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A Few Words About Evergreens

TO EVERY MAN WHO IS INTERESTED IN A WINDBREAK

I'm not going to try to tell you "all about Evergreens" here for two reasons—

1st—Because it would take a very large book to tell it in.

2nd—Because most of the information would be of no practical value to you.

What I want to do is to tell you, just as briefly as I can, a few facts about Evergreen for Windbreaks—about their actual money value to you and about the kind and quality of trees that insure you success in developing a good Windbreak.

A good Windbreak is a farm necessity—no farmer or stockman living in the sections where cold winters prevail can afford to be without one if he wants maximum profits from his stock. It enables him to fatten his stock with less feed, less care and less labor than is possible on an unprotected farm. This is a fact fully established—attested by thousands of farmers from their own experiences. An effective Windbreak—the Ferris kind—on your farm, will save you in feed alone, five times its cost before it reaches half maturity and will be right on the job and better than ever when your grandchildren are gray-haired.

Don't think for a minute that this statement is "hot air"—it's absolute, cold, established fact. If you want proof I'll give it to you over the signature of the most successful and best known farmers in the Northern and Northwestern sections of this country.

Further—A good, well-developed Windbreak will actually add from \$500.00 to \$2,000.00 to the sales value of your farm—an item worth considering when balanced against the very small first cost of the Windbreak.

The value of the Windbreak on the farm is recognized by every one familiar with farm conditions. All the prominent Farm Journals are urging their readers to start Windbreaks—Agricultural Experts, Government Stations and practical farmers and stockmen advocate them.

The following paragraphs, quoted verbatim from the Feb. 15th issue of the Iowa Farmer, express the sentiments of the most conservative and reliable farm papers in regard to Evergreen Windbreaks:

"Windbreak shelter is equivalent to feed—and costs a lot less. Stock shivering under the direct force of winter winds in unsheltered lots mean a loss of cash to the owner. * * *

"It can safely be said that the average windbreak saves the owner \$2.50 to \$3.00 for every head of stock fed each season. The more stock the bigger the value of the shelter belt, and there are few, if any, good windbreaks that do not save double their entire cost every season. * * *

"The value of any windbreak depends very largely upon the quality of the trees you buy and set out. Buy good Evergreens and buy them of a responsible, established firm. Good, strong, healthy trees are essential to success. * * * It is always advisable to buy and set out trees that have been root-pruned and transplanted two or more times in the nursery."

If you haven't a good Windbreak on your farm now you need one—you are losing money every season you are without it. The icy winter winds are blowing part of your profits away.

Stop that leak with a good Windbreak now. If you want the best Evergreens ever produced—**Bonded Evergreens** that are guaranteed to grow for you, you want Ferris trees. Nowhere in the world can you buy better Evergreens than I offer you—nowhere are you so fully protected from loss when you buy—nowhere will your money buy so much actual tree value.

Start your Windbreak this season. If my vigorous, four-times root-pruned and transplanted trees—my great "pay-only-for-trees-that-grow" offer—my wonderful low prices—do not interest you, buy elsewhere, but **don't fail to buy some kind of Evergreens from somebody.** Get a shelter belt started now—it means money to you.

Be sure to buy root-pruned and transplanted trees, and you are absolutely sure of success with a Windbreak.

This is positively the only known process that produces the kind of roots necessary to make the best trees. The more an evergreen tree has been root-pruned and transplanted the better it is.

EARL FERRIS,



EARL FERRIS.



Ferris Norway Spruce
Planted in 1872.



300,000 Three Times Root-Pruned White Pine.



White Pine 8 Years after Planting.

Evergreens Grown the Ferris Way

BETTER THAN OTHERS AND A FEW REASONS

I want to make a plain statement of fact right here—and I want you to remember it.

My famous Ferris Windbreak Evergreens as shown in this supplement are a special lot of trees—four times root-pruned and transplanted in the Nursery—the best Evergreens that ever grew in the ground for any man who wants to start a Windbreak.

That is not an unsupported, unproven claim of tree quality—it's a fact that you can depend on. No man grows, or knows how to grow better trees than I offer you on my new, "Safety First" Plan of selling Evergreens.

"There's a reason" for the wonderful strength, vitality and growing power of Ferris trees. The quality of Ferris Evergreens that makes them the biggest value for you is grown into them right here in the Nursery. The Ferris way of growing trees—based on practical scientific knowledge—produces the finest trees that grow. It's a special method—perfected by years of study and experience and proven to be the right method by the wonderful results it produces.

