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The Strawberry Grower.



Cone's Catalogue ^{AND} Report.

1896.



NEW ^{AND}
CHOICE
STRAWBERRIES.



EDW. W. CONE,
MENOMONIE,
WISCONSIN.

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ANOTHER YEAR'S EXPERIENCE.

A severe winter followed the excessive drouth of the growing season of 1894, and plants were a thin stand, and unfitted for business at the outset. Repeated frosts, and finally a stiff freeze after the setting of the first fruits, left only the later blossoms to reach maturity. Fruit of all varieties was much under normal size, and altogether it was a most unfavorable season in which to form an opinion of new varieties. When such standards as Warfield and Beder Wood produce hardly one-fourth of a crop, it is manifestly unfair to judge a new berry worthless because it does not fulfill our expectations as regards amount and size of fruit. Yet, by careful comparison with well-known varieties, in fruiting under the same conditions, the observant grower is able, even in the most unfavorable season, to form a reasonable estimate and approximate the value of varieties fruited for the first time.

The varieties given most prominence in the following pages are the ones that have done the best with me. A few of these I fruited for the first time last year, but in most cases my notes are based upon a longer acquaintance.

Three unfavorable seasons in succession have brought discouragement to many fruit-growers of the West, but the wise ones have learned some lessons that will yield much profit in the future. A season like that of 1894-5 may never occur again, but by relying upon the grand varieties whose latent but wonderful vigor has been so well demonstrated by that severe test, we shall be better fortified than heretofore for the lesser drouths and lighter frosts that will surely visit us from time to time.

Let me say that there was never a brighter outlook for the berry grower than that before us. Many, discouraged by recent failures, will discontinue or greatly reduce their plantings. The acreage for the next few years will be small in consequence, and the plucky fellow who sticks will be the gainer. Now, if ever, is the time to plant strawberries.

A NEW STRAWBERRY FREE.

I have fruited for four years a seedling of my own, as yet designated by number only, which possesses such excellent qualities, especially as a berry for family use, that it will be given a name and offered to the public in 1898. I shall have reports of this variety for the coming fruiting season from several experiment stations and strawberry specialists, to whom it was sent for trial last spring, and I have no other expectation than that I shall be able to offer it with very strong endorsements as a superior home berry. It will not be sold before the spring of 1898, but twelve plants will be given this spring (under restrictions) to every customer, old or new, whose order, at list prices per hundred and twenty, amounts to \$5.00 or over; and an additional dozen will be sent to the first new \$5.00 customer from each state who will send me three or more names of progressive small fruit growers in his locality.

All receiving the seedling upon the terms of this offer must write me a candid report of its fruiting in 1897, and any who will also take the trouble to secure and send to me with his report a good photograph of a selected cluster of fruit, may receive \$2.00 worth of plants of his own selection from my 1898 catalogue. Each photograph thus sent will be entered in competition for a prize of \$25.00 in plants to be selected at twenty and hundred rates from my 1898 list, which stock I will give and ship, all charges paid, to the sender of the best photograph suitable for engraving. The winner in this competition will also be allowed to name the variety.

CONE'S · PLANT · BOOK.

The Progressive Planter's Guide.

"The Strawberry is my hobby."—CONE.



A CLUSTER OF ARROWS.—REDUCED ONE-HALF.

SIX TRIED PISTILLATES

Of Special Value for the West.

ARROW.—This is a seedling of my own, and one of which I am not ashamed. It is a "daughter of Haverland," and is hardly less productive. The fruit ripens with Haverland, and resembles it closely in form. It is not quite so large, but is much brighter in color, firmer in texture, more regular and uniform in shape and size, and of higher flavor. A strong vein of its Crescent blood is marked in the plant, which is of very vigorous habit, with bright and healthy foliage, absolutely free from rust in all seasons. I have fruited it, mostly on sandy soil, for five years, three of them extremely unfavorable, and have found few varieties with the same ability to endure our cold winters and hot, dry summers. As a market berry, it is decidedly preferable to Haverland with me.

"With one season's fruiting I should judge it not so large as the Haverland, but much firmer. It has the same general shape, is of as good quality, and a much better plant-maker. It was more productive last season; but the Haverland was not up to its usual average. Plant healthy and hardy."—*C. N. Flansburgh.*

Arrow has always been more productive with me than Haverland, but, knowing that the Haverland in the Northwest does not come up to its reputation in the East and South, I made the Arrow's claim for productiveness a moderate and a modest one, lest some might be disappointed in it.

BISEL.—A very attractive berry, of excellent quality and more than average firmness. It is a seedling of the Wilson, but the plant is possessed of far greater vigor, and the foliage is better. The photograph reproduced on page 8, of this catalogue, is that of a young Bisel plant about two months old. Notice the long roots, with abundant feeders. In the awful drouth of '94, the Bisel was one of the best plant-makers on the place. This variety has small foliage in the fall, but makes a comparatively large root growth, and quickly obtains a strong hold on the soil. In the spring it sends up large leaves, which well protect its blossoms from frost, and becomes a perfectly balanced plant, with splendid roots that search to a good depth and bring to the plant all the moisture available for the supply of its well-laden fruit stalks. The fruit is of good size and uniform. It is also firm, and has a good

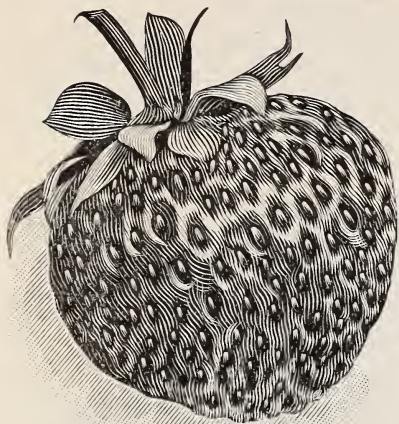


BISEL.

calyx. The illustration is engraved from a photograph, and furnishes an excellent likeness of it. The berries hang close to the ground, but the stem is thick and strong, and supports the fruit fully. It ripens early and makes a long season. The blossom is pistillate. Bisel made many friends last year.

"It appears to adapt itself to all soils and climates, which is a decided advantage in any strawberry, as we have so many that are very particular as to their soil and location. It is beyond doubt a good all-around berry, and ought to be tried by everyone who grows strawberries."—*R. D. McGeehon, Iowa.*

EPPING.—This has not succeeded everywhere, but with me is an excellent variety—one of the best of recent introduction. I have fruited it twice. A healthy, vigorous, beautiful plant, with productiveness included. Berry nearly round, of good size and moderate firmness. The color is a trifle darker than Haverland.



EPPING.

failings. Of the same slow, stooling habit, though much more vigorous, and merits the best treatment—a moist, rich soil and heavy mulch, given which it is one of the most productive very large berries ever sent out. It is among the hardiest in plant and blossom, and will mature its crop in dry seasons, and on light soils where the Earle cannot.

