draw its oxygen from the air. Do not make a number of holes ahead of the setting as they will soon dry out. The plants should be carried in a pail as this keeps the sun and wind off the roots.

Cultivation

Cultivation should commence immediately after plants are set and continued throughout the growing season. Cultivate shallow and not too close to the plants as this will disturb the new roots. Proper cultivation is essential for several reasons; it keeps the weeds down and preserves moisture that can be drawn upon during a drouth. Do not cultivate your berries when the soil is wet, but keep at them when conditions are favorable. Once a week is none too often and you will be well paid for every hour's work given your berries.

Different Systems

There are several different systems by which strawberries are grown. The matted row, the hill, the single-hedge and double-hedge are the principal systems. The hill system which is carried out by growing only the mother plant, keeping all runners off, is preferable for those wishing to grow fancy berries.

The Matted Row

This is the system most widely in use and we recommend it as the most profitable for the commercial grower. The rows are set four feet apart with the plants 18 to 24 inches apart in the row. All young plants are allowed to take root, and if conditions are favorable you will have a fine fruiting row. This is the most simple method of culture and the one most widely in use.

Removing Blossoms

As soon as the blossoms appear on the new set plants they should be removed. This is nice work for the children and a sharp instrument should be used. Do not pull them off or you will loosen the plant. You cannot expect the mother plants to make proper growth if allowed to fruit. It is too much of a strain on them and the result will be that you will have a poor patch, if the fruit stems are not removed. It is only a couple of hours work to remove the blossoms from an acre of plants, and you will be well paid for your trouble.

Mulching

As soon as the ground commences freezing in the fall, it is necessary for you to mulch your strawberry beds if the ground is of a nature that is liable to heave during freezing and thawing weather.

The best mulch is hay or straw, and this should be applied lightly over the entire row. When growth starts in the spring this mulch should be removed and can be left between rows if desired. This will hold moisture and keep weeds down.

Free From Disease

A certificate of nursery inspection accompanies each shipment, and this assures you of good, healthy plants.

Premiums

The low prices at which we are offering our high grade plants, prohibits free premiums. Our customers want good plants, as cheaply as they can get them; poor plants are high at any price.



A Thoroughbred Progressive Plant in Full Fruit.

Everbearing Strawberries

We have been growing the Everbearing Strawberries for the past six seasons, and the past season has proven beyond all doubt that they are with us to stay. Nearly every one of our customers ordered them last season, and we have received reports from our customers in all parts of the country telling us about the complete satisfaction they are giving.

Although we have greatly increased our acreage of the Everbearing varieties each season, we have never been able to supply the demand. They are being grown more extensively each season, as the growers become better acquainted with the wonderful possibilities of these varieties.

Progressive

This variety is head, neck and shoulders ahead of any other variety, either standard or fall-bearing in matter of productiveness. In appearance the fruit closely resembles the Dunlap. It is similar to Dunlap in quality and cannot be surpassed for flavor.

The plants are of a healthy green color, deep rooted and medium in size. We do not hesitate to urge you to grow Progressive, and if grown properly for the fall crop, you can make more money from one acre, than from any other variety, either standard or fall-bearing.

Superb

The Superb is without a doubt the largest and best looking variety yet introduced. It is not as productive as the Progressive the first fall, but is a heavy yielder in the spring, and will also bear the fall of the second year.

The berries are extra large and fancy, and of good quality. It commands the highest price on any market. Many growers receive 50 cents per quart for them, where a fancy trade is supplied.

Bear Fruit in Four Months

It is not necessary for you to wait a year or more for your returns. The Everbearers bear fruit the same summer they are planted and never fail. A crop failure is impossible. Frost cannot hurt them, as they throw out a new supply of blossoms continuously.

Best Growing Method

We recommend the hill system as the most profitable method of growing. You cannot expect to produce a lot of plants and also a big crop of berries. All the runners should be cut off the Everbearing varieties as fast as they appear. This will throw the vitality into the plant and your berries will be much larger.

Preparing the Ground

Prepare your ground the same as for any other strawberry plants. It is necessary that your soil be rich and well prepared. The Everbearing varieties are not difficult to grow, but they will pay you well for any special care. Plant and cultivate the same as standard varieties and keep all runners removed, also the blossoms until July 15. After this you may leave the blossoms alone and prepare to harvest your crop of berries in a month to six weeks and continue until snow covers them up. Here in Michigan we always have strawberry shortcake for our Thanksgiving dinner, and you can do the same.

For field culture we recommend planting the Everbearers, with the rows 42 inches apart, and 12 to 14 inches in the row. For garden culture

where it isn't necessary to cultivate with horses they may be planted with the rows 18 to 24 inches apart.