The trees that I'm going to ship to my customers on my new plan—backed by \$25,000 bond—represent more than a quarter of a century of constant, special study and practical experience in Evergreen culture. The title of "Evergreen Specialist" conferred on me by my customers is one that I have fairly earned.

My specialty is Evergreens. I've made it my business for more than twenty-five years to know Evergreens. I've studied them and experimented with them—learned more and more about them each year. I have originated my own methods of growing on scientific principles. Today, I have to show for my twenty-five years labor, the finest Evergreens that ever grew—over 10,000,000 of them here in the Nursery—and thousands of satisfied customers. I have solved the Evergreen problem for the man who wants a Windbreak. I can, and do, guarantee my trees to grow if handled properly.

The Evergreens I am offering you here are four times root-pruned and transplanted in the Nursery row. I want to tell you, briefly, just what that means to the man who buys Evergreens. The value of an Evergreen, to the man who buys it for setting into his Windbreak row, depends largely upon its roots. Well developed masses of fibrous roots are absolutely essential to sure growth and quick development. 95 per cent of failures of attempts to grow Windbreaks where proper varieties are planted are due to the trees having poor root systems.

No Evergreen, left to itself, will develop fibrous roots. It takes cultivation—careful root-pruning and transplanting—to do that. Left undisturbed, an Evergreen will grow only large tap roots which have to be cut off when the tree is taken up. That weakens the tree and leaves it a poor chance to grow when set out. On the other hand, an Evergreen that has been properly root-pruned and transplanted will have great quantities of fibrous small roots that are not injured by taking up and re-setting, and will nourish the tree perfectly.

The pictures on the right show the kind of root systems the Ferris method produces on a Norway Spruce. Note the masses of fine rootlets. These trees have from 60 to 90 per cent more rootlets than Evergreens which have not been so treated, and will grow where all other trees fail.

It's the careful and repeated root-pruning and transplanting that produces these roots, and it's the roots that make tree value for you.

Ferris' four times root-pruned and transplanted Evergreens are in a class by themselves. I have carried this process one step farther than any other tree grower does. I am the only producer of FOUR times root-pruned and transplanted Evergreens in this country. Other Nurseries can supply you with seedlings and once or twice transplanted trees—a few of them have a limited number of three times transplanted trees—but nobody else can furnish four times root-pruned and transplanted Evergreens.

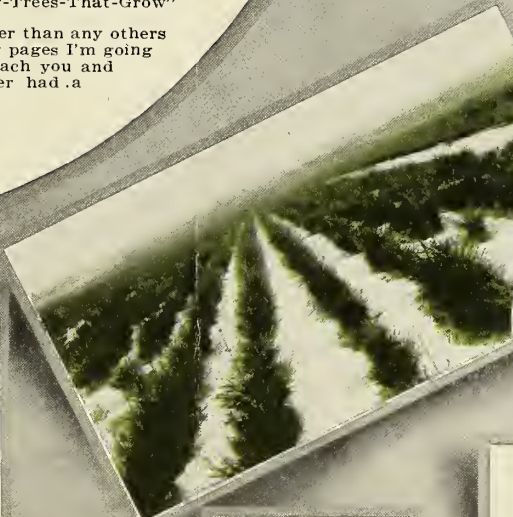
It is because I have these Evergreens that I am able to offer you trees under \$25,000 Bond on my "Pay-only-for-Trees-That-Grow" proposition.

I have told you why my Evergreens are better than any others when they leave the Nursery. On the following pages I'm going to tell you why they are better when they reach you and why my new Sales Plan is the best you ever had a chance to buy under. Read carefully.

Hampton, Iowa



Norway Spruce three times root-pruned and transplanted, the kind that Ferris guarantees to grow.



1,000 Evergreens in Each Row.



White Pine three times root-pruned and transplanted grown in the Ferris Nursery.



300,000 Ferris Norway Spruce.

Evergreen Windbreaks on the Farm—the Reasons for Success or Failure

By Earl Ferris, Leading Evergreen Specialist, Hampton, Iowa

The value of a good Evergreen Windbreak to the farmer in those sections of this country where hard winters prevail is generally recognized. It has been established through the experiences of thousands of farm-owners for more than half a century and can easily be figured on an actual, yearly dollars-and-cents basis.