“I believe this has come to stay as a market berry. Dark green, healthy foliage; makes plants much more readily than the Bubach, which the plant resembles; large, round, dark scarlet berry, with yellow seeds, which gives it a handsome appearance; firm and very productive. Plant the Mary; you will not regret it.”—*Eugene Willett.*

“It was almost uninjured by the frost this season.”—*M. Crawford.*

WARFIELD.—This is the berry that wholly displaced the Crescent with me some five years ago, and I have never been disappointed in it. The plant is one of great excellence, and as productive as any variety ought to be. If there is a more beautiful berry, I have yet to see it, and grown in narrow rows it is large enough for anyone, and far superior to Crescent in all respects. It is easy to pick, and gets to market in splendid shape. It is not a hard berry, like the Wilson, but has a tough skin, that holds its gloss, and enables the fruit to bear handling and to stand up well under shipment. One of the best for cooking and canning. Pistillate flower. Season early to late.

WESTON.—This is a very valuable variety, and as the introducer of it I am the recipient of many congratulations. It was favorably known at its Pennsylvania home for a number of years before I had it from the originators, and it has been a marked success with me in Wisconsin, not falling behind its excellent Eastern record in any respect. I have fruited it five seasons. I believe it will supercede Greenville, which it resembles in many ways, especially in plant. The Weston has somewhat smaller and darker foliage, and sets runners farther apart. It is quite as productive as Greenville—often more so—and is much better able to endure drouth—a great point in its favor. The fruit is equal in size, brighter in color, keeps longer either on or off the vines, and is decidedly a better shipper. Weston is pistillate in bloom, and ripens a few days later than Bisel, holding out of extra good size to the last. The illustration is a photo-engraving and faithfully represents it.



WESTON.

THE WESTON AND ITS PEERS.

A Comparison of Varieties.

The following table, from ratings given in Bulletin No. 122, of the Michigan Agricultural Experiment Station, shows the high rank taken by the Weston at one of the best conducted government test-farms in this country:

| | Productiveness | Firmness | Quality | Vigor | | Productiveness | Firmness | Quality | Vigor |
|-----------------|----------------|----------|---------|-------|-----------------|----------------|----------|---------|-------|
| LEROY..... | 9.8 | 9.0 | 9.0 | 9.8 | ROSER | 9.5 | 7.5 | 9.5 | 9.5 |
| WESTON | 9.8 | 8.5 | 8.0 | 9.5 | ENHANCE | 9.5 | 9.0 | 9.0 | 8.9 |
| BISEL | 9.7 | 9.0 | 9.0 | 10.0 | BRANDYWINE..... | 9.4 | 8.5 | 9.5 | 9.9 |
| GREENVILLE..... | 9.6 | 7.0 | 8.0 | 8.6 | WILLIAMS..... | 9.4 | 9.3 | 8.5 | 8.7 |
| CLYDE..... | 9.5 | 8.5 | 9.0 | 8.9 | BRUNETTE..... | 9.0 | 9.0 | 9.8 | 9.0 |
| EPPING..... | 9.5 | 9.0 | 8.0 | 9.0 | MUSKINGUM | 9.0 | 8.0 | 8.5 | 9.0 |

One of the Best Varieties Grown Here this Season.

At the Michigan Agricultural Experiment Station, in 1893, the Weston was named as one of the best six out of eighty new varieties tested, and is reported as follows, by Profs. Taft and Gladden, in Bulletins 100 (August, 1893) and 106 (February, 1894): "Fruit large, broad conical, somewhat ridged, bright scarlet color; flesh medium dark; productiveness, 9.8; quality, 8.0; firmness, 8.5. Plants very strong and healthy. *Crop held out best of any variety.*"

All That Is Claimed.

Referring to the above report, Bulletin 122, issued April, 1895, says: "Of the eight varieties placed in Group 1, as possessing points of superior excellence and deserving of a place among the best sorts, Clyde, Greenville, Leroy and Weston are all that is claimed. Clyde, Leroy and Weston are very productive, the berries are of good form, handsome in appearance, and firm enough to stand shipment well. Greenville, while well up in other qualities, is scarcely firm enough to carry well; it is, however, an excellent near market berry."

Most Vigorous in the Plantation.

MICHIGAN AGRICULTURAL COLLEGE, January 8, 1895.

Edw. W. Cone, Menomonie, Wis.:

DEAR SIR.—By an oversight Weston was not included in the planting made two years ago. In the old patch (second year fruiting) the plants were remarkably free from blight and the most vigorous in the plantation. We have the variety in the plat that will fruit the coming season. I regard the Weston as a very promising sort. Yours truly,
H. P. GLADDEN.

Has a Great Future.

"I have fruited the Weston two seasons, and believe it has a great future. Although not of the largest size, it is of good shape, beautiful color, excellent quality, and a good shipper. From plants set this spring a few allowed to fruit gave from eight to fourteen berries of good size, and I believe it will rank with Crescent in point of productiveness. It is not a great plant producer, but sets its plants well apart, making a matted row that will give better results in fruit than those that root thickly, like Warfield, Crescent, etc."—*I. A. Wooll.*

Much Valued for Its Lateness.

"I value the Weston much for its lateness. It is nearly a week later than Gandy here—continues a week longer in bearing. The plant is a good, healthy grower without any blemish, a dark green, and remains so all the time."—*John Little.*

One of the Most Productive Berries in Cultivation.

"Weston is beyond all question a berry which has come to stay. It has been widely tested by leading growers and experiment stations, and every where received highest endorsements. There will not be half enough plants to supply the demand. Berries are large, firm, good quality, and look neat in boxes. One of the most productive berries in cultivation, and its foliage seems perfect."—*R. M. Kellogg.*

HERE are so many papers smuggled into farm homes with cheap chromos and gilded premiums that farmers are apt to look with disfavor or indifference on the real useful and helpful papers. I am myself a reader of the RURAL NEW-YORKER, and know it to be one of the best and most practical farm, garden and fruit papers published. It costs \$1.00 a year, in advance, and it stops when the year is out unless I send my dollar promptly, which I usually do. I make no better investment of a dollar during the year. Send to the RURAL NEW-YORKER, New York, for a free sample copy. If you will include an extra dollar with your remittance for plants, I will see that you get it every week for a year; and I will return the dollar any time during the year if you are not satisfied with the paper and the investment. I will give a year's subscription, if your order for plants equals \$8.00.

EDW. W. CONE, Menomonie, Wis.



"THIS IS THE PLANT THAT BISEL GREW."

See Page 4.

THREE GOOD STAMINATES.

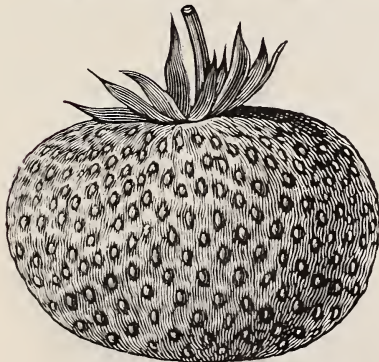
BEDER WOOD.—The very best early staminate among the standards, and several times more productive than Van Deman, Meek's Early or Michel, all of which ripen with it in our latitude. The fruit of Wood lacks firmness, but is otherwise excellent. The plant rusts slightly here and in most other sections, but it is a rapid, vigorous grower, and a sure drouth-resister, even on very light soils—advantages which more than offset this liability to rust. A spot of rust is a great eyesore to some people, and I was myself a long time prejudiced against Beder Wood on this account. But, in the case of this variety, I cannot see that the disease affects either the yield or the quality of the fruit, most of which is gathered before the rust puts in an appearance, and old beds, after fruiting, should be mowed and burned over anyway.