For Home Use

There is really no excuse for planting anything but the Everbearing varieties in the garden. They have an excellent flavor and cannot be surpassed for preserving. They are extra early, early, late and extra late all combined. The new set plants will commence bearing in August and will continue till winter. They will also bear in the spring, and again the following fall. However the best crop is produced the fall following planting, and a new supply of them should be planted every spring.

If a late frost happens along about the time your standard varieties are in bloom, you are out a crop of strawberries for the whole season. This is where the Everbearing varieties emphasize their real worth. If they are frosted as late as July it does not hurt them a bit, as they go right along producing a big crop of berries, as though nothing had happened.

Satisfied with Everbearers

Our Everbearing plants are real true-to-name Everbearers, and we are producing evidence that they give satisfaction by giving you a few abstracts from letters from our customers who have received them.

Iowa, April 20.—The progressive plants arrived in fine shape. They are fine plants and in good condition.

New York, July 5.—The Everbearing plants purchased in the spring have grown fine. Not one lost of the 900.

Ohio, April 10.—The Superb received today. They are the strongest and best rooted plants I have ever received. They were in good condition, although on the road eight days.

Indiana, Sept. 7.—Your plants are certainly real Everbearers. Have been picking berries for three weeks, and the plants are still loaded with green berries and blossoms. You can look for orders from my friends next spring.

Nebraska, April 20th.—You certainly can deliver the goods, as the 6,000 Progressive arrived today. They were just as green and fresh as they could be. If they don't grow it will be no fault of yours.

Wisconsin, May 1st.—Plants arrived O. K., strongest Progressive plants I have ever seen. Good plants and good count. Many thanks.

We have received many letters like those shown above and it is the best proof we have to offer, that we can give you the real true-to-name Everbearers.

We list only the two varieties as they are by far the best of any we have grown. If we find any better we will be glad to recommend them.

How Many to Plant

We receive a number of letters every spring inquiring how many of the Everbearing plants it would require to supply a family of four, five, or six persons. Now we could not attempt to answer this question intelligently, as some families would not use nearly as much fruit as others.

We plant 1,000 of the Progressive plants in our garden every spring. These supply us with fresh berries from August until covered with snow, besides preserving a large supply for winter. Our family consists of six persons and we are all lovers of strawberries. We have them nearly every day in the year, besides our friends and relatives are always ready for strawberry shortcake, and they seem to know where to get them.

Gentlemen:— Wisconsin, April 24th.
The Progressive plants I ordered of you some time ago are growing fine. Please ship the enclosed order at once.
R. W. SATTLER.

Gentlemen:— Wisconsin, May 1st.
I have received my Progressive Plants in good condition. The enclosed order is for a friend; please ship at once.
JOHN HOLLET.

We urge every one of our readers to try and make room for at least a thousand of the Everbearers this spring and more if you can. You cannot afford to be without them, and they will pay for themselves with good interest.

Hardy and Productive

There are no varieties of strawberries that will stand extreme weather conditions with the Everbearing varieties. On our farms they have withstood six weeks without a rain and continued to bear heavily all through the drouth. They will do the same for you, and this should convince you of their real worth.

The Everbearers and especially the Progressive are highly productive. We have picked as many as 48 nice berries from one plant at a single picking and the plant was still loaded with green berries and blossoms. A single plant will no doubt bear several hundred berries throughout a season. This no doubt is a strong statement, and seems an impossibility to those not acquainted with these wonderful berries, but the real worth of them cannot be appreciated until you see them in fruit. Our advice is to order at least a thousand of them this season, if you cannot use all the fruit you can easily dispose of the surplus at fancy profits. Many of our customers report they are receiving 35 to 50 cents per quart for their berries this fall. We are offering our real true-to-name plants at a reasonable price.

Have You Been Stung?

The one thing above all others that has led a lot of people to think that fall-bearing strawberries were a fake, is the fact that the plants have been so scarce that some dealers have substituted spring bearing varieties or worthless fall-bearing varieties for the really good, heavy producing kinds. We cannot see their object in doing this as it only hurts their trade, certainly to a greater extent than their few dishonest dollars will help them.

We have a fine supply of them and we know that our stock is genuine. Our plants came direct from the introducers. Our Fall-bearing varieties produce big crops of berries for us and they will do the same for you.

The plants cannot be sold as cheaply as other varieties as they do not produce as many plants. We are offering them to you just as low as we possibly can. When you order Fall-bearing plants from us you will get them, or your money will be returned. We have never been able to fill late orders for them, and advise you to order immediately.

Caution

The price of real productive Everbearing plants will never be cheap. The cost of production is so much greater than with the other varieties, that the growers must be careful in buying their plants. Our soil must be rich, all blossoms must be removed and they must be given continuous cultivation.

Your success depends on the following factors:

Your must have good plants, rich soil, cultivate continuously, remove all runners, remove blossoms until July 15, if possible give them soil that is rich and moist, but not wet and soggy.