An adequate Windbreak row is a money-maker on two counts—first, for the saving in feed that its protection makes possible for the stock fed back of it—second, for the increased sales value it gives the farm.

The best authorities—farmers and stockmen who know from their own experience—state that an average good Windbreak saves the owner \$2.50 to \$3.00 for every head of stock fed in its shelter each season. They further estimate that a good Windbreak row adds from \$500.00 to \$2,000.00 to the value of an average farm on the market.

It is possible for any land owner, in any section of this country where a Windbreak is an advantage, to have one. **That is a fact** in spite of the many failures which have been experienced in attempts to grow Evergreens by farmers and stockmen. These failures have been found invariably to be due to causes that can be remedied—not to natural, unchangeable conditions.

There are four big factors which contribute to the success or failure of any attempt to develop an Evergreen Windbreak. Three of them constitute problems for the Nurseryman to solve—the fourth depends upon the man who buys the trees. Any one of them alone may cause a total failure and loss of time and money to the land owner. Here they are—

1st—The selection of the proper varieties of Evergreens for the section where they are to be planted.

2nd—The hardiness, vigor and vitality of the trees, and the condition of their root systems when they leave the Nursery.

3rd—The condition in which the trees reach the buyer—that depending, of course, upon the way in which they are prepared for shipment and packed at the Nursery.

4th—The care and cultivation given the trees after they are set out in the purchaser's Windbreak row.

Given the **right variety** of Evergreens—strong, healthy trees with big fibrous root systems—prepared and packed so that they reach the buyer alive and in condition to

grow—properly cared for **after set out**—no man need fear failure with Evergreens. They will grow and thrive.

Right selection of varieties is extremely important—mistakes on this point cause a big percentage of all failures. Not all Evergreens will grow equally well in the same section—some thrive where others will not grow at all. Selection should be made with regard to the natural habitat of the trees—if it is not so made the attempt to start a Windbreak is foredoomed to failure. The highest quality—strongest—best rooted—trees produced will not grow satisfactorily in localities not adapted to them. Be sure, when you buy trees, that you get a variety suited to your locality.

The quality of the trees set out for the Windbreak is probably the biggest factor of all in getting a shelter belt started. Strong, vigorous, healthy trees, with **well-developed, fibrous root systems**, are an absolute essential to success.

This tree quality depends upon the way the young Evergreens have been cared for in the Nursery—modern, scientific methods and constant care there produces trees that can be depended upon to grow if given a fair chance. Big, fibrous root systems—the most important part of an Evergreen—can be developed to nourish the tree and insure its rapid growth in the Windbreak row.

If you want to be sure of success with a Windbreak, buy and set out root-pruned and transplanted trees. No other known process produces the kind of roots that you want on your trees. Evergreens left to themselves grow only tap roots which must be cut when the trees are taken up. Cutting weakens the tree and, if there are no fibrous, small roots to nourish it, it is very likely to die.

The greater the number of root-prunings and transplantings an Evergreen has received, the better it is—the more sure to grow when set into a Windbreak. Four times root-pruned and transplanted trees are the top-notch stock—finest produced in this country for Windbreak purposes. They are a paying investment for any man—are sold under a binding Guarantee that insures satisfaction to the purchaser.

If you buy trees that are **right** on these three points, proper care and cultivation will insure you a Windbreak. Success will depend on your own efforts—if you follow instructions your trees will grow.

Ferris Bonded and Guaranteed Evergreens are “Mudded” at the Nursery—My Methods of Packing, Shipping, etc.

My contract with you—if you become my customer—guarantees that the Evergreens I ship you will reach you alive and in growing condition.

That's an important feature of Ferris Evergreens to you. It means that you can set out the trees I ship you with the assurance that they will grow—you will not be wasting time and labor, putting dead trees into the ground. It's one of the many advantages I'm able to offer my customers.

I'm going to tell you **why** I'm able to ship you Evergreens with that sort of a guarantee—something that no other Nurseries will do.

Two things make it possible for me to know that my trees will reach you alive, vigorous and ready to grow. They are—the sturdy strength of the trees as they come out of the ground here at the Nursery, and the care in selection and preparation for shipment which I give them.

I've told you that I have made a special study of Evergreens for more than twenty-five years. One of the points that I have investigated most carefully is that of packing and shipping methods, and as a result of my study of this I have discarded the methods commonly used and developed from my own experience a system of my own. The results, in satisfaction to my customers, have established my methods as the only correct ones and amply repaid me for the extra care and expense.