CYCLONE.—This came from Kansas four years ago, and is the best early bisexual variety yet well tested except Beder Wood. It follows Wood a day or two in time of ripening, and is a close rival in yield. The berry is superior to Wood in size, color, quality and firmness. The plant is a good grower, and entirely healthy.

"In color of foliage and fruit it resembles the Haverland, but the berries are shorter and not quite so large. The greater share of the berries are above medium size, and they hold out well in size to the close of the season. On the whole this is a very promising variety." *Bulletin 54, Ohio Experiment Station.*

"I place Cyclone ahead of any varieties tested this year for the first time. No faults. Vigorous plant; large, handsome scarlet berry, of extra good quality."—*Geo. F. Beede.*

SPLENDID.—The plant has roots and foliage of Captain Jack style, and the many admirers of that old "drouth-proof" favorite will be more than pleased with this "splendid" improvement in size and quality of fruit. This variety originated, on sandy soil, nine years ago, a few miles south of the Wisconsin line, in northwestern Illinois. It was well tested before introduction, and has not since failed to produce a good crop in comparison with others. It is not as hardy in blossom as Cyclone and Beder Wood, but none can excel it in defiance of drouth. The fruit is very smooth, in form oblate-spherical, of bright red color, and every way of fine appearance. The plant is among the most vigorous and healthy, comparatively free from rust, and makes a great number of runners.



SPLENDID.

"Strong, healthy plant, tall fruit stalks, berry large, firm, fine color, ripens all over, regular, globular, very productive, medium early, makes runners freely, few if any blanks, produces a good crop; one of the best, valuable."—*Dr. J. Stayman, in Strawberry Culturist.*

"Splendid, July 3, gave four quarts to one-fourth of a square rod, in matted rows, beating the Earle, Bubach and Wood, at that date, side by side. The following were the yields of others at the same picking: Earle, 2 quarts; Wood, 1½ quarts; Captain Jack, 1 quart; Bubach, ½ quart; Princess, ¼ quart. July 23, Splendid gave four quarts—one quart more than Bubach on same amount of ground."—*Geo. J. Kellogg, 1894.*

"Splendid is the best all-around perfect of fifty kinds we are growing."—*Geo. J. Kellogg, 1896.*

THREE NEW BERRIES.

"Bulletin No. 100, published in August, 1893, contained notes on eighty new varieties of strawberries. Another season's trial of these sorts, during which the original plants set in 1892 and a new setting in the spring of 1893 have fruited, should give data sufficient to form a fair idea of their respective merits or demerits. Of the eight varieties placed in Group 1, as possessing points of superior excellence, and deserving of a place among the best sorts, Clyde, Greenville, Leroy and Weston are all that is claimed. Clyde, Leroy and Weston are very productive, the berries are of good form, handsome in appearance and firm enough to stand shipment well. Greenville, while well up in other qualities, is scarcely firm enough to carry well; it is, however, an excellent near market berry."—*Bulletin No. 122, Michigan Agricultural Experiment Station, April, 1895.*

CLYDE.—This is Dr. Stayman's most highly prized seedling. It has been widely advertised before introduction, and will doubtless lead in popularity the novelties of the year. It ranks high at the Michigan Experiment Station, where it has been on trial since 1893, with the following as its record: "Vigor, 8.9; productiveness, 9.5; quality, 9.0; firmness, 8.5. One of the most promising of the new varieties for market purposes." Clyde ripens exactly with the Weston, and should be an excellent mate for that very excellent pistillate, as Clyde is a potent pollenizer, and the two are very similar in size, shape and color. The Clyde has good parentage, being a seedling of the Cyclone, which it is like in plant, but Clyde makes shorter runners, is more stocky and inclined to a stooling habit.

LEROY.—A grand trio of pistillates of high and nearly equal rank is formed by Bisel, Leroy and Weston. Here are their 1894 ratings, as printed in Bulletin No. 122, of Michigan Experiment Station:

| | Productiveness | Firmness | Quality | Vigor |
|-------------|----------------|----------|---------|-------|
| BISEL..... | 9.7 | 9.0 | 9.0 | 10.0 |
| LEROY..... | 9.8 | 9.0 | 9.0 | 9.8 |
| WESTON..... | 9.8 | 8.5 | 8.0 | 9.5 |

These figures almost tell the story. Bisel and Leroy ripen early, and hold out exceedingly well, both in size and productiveness. Weston blooms five or six days later, ripens mid-season, and is the best late variety for market yet tested in the West. The fruit of Leroy is large, shapely and uniform, dark crimson, with prominent seeds. The plant is an excellent grower, and nearly free from rust.

SNOWBALL.—This originated on my place in 1890, and was given a name suggested by its two strong points, viz.: remarkable hardiness of plant and blossom, and unsurpassed firmness of berry. I have grown it with much satisfaction as a pollenizer for Warfield, to be picked and shipped with it. The following is from my report of 1894: "The berry resembles Warfield so closely in form and general appearance that it might easily be mistaken for that variety by one not acquainted with it, but the color is somewhat lighter. It has the same regular conical outline and short, glossy neck. It ripens evenly, without green tips, and the berries, if allowed to remain on the vines several days after coloring, will neither rot nor dry up." The plant is excellent in every respect but one—it rusts—and I would



SNOWBALL

not recommend any who do not spray to plant it in locations where this disease gives much trouble. It has never failed with me, however, to come out bright and vigorous in the spring, and mature a crop in spite of frost and drouth. In 1895 it recovered from the freeze and showed up as well as any variety mentioned in this report. It came fully up to Splendid in size and yield, and was ripe two days earlier. The fruit is perfect in form and of the best color, but, if picked before dead-ripe, it is tart and insipid enough to suit the most fastidious of those who like an acid berry. Yet neither the shipper nor the average consumer cares for that—only the man who grows his own fruit knows the taste of a really good strawberry. As a prolific plant-maker, Snowball is a "rustler," and no mistake. It covers the ground rapidly and sets plants more thickly than any staminate variety ever grown here, except Michel's Early. Even in a dry season, it makes too many plants to be satisfactory for fruit in the matted row, without restriction, and is not, therefore, a berry for the careless grower. I am sorry that, owing to the general failure of the strawberry crop the past season, I have no conclusive reports of this variety from other sections. Below will be found the opinion of Prof. Taft, of the Michigan Experiment Station, and a similar report comes from Prof. Green, of the Ohio Experiment Station, where the conditions were even less favorable.

"All varieties were more or less injured by the spring frosts, but the Snowball gave a fair crop, considerably above the average. The berries were medium to large in size, long-conical in form, necked; bright scarlet in color, with light flesh; quite firm, rather acid, somewhat lacking in flavor. If, in ordinary seasons, the Snowball shows itself to be as productive as its behavior this year indicates that it will be, its firmness and rich color will combine to make it a promising market sort. Last year was very unfavorable for the growth of the plants, yet this variety is quite strong, vigorous and healthy."—*L. R. Taft.*

As susceptibility to rust or leaf-blight is no doubt its weak point, those who consider this a fatal defect will wish to let Snowball alone. I will state, however, that, though 1895 was an uncommonly rusty year, only three out of ten reports received mentioned the disease as doing any appreciable damage to Snowball. There was no trace of rust noted at either the Michigan or Ohio Experiment Stations, nor at any point west of Ohio.