The Everbearers are as easily grown as any other strawberry, and every farm and garden should have them to be complete.

Henry Emlong & Sons, Montana, April 20th.
Gentlemen:—

A friend of mine told me you had the best Everbearing Strawberry plants he had ever seen. Please ship the enclosed order at once.

MISS ROSE ATKINS.



Wm. Belt.

Warfield.

Gandy.

General List of Varieties

We are listing only the varieties that have proven their value. Owing to the high cost of labor, etc., it is essential that you grow varieties that you can rely upon to produce a good crop of berries. Your success depends largely on the plants you buy. They must come from soil that produces strong, healthy and productive plants. We have this kind, and want your order. You will be assured of getting some of the finest plants it is possible to grow.

Our variety descriptions are a little shorter than in the past. The facts about them are told honestly and you can rely on them.

Look over our list, select what you want and send us your order NOW. The earlier the better, and the more sure you will be of getting what you want.

PLANT ALL YOU POSSIBLY CAN, it is your duty to your country.

Early Varieties

Premier.—This early variety was introduced by the Kellogg Company. We are giving a part of their description.

“The Premier is an early bisexual, very rich in fertile pollen. The fruit begins ripening with the earliest varieties and comes into full fruit with the early varieties, and continues to fruit until the latest varieties are at their best. The Premier berries are much larger than those produced by any other early variety. The fruit is deeply and richly colored and very firm, which makes it a splendid shipper. As to productiveness, no other early variety equals it, and the quality of the fruit is simply superb. It succeeds in all climates, and the fruit commands the highest prices on all markets.”

We have fruited this variety one season and find it to be the very best early variety we have ever grown. Our supply of plants is very limited, in this variety and we urge you to order early.

Charles I.—This is another extra good early variety. It is more widely grown than any other early variety, and has given satisfaction wherever grown. The plants are large and healthy and very productive of high quality fruit. The berries are extra large, and very firm making it valuable as a long distance shipper. A strong fertilizer, and an excellent variety to grow with the mid-season pistillates. We have a good supply of these plants and hope to supply the demand.

Collins.—A new variety that promises to become popular. It is a strong healthy grower, deep rooted and produces fruit of excellent quality and flavor. The fruit is much better colored than most early varieties.

Bederwood.—An old variety that has stood the test of years. It is a splendid grower, very deep rooted and makes a large fruiting row. Fruit of good size, light red color, medium firmness and good quality. It is one of the best drouth resisters in our list, and will do better than any other variety on poor soil. A very good pollenizer for Warfield, etc.

Mid-Season Varieties

Dr. Burrill.—This variety is claimed by some to be superior to Dunlap. We have fruited it for two seasons, and find it to be a very profitable variety. The plants are larger than the Dunlap, the berries are larger and it is very productive. Every grower should order them as it is a very profitable variety and will do well wherever grown. The berries are very large and uniform in size and shape. Foliage is large, dark green, very hardy and healthy. With its extra long, strong roots it is a good drouth resister, and will produce a paying crop of berries, even under adverse conditions.

Haverland.—An old pistillate variety that is very popular in all parts of the country. Will do its best on rich, sandy soil. The plants are large, strong and healthy and very deep rooted. Fruit of extra good quality, light in color, very firm and will stand long distance shipping. Berries are conical in shape and are produced in large clusters, very easily picked.

Helen Davis.—A good drouth resister, and very prolific of large berries of good quality, uniform in shape and size. Plants are very healthy and make a good fruiting row.

Warfield.—A variety that has been grown extensively for the past thirty years. A good pistillate variety and when grown with Dunlap makes a combination that is hard to beat. It is particularly adapted to canning, as the fruit retains its fine color and delicious flavor. Its yield of fruit is enormous, extra quality, and cannot be beat as a shipper.

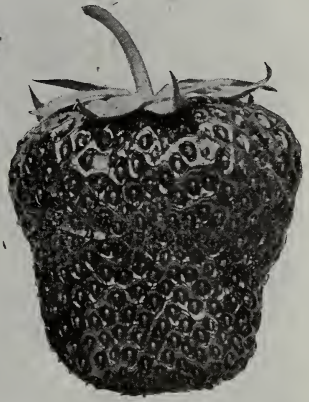
Gibson.—If restricted to one variety this is the berry we would tie to. It is immensely productive of the finest fruit—LARGE SIZE, UNIFORM SHAPE, EXTRA QUALITY, FINE FLAVOR, and in fact this variety seems to contain every requirement necessary for a profitable berry. The plants are large, very strong and EXTREMELY PRODUCTIVE. In fact we know of no variety that will produce more quarts of berries per acre than the Gibson. The best advice we can give our cus-



Glen Mary.



Haverland.



Stevens Late.

tomers is to plant Gibson. It is giving satisfaction in every part of the country. We have a fine stock of these plants.