In the first place the guaranteed trees I ship are carefully selected. The selection of trees is done under my own personal supervision—as is the entire process of preparation for shipment. The trees shipped are all as perfect as Nature produces—**no culls or weak-growing trees ever leave this Nursery** on my customers orders. You get the best—strongest and healthiest—trees that grow.

Mudding Where Grown

These trees are taken direct from the Nursery row and the roots dipped in thin mud before they are taken to the packing houses. This “mudding” in the Nursery row costs us two or three times as much as it would to haul them to the packing house and mud them there. We do not wish to take any chances on these trees becoming dry before reaching the packing house. We dip the roots in mud about the consistency of mortar, just wet enough to cling closely to the roots and cover and seal them entirely from the air. This furnishes absolutely the best possible protection for the trees. This process of **“mudding in the Nursery row”** is a big feature in preparing Ferris guaranteed trees for shipment.

The roots of fruit trees contain sap and it is sometimes possible to revive a fruit tree even when the roots are quite dry, by soaking the roots with water and keeping the tree in a cool, damp place for a few days before planting.

This cannot be done with an Evergreen. The rosin in the roots sets and hardens immediately upon becoming exposed, and once this rosin dries and hardens no amount of effort and soaking will revive that tree. It is dead beyond all hope of resuscitation. It is for this reason that we are going to **“mud”** them in the Nursery row. Where we take all the chances we cannot afford to send you anything but the very best. They may cost a little more to start with but will be the cheapest in the long run.

Packing

After being mudded the trees are taken to the packing house, carefully packed in a mixture of moss and red cedar shavings—the very best packing materials known.

This mixture is applied right over the mud, to which it adheres closely. It keeps the mud from drying out and falling off the roots—retains the moisture indefinitely. Trees so prepared can be shipped thousands of miles without injury to the roots and will reach their destination alive and vigorous.

Mudded, packed and boxed as they are when they leave the Nursery, Ferris Guaranteed Evergreens are practically damage-proof. The roots are fully protected against injury and against the drying out that kills so many poorly packed trees in shipment. The tops get plenty of air—do not deteriorate.

Ferris Scientific Methods of Evergreen Culture make Ferris Evergreens the best trees that grow when they are taken from the Nursery row, and Ferris Special Methods of preparing them for shipment insure their reaching you in perfect shape. They will grow for you with any sort of proper care—develop quickly into a sturdy Windbreak row that cuts down your feed bills and saves your stock.

Give me your order now for delivery at any time you say. Take advantage of my "Safety First" offer—it's your opportunity to buy right.

Transplanting Directions

Observe the following rules and you will have no trouble in getting a good stand with my four times root-pruned and transplanted Evergreens.

1—Plow your ground and get it in as good condition as you would for corn.

2—Do not unpack trees until you are ready to set them out. The roots of an Evergreen must not be exposed to the sun and wind for an instant. For this reason you should dip the roots of each tree in thick mud as soon as it is taken from the box, taking care not to get any mud on foliage.

3—Have your hole plenty large enough. Plant about 4 inches deeper than they were in the nursery row—packing the dirt firmly about the roots. This packing is very important and a tree should be planted as firm as a fence post.

4—Cultivate your young trees just as soon as you get them set out, and keep on cultivating during their growing season. Evergreens do most of their growing during May, June and July, and that's when they need cultivation.

5—Your trees should be cultivated for at least three years after you set them out.

6—In localities of extreme cold, such as Northern Minnesota and the Dakotas, it is advisable to mulch the trees in your row in the early fall. Leave mulch between the trees through the following season and thoroughly cultivate between the rows.

7—Regardless of locality always see to it that your young grove is securely fenced just as soon as planted. There is nothing more unhealthy for young evergreens than live stock in the same yard to trample them down.

Map Showing Zone of White Pine and Norway Spruce

Study this map a little—it's specially prepared to show you just what sections of the country are included in the growing zone of the two great Windbreak Evergreens—Norway Spruce and White Pine.

If you live anywhere within the big scope of this zone, you can confidently count on success in growing a good, efficient Windbreak with either of these varieties of evergreens. They are recognized as standard varieties for this section—it is their natural habitat, where they grow and flourish most luxuriantly.