SOME PROMISING NOVELTIES.

The following varieties, most of them first sold last year, are wholly untested by me; the first four, however, have something more than a local record, and I am able to quote from disinterested testimony concerning them. Plants of all, except Gardner, are growing on my grounds, but I have seen nothing of the fruit, save in a few instances on spring-set plants. For the information of prospective purchasers, I summarize briefly the claims made for each one, adding a note of my own regarding the appearance and growth of the plant.

ELEANOR.—"The signal merits of Eleanor are earliness, productiveness and large size. It is the earliest large strawberry yet produced. In color, form and firmness it resembles the Wilson, coloring evenly all over, with no white tips; but in size it ranks with Gandy and other large varieties, and is, moreover, of excellent quality. Its blossoms are perfect." The plant is small, but very vigorous and healthy—a slender, rapid grower that sets runners as thickly as Warfield.

"With early strawberries, before Eleanor came along, the trouble has been that they were too small. This variety has fine fruit and earliness combined, which should make it popular. It is a free setter, and worthy a place in the garden."—*American Gardening.*

GARDNER.—This variety is highly esteemed at its home in Iowa, and I have strong words of praise for it from a well-posted grower in "drouthy Kansas." Almost every good quality is claimed for it, but above all, unexcelled productiveness and the greatest adaptability to all soils. "The fruit is large, very firm, and of good quality. It is very early, has a perfect blossom, and sets as much fruit as does Parker Earle." The plant is a model of sturdiness and good health, and at the same time a rampant runner.

"It is hard in these days to produce a variety that excels in every point some of our favorites. But I can safely say that as a pollen bearer the Gardner is scarcely equalled, and in the quantity of fruit it sets, it equals Parker Earle. In size, color, and quality, it is not superior to Haverland. In color it is not quite equal to the latter. But it has a merit not

possessed by Parker Earle, Beder Wood or Haverland; it holds up well in shipping. Mr. Gardner sent us four boxes that were delayed in some way, and reached us two days after the letter. Yet we failed to find a crushed berry in the boxes. Our guess is that friend Gardner has discovered a very valuable strawberry."—*Prof. J. L. Budd, Rural Life, June 29.*

"Mr. Gardner lives near the north line of Iowa, in about as cold and bleak a place as you can find in the state. If the Gardner does well there, it seems to me that it ought to do well almost anywhere."—*R. D. McGeehon.*

FOUNTAIN.—I hear excellent reports of this variety, and from the little I have seen of it, I judge it is every way better for general culture than Marshall. The plant is of immense size, healthy and a good grower; the fruit is large and beautiful, bright red in color, with red flesh, and solid to the center. Perfect flowers.

KYLE.—"This berry, from Michigan, I place at the head of new varieties fruited but one season. Fine growing plant; set full. Fruit large, smooth, deep red, resembling Bisel; rich, juicy flavor, quite firm. Brandywine was large, but not so good in color and flavor as Kyle." The above is from report of Mr. C. H. Sumner, upon whose farm, in Illinois, the Splendid strawberry originated. The plant of the Kyle, which is of Cumberland type, pleases me immensely. It was planted in my trial bed, on sandy soil, by the side of Brandywine, and I note that Kyle is likely to be much the better plant of the two when a season of drouth is on. Perfect blossom.

"In the spring of 1895, when Crescent, Wilson, Bubach and Timbrell were killed by frost, the Kyle went through comparatively frost-proof, and produced a fine crop. The fruit is very solid and firm, of a deep glistening red color, and has a fascinating tartish flavor. It is an enormous yielder. In all cold localities the Kyle will be a success."—*Wm. C. Babcock.*

HOMESTEAD.—Popular as a fancy market variety in vicinity of New Bedford, Mass. The plant is an exceptionally fine one, slightly resembling Muskingum in foliage, but larger and a more vigorous grower. Has not fruited here. Bisexual.

SUNNYSIDE.—From Massachusetts. Reported to be the most productive of all varieties fruited by the New York Experiment Station, in 1893. Other merits are great beauty of the fruit and excellent shipping qualities. Medium to large, fair quality, bright scarlet color. Pistillate. Season late. I find the plant all right in growth and foliage.

SPARTA.—The Sparta is a cross from Warfield and Jessie, originated on the well-known Thayer fruit farms, in this state. It was the first premium seedling strawberry at the summer meeting of the Wisconsin State Horticultural Society, in 1893. Mr. Thayer says: "It is perfect in shape, large in size, splendid in quality, and the most productive of all the perfect-blossoming varieties we are fruiting. The color is dark, glossy red, and it has a large green calyx, which adds to the beauty of the berry; flesh firm and seeds near the surface—valuable for shipping. Ripens early—a pollinizer for Warfield that can be picked and shipped with it." The plant resembles Jessie rather than Warfield in growth and foliage.

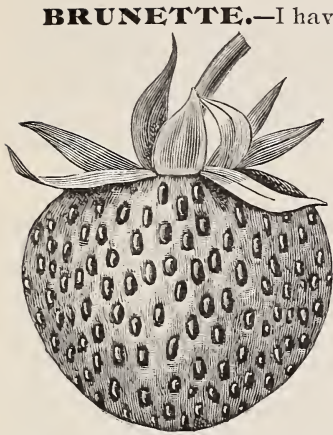
STAPLES.—Originated near Dayton, Ohio, in 1889. It is recommended by Mr. Crawford, who is authority for the following statement regarding it: "It is a seedling of Warfield, and is enormously productive, though it has a perfect blossom. The plant is only of moderate size, but one of the most vigorous and healthy. The fruit is about the size and shape of the Warfield, has a slight neck, and the color is very dark, glossy red. It is fully up to the average in firmness, and of superior quality."

"In plant growth it is equal to Beder Wood; in productiveness it rivals the Haverland and Greenville; in appearance it is superior to them. It outsells any berry on the Dayton Market."—*J. A. Flory.*



STAPLES.

OTHER VARIETIES OF MERIT.



BRUNETTE.

BRUNETTE.—I have not had the pleasure of fruiting this variety, but it has been mentioned in reports for several years, and nearly everyone is familiar with its name and reputation. It is the berry of all berries for richness and high flavor. The plant is strong and healthy, of the Bubach type, with taller foliage. Granville Cowing, the originator, who is a strawberry specialist and a man well known for the exceeding care with which he puts forth any statement, has described it thus: "This variety, in its combination of delicious flavor and beauty, has probably taken a step in advance of any variety now generally cultivated. Its berries are above medium size, round, and almost invariably perfect; of a dark mahogany color when fully ripe—a shade darker than Warfield—and without any white tip. The plant is a strong grower, and as free from rust as any variety now cultivated. Flower perfect. The fruit is quite firm, very handsome, and remarkable for its exquisite flavor. It is the most attractive strawberry in my collection, and readily sells for from three to five cents per quart more than my best Bubachs and Haverlands on account of its superior qualities. For two seasons invalids at Muncie have sent regularly three miles into the country to its originator for Brunette berries because they claimed it was the only variety they could eat with impunity." Brunette has become a favorite with all the experiment station experts who have fruited it. Prof. J. Troop, of the Indiana Experiment Station, where Brunette has been three years on trial, places it at the head of all varieties at that station for delicious flavor.