Senator Dunlap.—This variety is so well known that we will not give it a lengthy description. It is the leading cropper wherever strawberries are grown. It does well on all soils, in all climates, and the most convincing proof that it is a wonderful berry lies in the fact that it is more extensively grown than any other variety. We have a large supply of these plants but have never been able to fill late orders.

Stevens Late.—A very productive variety of large handsome berries. A strong healthy grower, produces a good fruiting row. A valuable commercial variety as the fruit is of fine appearance, good color, good quality and extra large. For best results good soil is required.

Glen Mary.—A very popular variety owing to its heavy yields of large, dark red berries. As a shipper it is second to none, commands highest prices as it is a very beautiful berry. It is a good drouth resister and very valuable to growers having limited rainfall.

Late Varieties

Kellogg's Prize.—We have grown this variety for five years, and our faith becomes stronger in it each season. It is without a doubt the most profitable extra late variety we have ever grown. This is a strong statement as we have grown many good varieties in our thirty-five years experience. It is fast becoming a universal favorite and our customers in all parts of the country report big yields and profitable crops from this variety. Besides being wonderfully productive the fruit is very attractive, being large, uniform in size and of rich color. The flavor is ideal making it equally valuable for home use or market. The plants are large and healthy, deep rooted and very hardy. You will be safe in planting Kellogg's Prize for your late crop as they are sure croppers.

Our stock is genuine and we can save you money on real true-to-name plants.

Dear Sirs:—
I have received the plants in good shape and well pleased in every way.
Texas, April 5th.
MRS. J. N. McADAMS.

Gentlemen:—
You have been recommended to me by G. B. Héeter. In fact I bought plants of him last year, that he bought of you. They were the Superb. Fine plants and I did not lose 10 in all. Picked berries until November. The plants have crowns over two inches in diameter.
Indiana, March 6th.
MISS NETTA WHITCHER.

Aroma.—We have never been able to supply the demand for Aroma plants. Pretty good evidence that it is a berry in large demand. The plants are healthy and strong growers. The fruit cannot be beaten for quality and it is produced in abundance.

Wm. Belt.—A very popular variety owing to its good shipping qualities. Does best on heavy or clay soil. The plants are large and strong. Berries are inclined to be mis-shapen at first but the majority of them are perfect, extra large and of good quality. Have a peculiar, distinct flavor all their own, and are in demand for home use and fancy trade.

Gandy.—A leading variety. Must have rich soil to do its best. The plant is a strong grower, fruit is large in size, uniform in shape and excellent quality. As it is very late and a big, showy berry it is always quoted at the highest price on all markets. Include Gandy in your order; they will make your season longer. Our stock is excellent.

Bubach.—Plants grow strong and are very productive. Fruit large and handsome, uniform in shape and color and moderately firm. Does its best on heavy soil, and is a valuable variety for near markets.

Sample.—This is another profitable late variety. It produces a heavy crop of very fine, showy berries. Unsurpassed for quality and flavor. Foliage perfect; fruit perfect. You will like Sample and they will make big money for you.

Uncle Jim.—The plants are large, healthy and free from rust. Moderately productive. Berry is extra large, regular form and season is medium late. Quality fine for table use and eating purposes.

Joe Johnson.—A variety recently introduced in the East. It promises to become a leading late variety. You will make no mistake in planting some of the Joe Johnson, as it is a profitable variety. It is a very strong grower making a good row of plants, very productive of good quality berries.

Gentlemen:—
The other plants received from you are O. K. Please ship the enclosed order at once.
Ill., April 26th.
W. G. BARNES.

Dear Sirs:—
Received the crate of plants today that was lost. But the plants were still in good condition, due to excellent packing. I want to thank you for good plants and good count. I got my money's worth and am well pleased. You will get more orders from here in the future.
Illinois, April 20th.
W. C. HALE.



Cuthbert Red Raspberries.

Raspberries

There is **BIG, EASY MONEY** in a good patch of raspberries. They thrive in all parts of the country, and the fruit is in large demand, owing to its delicious flavor.

Will do well in any soil that is not too wet or too cold. For field culture they should be planted with the rows six feet apart and four feet in the row. We have a nice supply growing and can guarantee them.

Red Raspberries

✓ **Cuthbert.**—This variety is the most popular variety in existence. Its flavor is superb, and it is equally desirable for home use and market. Cuthbert is a strong grower and the canes are totally free from disease. Unsurpassed for productiveness and quality. Should be grown on every farm and in every garden. We recommend them.

✓ **Early King.**—This is a newer variety of great promise. Succeeds in all soils, and is widely grown for home use and market. Highly productive, berries are large, firm and very easily picked. King will stand long distance shipping, therefore valuable as a commercial variety.

✓ **Miller.**—A valuable early variety. The strongest point in its favor is its wonderful keeping qualities. Rather poor flavor.