My "Safety First" Sales Plan applies on Norway Spruce and White Pine anywhere within the limits of this zone. Regardless of where you live in it, I will "make good" my "pay-only-for-the-trees-that-grow" offer just as I have outlined it in the previous pages of this book. To take advantage of this particular offer, however, you must live within the boundaries shown, as I cannot sell even my four times root-pruned and transplanted spruce and pine on those terms in sections to which these varieties are not adapted.

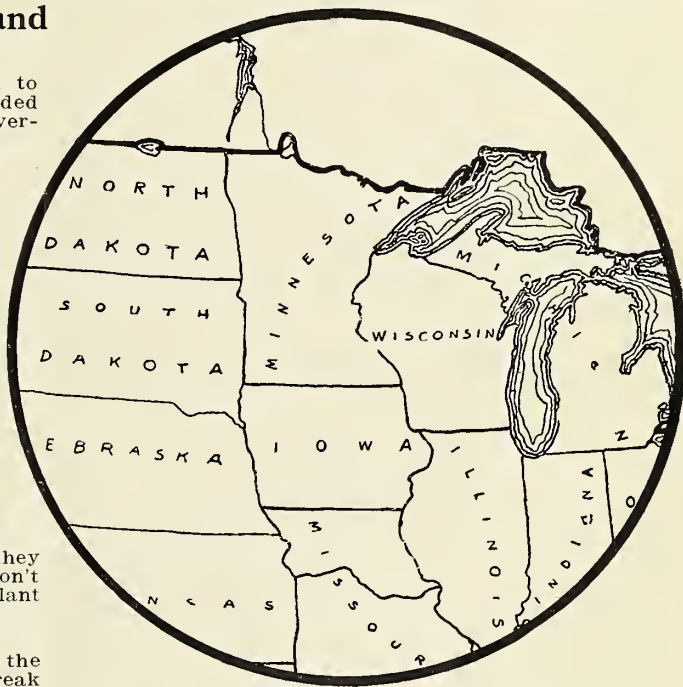
The proper selection of varieties to plant for Windbreak growth is extremely important. Trying to get a Windbreak started with trees that are not naturally adapted to growth in the section where they are put out most frequently results in failure. Don't take chances of loss through improper selection—plant trees that grow naturally in your locality.

A Word of Warning

While I honestly believe that the White Pine and the Norway Spruce are the two best varieties for Windbreak for the average planter, in the zone map given, there are other varieties better adapted to some localities; for example, there is a strip of country along the Missouri River in South Dakota, Nebraska and Iowa, and also certain localities in Missouri and Kansas, where White Spruce, Red Cedar or Jack Pine do better than Norway Spruce or White Pine. Parties living in these sections should write me before ordering, telling me as much as you possibly can of your local conditions, and I will make you a special guaranteed price on the Evergreens best adapted to your locality.

If You Live Outside the Zone Shown or Along the Missouri River, Write Us

Don't think because you may happen to live outside the limits shown for the best growth of Norway Spruce and White Pine, that you cannot hope to grow a good Windbreak. There is no locality, where a Windbreak is needed, for which there is not some satisfactory variety of Evergreen provided by the generous hand of Nature. Your success with a Windbreak is going to depend very largely upon your selection. I believe that 98 per cent of all failures of young Evergreen Windbreaks are due to one of three causes—or a combination of the three. Those causes are poorly rooted trees—I've mentioned that—improper selection of varieties, and poor care.



It isn't particularly hard to grow a Windbreak if you plant the right trees for your locality and they have good, fibrous root systems and are alive and healthy. The only added requirement is proper care in planting and cultivation. This latter is easy enough—the same amount of cultivation you give your growing corn is about all that is necessary.

Regardless of where you live, I am in position to furnish you the right variety of trees for the very best success with your Windbreak. My long years of experience growing Evergreens and the records of results obtained by my customers, have shown me just what varieties are best for all localities in this country. I know what trees will make the best Windbreak for you—be sure to grow and develop rapidly to serviceable size—and I have them here in my big Nursery for you.

If you live within the zone of natural growth of Norway Spruce and White Pine as shown by the map, the trees I'm offering you under the terms of my big "Safety First" Sales Plan are absolutely the biggest value you can buy. Don't overlook this opportunity to buy better growing trees than we ever offered at prices that save you 40 to 60 per cent on the cost of your Windbreak.

Consult me on your Evergreen problem—I can solve it.

Our New Plan of Selling Evergreens

Backed by \$25,000 Bond—Guaranteed to Grow

No.