The following is the report of Ohio Experiment Station for 1894: "Berries medium to large; conical to roundish, very uniform and regular in size and form; dark red, glossy and beautiful in appearance; quality excellent, comparable with the Prince of Berries in this particular; plants vigorous, healthy, and fairly productive. For the home garden this variety is unequalled, and in some markets would no doubt prove profitable. The variety has been on trial several seasons, and thus far stands at the head for the home garden."

BRANDYWINE.—Said to be a cross from Cumberland and Glendale, and the plant is of Glendale style. I picked a few berries from spring-set plants, and though not prepared to judge it closely in regard to size and yield, I think it will at least equal Cumberland in these respects. Fruit resembles Glendale in color and quality, and Cumberland in form. Bisexual. Mid-season to late.

"Large size, perfect form; bright red color; firm, and good quality. Plant very vigorous; of medium productiveness."—*Geo. F. Beede.*

"If growers over the country knew as much about this berry as I do, every plant obtainable would be engaged within a week."—*M. Crawford.*

WILLIAMS.—Hardiness and productiveness, with extra firmness of berry, characterize this variety, which resembles another Canadian berry, the Woolverton, in style of plant and appearance of fruit. It is, however, of less vigorous growth, though more productive than Woolverton, and the berry is smaller, firmer and more acid. Succeeds better than Saunders with me. Staminate. Ripens with Cyclone.

ISABELLA.—Isabella, No Name and Gandybelle are apparently the same. I was much pleased with the growth and behavior of the plant during the severe drouth of 1894, and was sorry that I was permitted to fruit it last season on spring-set plants only. It was equal to any staminate in great show of bloom, and the few berries allowed to ripen were of fine size and very attractive appearance. It is decidedly promising here. Season medium to late.



LOVETT.

healthy foliage; a good grower, and as a producer of beautiful, bright, orange scarlet berries, large to very large, of fine quality, it will surely please if properly cared for. It is more productive than Gandy. Though it must be classed as a bisexual variety, its flowers are deficient in pollen, and it cannot take the place of some others as a reliable pollinizer. Season medium.

HAVERLAND.—Larger and of better quality than Crescent, but less productive than Warfield on light soil. The largest specimens are handsome in spite of light color, but a lack of uniformity in size and shape is a noticeable fault. This is in part overcome by planting on rich, heavy soil. The plant is large and vigorous, but is not a free grower like Warfield, and in dry weather it is difficult to get runners to root. Berry light, glossy red, long, with neck. Of fine quality for the table and for eating from the hull. It is not a shipper, but I have found it easier to pick and handle than either Crescent or Bubach. Season medium early.

BARTON.—This is as large as Haverland, and quite superior in color and firmness. It does not make a great show of productiveness at any one time, but gives a good number of large, fine berries at each picking, from quite early in the season till late, in this valuable "ever-bearing" trait resembling its parent, Long-fellow. Pistillate.

ENHANCE.—I have had this four years, and have always liked it. On good soils and in favorable seasons it is a great yielder of very firm, highly colored fruit; somewhat variable in size, but averaging large; irregular in shape and quite acid in quality, yet always very saleable in market. The plant is entirely healthy and a vigorous grower, but on light soils will not endure much dry weather at fruiting time. It has a hardy, bisexual blossom, with abundance of pollen. It ripens a few early berries, but the best pickings are late.

MUSKINGUM.—No recent variety has pleased me more than this. There are many reports of its good behavior in other places, and only occasionally a statement adverse to it. The fruit is of fine size and form, is well colored, and the surface is protected by prominent seeds, so that it bears handling well, though of only moderate solidity. It will suit a fancy market or any other. It matures its crop quickly, and is one of the most productive during its season, which is late. The plant is a sturdy grower, making a fair number of strong runners, and bravely withstands drouth. Bisexual blossom.

LOVETT.—This is now well known and popular. It is certainly a valuable acquisition to the list of good berries. Fruit large, solid and firm, excellent for market, and of first-rate quality for home use also. It does not always color promptly to the tip, but this is a minor fault common to many fine berries. It has a healthy vigorous plant, ranks above medium in productiveness, and is one of the best pollinizers. Though sent out as "Lovett's Early," it is not early, but matures its first fruit about mid-season.

LOGAN.—This is still a favorite here. As an extra large, fancy berry, I doubt if it is excelled by any of more recent introduction. The fruit is uniformly globular in shape, resembling Cumberland somewhat in appearance, but larger and of brighter color; moderately firm, more regular and of better color than Bubach, while in average size it is quite as large. An excellent plant, strong, vigorous, with

healthy foliage, and as a producer of beautiful, bright, orange scarlet berries, large to very large, of fine quality, it will surely please if properly cared for. It is more productive than Gandy. Though it must be classed as a bisexual variety, its flowers are deficient in pollen, and it cannot take the place of some others as a reliable pollinizer. Season medium.

GANDY.—Where a very late berry can be depended on to bring top prices, this is always in favor, though not up to the record of most standards in productiveness. Fruit large, shapely and uniform, firm, and of attractive crimson color, set off by a large bright green calyx. Perfect blossom.

SHERMAN.—This is from the originator of Logan, and is much more productive with me than that variety. The plant is not so good a grower, but holds out against drouth remarkably well. Fruit is large, round and exceptionally uniform; moderately firm; of bright color and ripens well all over. Season late. Bisexual.

ROBINSON.—Though I do not like the style of its berry, this is certainly one of the most productive of staminates, and will likely be a chosen variety with many on this account. Berry bright and firm, but seeds dark and deeply imbedded; it lacks the symmetry and handsome glossy surface that are such desirable features in a market fruit. The calyx is small, and by the time the fruit is in the basket, has become brown and shriveled. The plant is healthy, and a great runner.

SHUCKLESS.—This resembles Mt. Vernon, which was long esteemed as a standard variety. The similarity is so great that some have catalogued it as the same. The plant is a good grower and productive. The fruit is rather above medium size, regular in shape, and the quality is excellent. It is fairly firm, and may be picked with the hull, or without, as preferred. The blossom is strongly staminate. Season late.

LONGFELLOW.—This is the parent of that popular market variety, Barton's Eclipse. I have grown it many years, and still find it desirable as a fancy sort. The plant is perfectly healthy, vigorous, and more productive than Leader or Belle on light soil. Fruit like Belle in shape, of large size, dark, rich crimson, handsome, but does not ripen all over; very firm, of strong, musky flavor; sweet. Bisexual. Season late.

NEHRING.—NEHRING'S GEM.—Fruit of good size, very regular form, conical, slightly necked. Larger and better than Stayman's No. 1, and nearly as productive. This is a chance seedling, but is known to have Glendale parentage. The plant is a tall, strong grower, setting numerous long runners, like Brandywine, to which it may be compared in vigor. Season medium early. Pistillate bloom.