✓ **St. Regis.**—This is the Everbearing raspberry and should be grown in every garden: Will bear from June until the berries are frozen in the fall. Berries bright crimson, large size, good quality and rich raspberry flavor. Canes grow strong, entirely free from disease and will not winter-kill.

Blackberries

✓ **Eldorado.**—This is the most popular blackberry grown. The berries are not as large as the Wilson but are preferred by many as they are hardy and do not winter kill. They are entirely free from disease, strong growers and very productive.

Dear Sirs:—

The plants arrived in good condition; they are fine plants. Thank you for the extra ones.

JAMES RUTHERFORD.

Black Raspberries

✓ **Cumberland.**—The old reliable variety. Noted for its great productiveness and good keeping qualities.

✓ **Plum Farmer.**—Without doubt the most profitable black-cap grown.

✓ **Eureka.**—A very profitable early variety. Produces large berries of extra fine quality.

✓ **Columbian.**—A purple cap very desirable for home use. Fruit very large, delicious flavor and good quality. Order a few hundred for your own personal use.

Grapes

✓ **Concord.**—A large black grape. An excellent grape and will outsell and outbear any other grape. Best for quality and does not winter kill.

✓ **Moore's Early.**—The best early variety. The berries are blue and much larger than the Concord.

✓ **Delaware.**—Ripens with Concord. The berries are red and bunch are much smaller. Valuable for home use.

✓ **Campbell's Early.**—The best flavored grape known. Berries are extremely large and excellent quality. If you want grapes for home use or market we urge you to plant Campbell.

✓ **Niagara.**—The leading white grape. Fruit is large and of fine quality. They are a choice table grape and very productive.

Gentlemen:—

Our order of raspberry plants received in fine shape. Please ship us by express 500 Plum Farmer raspberry plants.

Iowa, May 2nd.

W. B. DUNTON.



This profitable field of Strawberries is owned by Mr. I. E. Buerhlin, of Missouri. It was produced from plants bought of us, and is pretty good evidence of the quality of our plants.

OUR PLANTS FOR HIM EVERY TIME.

Princeton, Minn., May 8, 1918.

Henry Emlong & Sons,
Stevensville, Mich.

Gentlemen:—

I received the Progressive strawberry plants also the Cuthbert raspberry plants. They are certainly fine and I only lost five plants out of the 3,000. That is more than I can say about some other plants I got from Michigan the same day. Out of 500 there are only 25 alive. I am not going to give any names, but I got the same dose from him once before. They were dead when I got them as they did not have hardly any moss. You can depend on my orders in the future. I am a dealer here and get all my stock from Michigan.

Thanking you for good plants and fair treatment, I am,

Yours very truly,

H. J. LOWELL.

SORRY THAT HE DID NOT ORDER MORE.

Hartford, Kans.

Henry Emlong & Sons,
Stevensville, Mich.

Gentlemen:—

I received the strawberry plants in the finest condition. They were SURE FINE, NICE AND GREEN and one plant had a blossom on it. One thing I regret is that I did not order more. I have set thousands of berry plants but none like those were. I want to place my order for fall and spring planting again. I sure praise your plants. I intend talking for your plants now and in the future.

I feel sure of my neighbors ordering with me. Since they have seen the fine plants you sent me they wished they had ordered from you this spring. They say they will order when I do. The plants are coming fine.

Success is yours,

W. F. PIERCE.

Gentlemen:— Nebraska, April 20th.

The strawberry plants I received from you are growing nicely. They were very nice plants and I hope to get some more.

REV. JOHN H. GRIESE.

Dear Sirs:— Ohio, April 17.

I hadn't opened your crate when I wrote you before. Your plants were the best I had ever received. I have bought plants from a lot of nurseries and some of them were certainly rotten. You may depend upon my orders in the future.

FRED ROSSELET.

KELLOGG'S PRIZE PLEASE OUR GROWERS.

West Salem, Ill., Feb. 15, 1918.

Henry Emlong & Sons,
Stevensville, Mich.

Gentlemen:—

Please let me know if you can furnish the following list of plants. We bought plants from you several years ago and they are all O. K., strong plants and good yielders. The Kellogg's Prize are, we think, the very best we have tried in our 25 years' experience, and we are very anxious to get this kind as it seems to be suited to our soil. We have tried most varieties and we know when we have a good one.

J. M. LUTHER.

We have an excellent stock of these plants and urge you to plant them.

Gentlemen:— Missouri, April 4th.

Enclosed find order for raspberry plants. We wish to thank you for the fine plants already received. They are the finest we have ever gotten any place.

J. A. HINER.

Dear Sirs:— Ind., April 29th.

I received the plants you sent all in fine condition. I am well pleased. Am setting them as fast as I can, and as soon as I can I will send for more.

WM. TUEY.

Dear Sirs:— Michigan, April 24th.

Received strawberry plants Monday afternoon. They were in fine shape. I set them Tuesday. Every plant is growing. You have the goods and can expect more orders next spring.

J. L. COOP.

Gentlemen:— Nebraska, April 5th.

We hand you herewith draft to cover the first 10,000 strawberry plants just received. They are certainly fine ones and we are well pleased with them.

HARRISON NURSERY CO.

Dear Sirs:— Missouri, March 28th.

I received the strawberry plants last Monday in good condition. They are certainly fine plants and I will tell my friends about them.

GEO. APEL.

Gentlemen:— Pennsylvania, May 17.

I have just been handed your catalog and am sending you an order for plants. I have been buying elsewhere but have been getting poor plants. Decided to make a change.

J. H. MATTHEWS.

Price List of Plants for 1919

As we do not spend a lot of money for advertising, we can save you some money on good plants. Our plants are all strong and healthy as we give them plenty of room to develop. The photographs of our plants and fields shown in this catalog will show you the quality of our plants. No better plants can be grown, and plants like we grow are pretty good insurance of a big, profitable crop of berries. Read the testimonials appearing in our catalog; they will give you an idea of the service and quality we give.

Varieties marked (P) are perfect, and will do well if grown alone.

Varieties marked (IMP) are imperfect flowering varieties, and must have some perfect variety planted with them to produce a crop.

50 plants of a variety at hundred rates. 300 of a variety at 1,000 rates.

Strawberries

EARLY VARIETIES.

	25	100	1,000
Premier (P)	\$0.40	\$1.25	\$ 8.00
Charles L. (P)25	.75	5.00
Collins (P)25	.75	5.00
Bederwood (P)20	.60	4.00

MID-SEASON VARIETIES.

Dr. Burrill (P)	\$0.25	\$0.75	\$ 5.00
Haverland (IMP)25	.75	5.00
Helen Davis (P)25	.75	5.00
Warfield (IMP)20	.60	4.00
Gibson (P)25	.75	5.00
Senator Bunlap (P)25	.75	4.50
Stevens Late (P)25	.75	5.00
Glen Mary (P)25	.75	5.00

LATE VARIETIES.

Kellogg's Prize (IMP)	\$0.35	\$1.00	\$ 7.00
Aroma (P)25	.80	6.00
Wm. Belt (IMP)25	.80	6.00
Gandy (P)25	.75	5.00
Bubach (IMP)25	.75	6.00
Sample (IMP)25	.75	6.00
Uncle Jim (P)25	.75	5.00
Joe Johnson (P)25	.75	5.00

EVERBEARING STRAWBERRIES.

Progressive	\$0.50	\$1.50	\$12.00
Superb50	1.50	12.00

Red Raspberries

Cuthbert	\$0.40	\$1.25	\$10.00
Early King40	1.25	10.00
Miller40	1.25	10.00
St. Regis Everbearing75	2.50	20.00

Black Raspberries

Cumberland	\$0.40	\$1.25	\$10.00
Plum Farmer50	1.50	12.00
Eureka50	1.50	12.00
Columbian (Purple Cap)75	2.50	18.00

Blackberries

Eldorado	\$0.75	\$2.00	\$15.00
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Grapes

	Doz.	25	100	1,000
Concord	\$1.00	\$1.50	\$5.00	\$45.00
Moore's Early	1.25	2.00	6.00	50.00
Delaware	1.25	2.00	6.00	60.00
Niagara	1.25	2.00	6.00	
Campbell Early	2.00	3.00	8.00	75.00

Order Early, just as soon after receiving this catalog as possible. It assures you of getting just what you want, and is a great help to us in that it gets part of the work out of the way before the busy season.

As a special inducement to get you to order early we will allow a discount of 5 per cent on all orders received before March 15th. **ORDER YOUR PLANTS EARLY.**

Our Location. We are ideally located to get your plants to you quick and in good shape, as we are only a few miles from Chicago. Our plants for Eastern, Western and Southern customers are sent to Chicago daily in carload lots, and are quickly transferred to all other lines. This assures prompt delivery. Northern shipments do not go through Chicago.

Please hand our catalog to a friend interested in small fruit plants if you receive more than one. We will appreciate the favor.

Letters From Our Friends

Have You Been Disappointed

with the plants or service you have been getting elsewhere? We receive a number of letter every year telling us they have been buying plants from other dealers and have been getting poor plants and want to try ours. We are giving a few of these letters to prove to you that we can **Deliver the Goods.**

WE PLEASE OTHERS, WE CAN PLEASE YOU.

Gentlemen:— Wisconsin, April 24th.
I received your strawberry plants and they came in No. 1 condition. They are the finest young plants I ever set out. You will certainly get my order for plants I need hereafter.
C. E. KRAUTH.