KANSAS PROLIFIC.—One of Dr. Stayman's numerous seedlings, and described by him as follows: "Strong grower, with perfect flower, and immensely productive. Fruit medium to large, globular, handsome, fine in quality and firm—a good shipper. Ripens early, and nearly all at once, but does not bloom early, therefore is but little injured by frost. It ripens with Beder Wood, and is more productive. Berry of nearly the same shape, of richer color and better quality."

ROSER'S No. 1.—Plant vigorous, making many runners; productive and reliable on any soil. Bisexual. Fruit medium size, conical, dark red, firm and of good quality. A good pollinizer, and valuable as an early berry, either for home use or market, where large size is not a requisite. This is Mr. Roser's own modest estimate of the berry's worth. I have fruited it once. It ripens with Beder Wood, and is certainly better than Michel or Van Deman with me, as far as productiveness is concerned, but it fell slightly below Wood and Kansas Prolific in yield last season. At the Michigan Experiment Station it is rated as follows: Vigor, 9.5; productiveness, 9.5; quality, 9.5; firmness, 7.5.

STAYMAN'S No. 1.—This is still retained for its excellent drouth-resisting plant and reliable productiveness. It is ahead of Crescent in average size, and second to Warfield in yield. Stayman has given quite general satisfaction to Western growers, but has not gained popularity in the East. Pistillate blossom, easily pollenized.

◆ ◆ **NOTES.** ◆ ◆

HENRY WARD BEECHER.—A beautiful plant, but unproductive, is the substance of many private reports received. All my plants were moved, but I saw no blossoms on the spring setting.

MARSHALL.—Magnificent plant, large and fine berry; but the blossom is so tender to frost that only a few specimens of the fruit were obtained last year. Requires good culture.

OHIO.—This old variety is a seedling of Kentucky, with a pistillate flower. The plant is an upright grower with small foliage, and a great runner. It is very productive with me on thin, sandy soil, to which it is specially adapted. More desirable than Princeton Chief, a newer variety of the same class. Season late.

PARKER EARLE.—Plant hardy and healthy, deep-rooted and robust, but seriously lacking in that vigor to reproduce itself which we expect to find in varieties that can be depended upon for profit. It will suit the amateur and home gardener much better than the market grower. This was my opinion three years ago, and I have not changed it. The Parker Earle renews itself sparingly, but sets an enormous quantity of fruit, which it cannot wholly ripen even in seasons most favorable. It undoubtedly succeeds in some sections better than with me, and many are charmed by its great productiveness; but I notice that those who still recommend it do so with the pertinent suggestion that it be planted only on strong, moist land, and given a spring mulch six inches deep of well-rotted manure on both sides of the row. This is high culture with a vengeance.

PRINCESS.—I have grown this several seasons, on a variety of soils, and it has failed completely. It is neither vigorous nor productive, and the fruit is scarcely above medium size.

VICTOR HUGO.—Is similar to Michel's Early in plant and fruit, but three times as productive. Unfortunately this variety does not winter well in Wisconsin.

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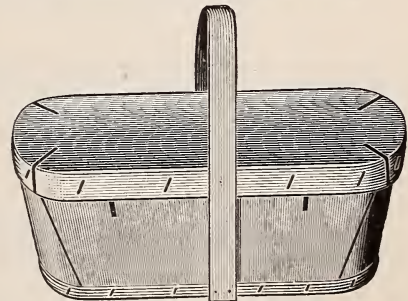
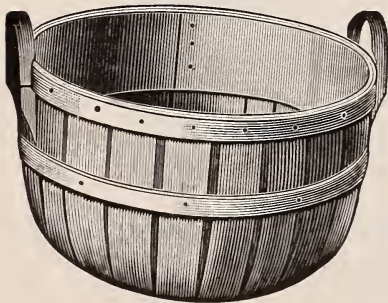
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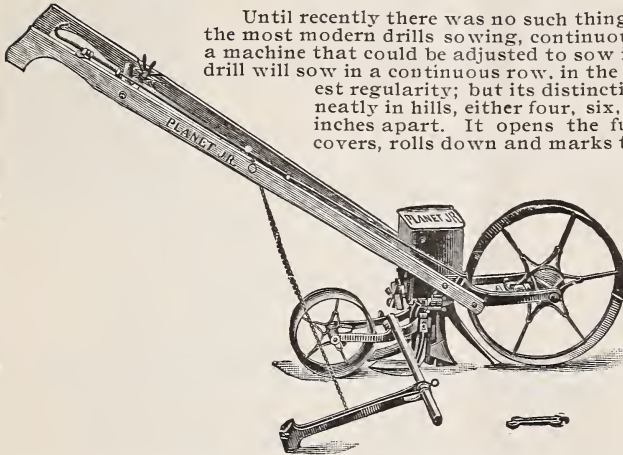
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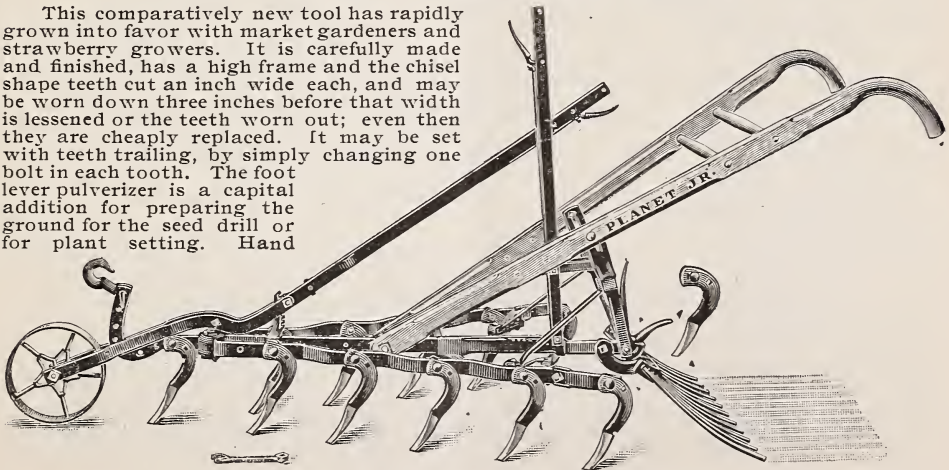


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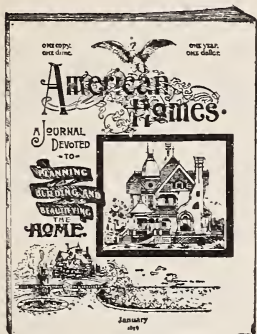
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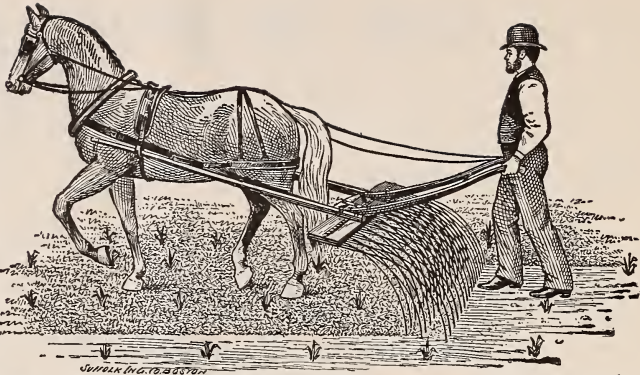
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THE Z. BREED WEEDER CO.: I enclose you check for the No. 4 Weeder you sent me. I set it up without any trouble. Went over an acre of newly set strawberry vines, and it works to perfection. It is "putting it mildly" to say that I am delighted with its work. It is simply a perfect tool for what it was intended. Some one has said that the best way to fight weeds is to have none to fight; and if any one will go over their crops once a week or oftener with a Z. Breed Weeder they will have none to fight. I am yours truly,
J. J. PAYNE, Warsaw, Ky.