NO MATTER WHERE YOU ARE OUR PLANTS WILL PLEASE YOU.

Gentlemen:— Ohio, April 10th.
I received the plants from you last spring in good condition. The packing was perfect, and I am well pleased with them. They have grown fine. Please ship the enclosed order at once.
W. N. BAUER.

GROWING FINE.

Gentlemen:— Tazewell County, Ill., May 2.
The Raspberry plants you sent me arrived in good condition and are growing fine. Fill the enclosed order at once.
WM. DEAN.

WANTED MORE.

Gentlemen:— Cook Co., Ill., May 10.
The Progressive plants sent me are doing so well and am so pleased with them that I want you to send me 500 Superb.
CHAS. ALLEN.

BEST HE EVER SAW.

Gentlemen:— Mich., May 12th.
I regret that I did not get the Everbearing plants. I was expecting great things of them, and would not have been disappointed if they were anything like the other plants. They were the finest lot of plants and bushes that I have ever seen. I got them all set out the day I received them and now they look like old timers in the ground.
EDGAR R. FOXTON.

WELL PACKED.

Gentlemen:— Ohio, May 10th.
Received the plants today and although they were over a week on the road, they were as fresh as could be. Set them right out and they are all growing. They are splendid plants and I will remember you in the future.
E. S. WATTERS.

IN GOOD SHAPE.

Gentlemen:— Iowa, May 6th.
I received the shipment of strawberry plants in good shape. They are the finest Everbearing plants I have ever received.
WM. FIDDISH.

FROM MONTANA.

Gentlemen:— Mont., May 10th.
The strawberry plants arrived in good condition. They are nice plants perfectly packed.
C. H. ROBB.

FROM MINNESOTA.

Dear Sirs:— Minn., May 4th.
Please fill the enclosed order at once. Plants and bushes we had from you are doing fine and we are well pleased.
A. E. JOHNSON.

FINE PLANTS.

Gentlemen:— Wis., April 17th.
Ship the enclosed order at once. I have received the first order. They are fine plants and in good condition.
JOHN HOLLEY.

WERE O. K.

Dear Sirs:— Mich., April 20th.
Your plants are O. K. The finest I have ever planted.
R. B. COOK.

EVERY ONE GROWS.

Gentlemen:— Mich., July 16th.
The plants I bought of you have grown fine. Did not lose one of the whole order.
MRS. ALICE HEARN.

GOOD PLANTS, GOOD COUNT.

Gentlemen:— Wisc., April 18.
Plants arrived in fine condition and good ones. Also good count. Am well satisfied.
WILLIAM FIELD.

OUR PLANTS FOR HIM EVERY TIME.

Gentlemen:— Illinois, May 15th.
Enclosed find check for some strawberry plants. You gave me such good service this spring that I won't look any other place for them.
A. S. KETTERING.

FINE CONDITION.

Gentlemen:— Illinois, June 5.
The strawberry plants came in fine condition. Thank you.
A. F. MORRIS.

WISHED HE HAD ORDERED MORE.

Dear Sirs:— Illinois, June 1st.
Enclosed find draft covering amount due on plants. Thanking you for the pains taken in caring for the order and wishing that I had ordered more, I am yours,
H. A. GOULD.

WELL PLEASED.

Gentlemen:— Illinois, April 9th.
Am well pleased with the plants I received today. Will remember you in the future.
CHAS. M. MORRIS.

VERY NICE PLANTS.

Dear Sirs:— Mich., May 27th.
I received the 500 strawberry plants May 25th. They are very nice, young plants.
MRS. LAURA McLENNEN.

SATISFIED CUSTOMERS.

Gentlemen:— Indiana, April 22.
Please send the enclosed order for a friend of mine. I received my plants in good order and they are all set out and growing nicely. They were six days on the road.
J. D. LEE.

OUR CUSTOMERS ARE OUR BEST ADVERTISERS.

Dear Sirs:— Missouri, April 17th.
I want to let you know that the plants you shipped the 3rd, arrived today in good condition. I expected to find them dead, but you certainly must know how to pack as the plants were as green as could be. I will remember you to my friends.
JOE FAHR.

Gentlemen:— Illinois, May 2nd.
I wish to write and tell you that the strawberry plants you sent me were very fine. Never had any better for there could be no better plants grown. I have bought plants from a great many Nurseries and have had some very poor ones. You certainly treated us square and I will know where to get my plants from this on. I have had some very poor plants from some firms so I want you to know that I am perfectly satisfied with your plants.
A. S. KETTERING.

Dear Sirs:— Missouri, April 25th.
Want to tell you that the shipment of strawberry plants arrived today in excellent condition. I am more than well pleased, also my wife thanks you for the Everbearing plants. I hope to repay you for serving us so well. I am well pleased and wish to thank you again for I see that you try to treat your customers fair. And this is more than I can say of some dealers I have bought plants from.
THOMAS O'LEARY.