Send to-day for circular describing nine sizes and styles of Sulky, Walking and Hand Machines. It also contains an article on "Weeds and Tillage." by Prof. Taft, of the Michigan Agricultural College; "Shallow vs. Deep Cultivation," by Prof. Hunt, of Ohio Agricultural College, and "How I Grow 300 to 400 Bushels of Potatoes in Massachusetts," by C. W. Russell, Esq., of Upton, Mass., an authority on potato culture. Address, mentioning this Catalogue—

THE Z. BREED WEEDER CO.

26 Merchants Row, Boston, Mass.

Richards' Transplanting Implements.

PATENTED APRIL 2, 1895.

A Cheap, Sure and Simple Way to Transplant All Kinds of Plants. Guaranteed not to Disturb their Growth.

The inventor, who is engaged in the small fruit business, finding it so difficult to transplant strawberry and other plants without great loss, found it necessary to devise some other method than the one in general use, hence the invention; and after planting thousands of plants with it, knows that it will do all that is claimed for it.

By this method watering is not necessary, loss of plants by removal avoided, and it is a much better way than using pots. Strawberry plants transplanted in this way during August and September, will give a full crop the following season.

Directions for Using Transplanting Implements.

Give each plant enough room to develop in a proper manner, which is of the utmost importance to its future success in producing fruit, etc., and give room to remove with transplanter.

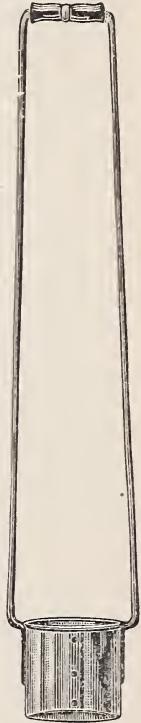
Prepare and mark out the land in the usual manner to receive plants. Place excavator where plant is to go, press it down with the foot a suitable distance into the soil, then withdraw it and give a slight shake, when the soil will drop out, leaving a hole the exact size of the transplanter.

Place the transplanter over plant to be removed, press it down with the foot, then withdraw it, when the soil, plant and all will come up without disturbing the roots. Use as many transplanters as are necessary, placing them in layers on wheelbarrow or cart, then take to place prepared and place in holes. Now place ejector over plant and withdraw transplanter by handle, then with the foot slightly firm the soil around the plant.

The transplanter and excavator, being made of stout sheet iron and then galvanized, are practically indestructible.

The size of the transplanters are four inches in diameter and four inches in depth. Price, per set of six Transplanters, one Excavator, and one Ejector, \$2.50. Extra Transplanters, 20 cents each. **AGENTS WANTED.**

Ejector.



Transplanter.

Excavator.

F. RICHARDS,

REFERENCE, FREEPORT BANK.

Inventor and Patentee,

FREEPORT, N. Y.

ORANGE CO. NURSERIES, CORNWALL, N. Y.

T. J. DWYER, Prop.

CORNWALL, Nov. 21, 1895.

MR. F. RICHARDS: After a trial of your transplanting instrument on different parts of my nurseries to-day, I am satisfied that you have a very valuable new invention that will remove plants of all kinds without the slightest check to the growth. It is a tool that should have a place in every garden, quite as necessary to the gardener as a pocket knife.

I am pleased to be able to indorse this valuable implement. Please send me five sets for use at our nurseries. Very truly yours,

T. J. DWYER.

SLAYMAKER & SON, MEADOW BROOK NURSERIES,
Dover and Camden, Delaware.

DOVER, Del., Dec. 5, 1895.

This is to certify that we have seen the transplanter offered by Mr. Richards in operation on our farm and we are convinced that for transplanting strawberry and other plants where the earth is to be left on the roots and go with the plant, this is the most convenient and best implement on the market.

SLAYMAKER & SON.

THE PENINSULA PLANT FARMS, SALISBURY, MD.

W. F. ALLEN, JR., Prop.

SALISBURY, Md., Dec. 5, 1895.

F. RICHARDS, ESQ., Freeport, N. Y.—Dear Sir: I have examined your patent transplanting implements, and for those who use potted plants they are indispensable, and I do not hesitate to recommend them to this class of growers. Yours faithfully,

W. F. ALLEN, JR.

OF INTEREST TO PURCHASERS.

ALWAYS order as early as possible, but in case of late orders, please state what other varieties, if any, may be sent instead of those ordered. *It is my rule to make no substitution except by purchaser's explicit direction.*

IN CONSIDERING prices please bear in mind that they include postage on hundreds as well as on smaller lots.

I BEGIN shipping as soon as frost is out of the ground. All plants are freshly dug. I handle no cellar-stored stock. If you have planted both kinds you know the difference.

I CANNOT grow all the plants I sell, but I do not buy cheap plants and reship them. Orders not dug from my own grounds will be shipped direct to my customers from careful growers of first-class stock.

ERRORS are seldom made. If one is discovered, report it at once and preserve all labels until the mistake is rectified.

WRITE name and full address—postoffice, county and state—plainly in every letter.

TERMS cash before shipment, except by special agreement with old customers in good standing.

REMITTANCES should be made by postal order, express order, or by draft on New York or Chicago. In any other form they should be registered. Postage stamps of any denomination accepted for fractions of a dollar.

TELEGRAPH, express and money order office, Menomonie, Wisconsin. We have American and United States express, and special rates.

WHEN you order, kindly send me the names and addresses of your friends who may be interested in strawberries, or speak a word to such and get them to order with you. For these favors I shall be glad to reward you with extra plants.

ANY information that I may be able to give regarding other varieties will be furnished on request. I have many not catalogued herein, and can usually supply anything desired, either of my own growing or directly from the introducers. Correspondence invited and promptly attended to. I shall take pleasure in answering the questions you would like to ask.

‡ ‡ DISCOUNTS. ‡ ‡

The best plants cannot be sold for the least money. Though in some instances my prices are lowest, I make no offer to compete with other nurserymen and dealers, but have established what I consider fair rates for good plants, all of which will be uniformly adhered to. I do not quote special prices to any one, but the following discounts will be allowed on large orders:

On orders of \$10 and less than \$15, 10 per cent.

On orders of \$15 and less than \$25, 12½ per cent.

On orders of \$25 and less than \$50, 15 per cent.

On orders of \$50 and less than \$100, 20 per cent.

On orders of \$100 and over, 25 per cent.

‡ ‡ PREMIUMS. ‡ ‡

If preferred, the following premiums may be selected instead of the discounts named above:

For orders amounting to \$2.50 at twenty and hundred rates, I will give a copy of Mr. Terry's popular "A B C of Strawberry Culture," price 40 cents postpaid.