Gentlemen:— New York, April 5th.
Enclosed find order for strawberry plants. I have been getting mine from the South and am not satisfied with them.
E. L. NOYES.

Gentlemen:— Kansas, April 4th.
Please find order for plants. I have been buying from in the past but have been getting inferior plants. I concluded to try yours as my friends have been getting good plants from you.
C. J. ROCKWELL.

Gentlemen:— Missouri, April 20th.
I received my strawberry plants all O. K. They are certainly fine plants and I haven't lost more than 25 of the 5,000. I bought some of an Eastern grower, they are poor plants and will not get over 10 per cent to grow. No more of them for me.
C. O. HOUSER.



Gibson

This variety originated in this county, and the best proof that it is a profitable variety, lies in the fact that it is fast becoming the leading commercial variety in every part of the country. We cannot say too much in favor of this wonderful Strawberry as it seems to possess every requirement that a universal favorite should have. It has no preference for soils or climatic conditions, is a very hardy grower and seems able to produce a wonderful crop of fruit even under adverse conditions. Gibson commences to bear with Dunlap and other mid-season varieties but owing to its wonderful productive ability continues to bear until some of the later varieties are gone and really could be classed as a late variety.

One point in favor of this variety, and hard to find in a lot of others, is the fact that every berry reaches a large size, and ripen evenly.

The fruit cannot be surpassed for flavor and quality, making it equally desirable for home use or market. A fine canning berry as it retains its color and firmness, also flavor throughout the winter.

In plant growth it cannot be equalled as it is a strong, healthy plant, and produces an ideal fruiting row.

This variety is similar to the old Pocomoke, but is superior as it is a heavier yielder and the vines grow up stronger, affording shade to the mammoth clusters of fruit.

Our advice is that you cannot go wrong by planting largely to Gibson. We have a fine stock of true-to-name plants.

GROWS GIBSON EXCLUSIVELY.

Gentlemen:—I received the 8,000 Gibson plants last night, they are in excellent condition. The plants are even better than those received in the past. You will find that I have bought plants of you for the past five years, and can say that you have always treated me square. Your plants are always well cleaned and I have always found them true to name and just as represented. I now grow Gibson exclusively as it has proven to be better than the Dunlap with me, although I grew that variety for a number of years. The Gibson is a larger berry and I have never had a crop failure with it.

Yours for business,

Illinois, April 5th.

OTTO KRIEGER.

OUR PLANTS FOR HIM EVERY TIME.

Henry Emlong & Sons,
Stevensville, Mich.

Princeton, Minn., May 8, 1918.

Gentlemen:—I received the Progressive strawberry plants, also the Cuthbert raspberry plants. They are certainly fine and I only lost five plants out of the 3,000. That is more than I can say about some other plants I got from Michigan the same day. Out of 500 there are only 25 alive. I am not going to give any names, but I got the same dose from him once before. They were dead when I got them as they did not have hardly any moss. You can depend on my orders in the future. I am a dealer here and get all my stock from Michigan.

Thanking you for good plants and fair treatment, I am
Yours truly,

H. J. LOWELL.



Senator Dunlap

The Leading
Strawberry Throughout
the United States.

This is by far the leading Strawberry throughout the United States. The demand for this wonderful berry has steadily increased since its introduction, and there is a shortage of plants every season. It does well everywhere and produces enormous crops of fine fruit regularly.

Senator Dunlap has a perfect blossom, is hardy, productive, and seems able to produce a good crop under any circumstances. A crop failure with the Dunlap is unknown. Senator Dunlap is a very heavy bearer of large, good shaped fruit of the highest quality, and will bring the top market price anywhere. The flavor is simply delicious. For preserving it is simply fine, as it makes a rich dark red syrup, very pleasing in appearance and flavor. It is a first-class shipper and retains its brightness long after being picked. It always looks well on the market, and sells quickly at fancy prices. The best proof that we have to offer of the universal popularity of this variety is the fact that our customers in every state of the Union are ordering Dunlap in larger quantities.

The demand has never been supplied, and we urge our customers to order their requirements early. We have a fine supply and they will please you.

SORRY THAT HE DID NOT ORDER MORE.

Henry Emlong & Sons,
Stevensville, Mich.

Hartford, Kans.

Gentlemen:—I received the Dunlap Strawberry plants in the finest condition. They were sure fine, nice and green, and one plant had a blossom on it. One thing I regret is that I did not order more. I have set thousands of berry plants but none like those were. I want to place my order for fall and spring planting again. I sure praise your plants. I intend talking for your plants now and in the future.

I feel sure of my neighbors ordering with me. Since they have seen the fine plants you sent me they wished they had ordered from you this spring. They say they will order when I do. The plants are coming fine.

Success is yours,

W. F. PIERCE.