For orders amounting to \$4.00 at twenty and hundred rates, "Biggle Berry Book," price 50 cents by mail.

For orders amounting to \$5.00, "Biggle Berry Book" and the *Farm Journal* one year.

For orders amounting to \$8.00, a year's subscription to either the *American Gardening* the *Rural New-Yorker*.

For orders amounting to \$12.00, a set of Richards' Transplanting Implements, advertised on another page.

For orders amounting to \$20.00, a Canton Garden Plow. See advertisement.

For orders amounting to \$30.00, the Planet Jr. Strawberry Cultivator, or twelve tooth harrow.

For orders amounting to \$35.00, the American Typewriter. See advertisement.

For orders amounting to \$40.00, the Planet Jr. No. 3 Hill Dropping Seed Drill.

All premium implements will be shipped from factory, receiver paying cost of transportation.

◆ ◆ PRICE LIST. ◆ ◆

| | Twenty | Hundred | Thousand |
|---------------------------------|----------------------|---------|----------|
| <i>Arrow</i> | \$.35 | \$1.25 | \$10.00 |
| <i>Barton</i> | .30 | 1.00 | 4.50 |
| <i>Bisel</i> | .30 | 1.00 | 5.00 |
| <i>Beder Wood</i> | .30 | .85 | 4.00 |
| <i>Belle</i> | .30 | 1.00 | |
| <i>Brandywine</i> | .35 | 1.25 | 8.00 |
| <i>Brunette</i> | .75 | 3.00 | |
| <i>Clyde</i> | \$2.00 per doz. 3.00 | 10.00 | |
| <i>Cyclone</i> | .30 | 1.00 | 5.00 |
| <i>Eleanor</i> | .50 | 2.75 | |
| <i>Enhance</i> | .30 | .85 | 4.00 |
| <i>Epping</i> | .30 | 1.00 | 5.00 |
| <i>Fountain</i> | .75 | 3.00 | |
| <i>Gandy</i> | .30 | .85 | 4.00 |
| <i>Gardner</i> | .75 | 2.50 | 15.00 |
| <i>Gertrude</i> | .75 | 2.50 | |
| <i>Haverland</i> | .30 | 1.00 | |
| <i>Henry Ward Beecher</i> | .35 | 1.25 | |
| <i>Homestead</i> | .75 | 3.00 | |
| <i>Isabella</i> | .35 | 1.25 | 5.00 |
| <i>Kansas Prolific</i> | .35 | 1.25 | |
| <i>Kyle</i> | .75 | 3.00 | 20 00 |
| <i>Leroy</i> | 2.00 | 7.50 | |
| <i>Lincoln</i> | .35 | 1.25 | 6.00 |
| <i>Logan</i> | .35 | 1.25 | |
| <i>Longfellow</i> | .40 | 1.50 | |
| <i>Lovett</i> | .30 | .85 | 4.00 |
| <i>Mary</i> | .50 | 2.00 | 10.00 |
| <i>Marshall</i> | .50 | 2.00 | |
| <i>Mayflower</i> | .75 | 3.00 | 20.00 |
| <i>Muskingum</i> | .30 | 1.00 | 4.00 |
| <i>Nehring</i> | .30 | 1.00 | |
| <i>Ohio</i> | .30 | 1.00 | |
| <i>Parker Earle</i> | .35 | 1.50 | 10.00 |
| <i>Robinson</i> | .30 | 1.00 | 5.00 |
| <i>Roser</i> | .45 | 1.50 | |
| <i>Royal</i> | 3.00 | 10.00 | |
| <i>Sherman</i> | .45 | 1.50 | 7.50 |
| <i>Shuckless</i> | .30 | 1.00 | |
| <i>Snowball</i> | \$1.00 per doz. 1.50 | 5.00 | 30.00 |
| <i>Sparta</i> | 2.50 | 8.00 | |
| <i>Splendid</i> | .30 | 1.00 | 5.00 |
| <i>Staples</i> | .50 | 2.00 | |
| <i>Stayman</i> | .30 | 1.00 | 4.00 |
| <i>Sunnyside</i> | .45 | 1.50 | |
| <i>Timbrell</i> | .35 | 1.25 | |
| <i>Warfield</i> | .25 | .85 | 3.50 |
| <i>Weston</i> | 1.00 | 4.00 | 25.00 |
| <i>Windsor Chief</i> | .35 | 1.25 | |
| <i>Williams</i> | .35 | 1.25 | |
| <i>Woolverton</i> | .30 | 1.00 | 5.00 |

(Names of pistillate varieties are printed in italics.)

The prices quoted include the prepayment of postage on twenties and hundreds. If to be sent by express, deduct 5 cents per 20 and 25 cents per 100 from above prices. Ten and 50 are sent at 20 and 100 rates, and 5 and 25 will be put in at the same rates respectively when the order amounts to \$2 or over. See opposite page for Premiums and Discounts.

EDW. W. CONE, Menomonie, Wis.

SOME BUSINESS PRINCIPLES.

A Talk With My Patrons.

I endeavor to make my catalogue valuable and worth preserving. My present list is the best I have ever offered. It has been carefully selected, and does not include half the varieties that are growing on my grounds.

I ask your attention to the descriptions of varieties. Many of these descriptions will be found reproduced in other men's catalogues next year—not for their eminent literary excellence, but because of their pre-eminent accuracy. New varieties are described, as far as possible, from the stand-point of my own experience with them. I am very careful in my statements, and always look beyond the immediate future. I desire not merely to get trade, but to keep it. It is upon the grower's success that the prosperity of the nurseryman depends. The interests of my customers are my interests.

I do not knowingly misrepresent any variety, however much I may be interested in its sale. My opinion of a variety is never influenced by the fact that I happen to have a large stock of it.

I warrant the purity and quality of my plants, as well as the manner of packing them for shipment.

I am not infallible, but I aim to please, and shall do my best to avoid mistakes. I can not always please everyone perfectly. If you have any complaint to make, state it promptly, and give me an opportunity to make matters satisfactory. No reasonable customer shall go away dissatisfied.

I have made a study of the strawberry, and am still at it. I learn something every year that I did not know before.

In varieties I am an expert, but I cannot vouch for a variety that I have never seen in bearing, nor be responsible for the statements of others. In giving place to such, I give you always the benefit of my best judgment, and if any new variety of which I am myself the introducer proves a failure with anyone in the points for which it is claimed of value, I will cheerfully send other plants to the amount of his purchase of such variety to every customer having paid for it the introduction price. A like offer has never before been made by any nurseryman.

My ability to serve you with intelligence and fair dealing is only equalled by my anxiety to do so. My customers are my best friends. I fail to serve my own interests more than theirs if I fall short of the "golden rule" in my relations with them. I mix conscience with business, and have never found it necessary to depart from correct business methods in order to do this.

Thanking all for past favors, I invite old friends to come again, and hope to hear from many new ones. While the latter are always welcomed, there will be no diminution of my efforts to please the former. It costs less to keep old customers than to be continually "on the hustle" for new ones—and is far more satisfactory.

Yours for honest endeavor and good times,

EDW. W. CONE,
Menomonie, Wis.