The **Fidelity** and
Casualty Company
of New York

Does Hereby Agree To Bond

Earl Ferris Nursery Co.

\$25,000.00

WHEREAS EARL FERRIS, proprietor of the EARL FERRIS NURSERY COMPANY, of Hampton, Iowa, issues to his customers the following guaranty:

"I hereby agree to furnish fifty or more four times root-pruned transplanted evergreens and all other nursery stock according to the terms of sale in my 1917 Catalogue Supplement, all bills payable at Hampton, Iowa. I guarantee that such stock will reach the purchaser alive and in good growing condition, and I will refund to the purchaser the purchase price of any stock that is not so delivered, or will replace such stock free of charge upon receipt of express or freight receipt from the freight agent showing loss or damage. The purchaser agrees to accept and pay for stock so furnished on the basis of fifty percent cash with the order and fifty per cent on October 1, 1917, providing all trees are living, the purchaser being given the option on five date when final payment is due of deducting from the final payment the full price of any trees that are not alive or growing, or of paying the full contract price and having all dead trees replaced free of charge. The purchaser agrees to plant and care for the stock in accordance with the simple instructions furnished him with it."

Now therefore, the Fidelity and Casualty Company of New York, of 92 Liberty Street, New York City, hereby undertakes that Earl Ferris, proprietor of the Earl Ferris Nursery Company, will fulfill all of the terms of the foregoing guaranty, provided:

1. That the terms of this undertaking shall extend only to goods purchased during the year ending October 1, 1917.
2. That claim hereunder shall be made within thirty days after October 1, 1917.
3. That the aggregate liability of The Fidelity and Casualty Company of New York as to all claims hereunder shall not exceed the sum of twenty-five thousand dollars.

In witness whereof the Fidelity and Casualty Company of New York has caused this instrument to be executed by its duly authorized representative this 22nd day of November, 1916.

THE FIDELITY AND CASUALTY COMPANY OF NEW YORK
BY HALE ANDERSON, Attorney.

I'm proud of my new Sales Plan. It's the best one ever originated by anybody—offers my customers more absolute assurance of value than they can have buying elsewhere.

It's new—unique—original. Makes every customer who buys from this book absolutely safe—protects you on every penny you invest in Ferris Evergreens. In effect it's just the same thing as selling you Evergreens on trial—something I've always wanted to do and that no other Nursery will do.

My big \$25,000.00 Bond—read it over carefully—is my pledge of good faith to you. It backs up my new plan of selling Evergreens—furnishes you absolute proof that my wonderful offer is just as good as it looks. It's concrete evidence for you, if you never bought anything of me before, of my responsibility. If you're an old customer you will not need that evidence—you will know that I always have made good on every statement I've made and always will.

My "Pay-only-for-trees-that-grow" proposition means exactly what it says. I'm going to sell you Ferris Evergreens strictly on that basis. The trees will be shipped under a binding contract—an absolute guarantee that they will reach you alive and will grow for you, in your Windbreak row. Every tree that does not grow through one entire season I will either replace or you can deduct its cost from your last remittance, as you wish.

When I say that I ask you to pay only for trees that grow I do not mean trees that grow for a week or a month or two months. My trees **must** grow through the entire season—from the time you plant until October first, which is the end of the growing season. I do not ask you to pay for them until they have absolutely proven, beyond any doubt, their growing power.

Every penny of the money you invest in Ferris Evergreens under the conditions of my new plan buys actual tree value. You run no risk of paying out good money for trees that die. Your money does not merely buy you Evergreens—it buys you a young Windbreak row with every tree in thriving condition.

Think my offer over. Compare my way of selling the best Evergreens that grow with the old-fashioned way of buying trees of uncertain quality and taking your chances on their vitality and growing power. Decide for yourself which plan offers you the biggest, surest values—then order.

\$25,000 Bond Protects You

Ferris Evergreen customers are absolutely protected on every tree they buy from this circular. Every statement made in this Ferris Supplement about our famous Evergreens is backed up by a \$25,000.00 Bond, and every tree ordered from this book is shipped under the terms of our "Safety First" plan and this bond. Whether you order 100 trees or 1,000, you are **safe—you do not take chances**. Our Bonded Evergreens are guaranteed to grow for you. Ferris takes all the chances, and the \$25,000 is deposited to give buyers of Ferris evergreens absolutely certain assurance of that fact.

This book tells about our great, new, money-saving, value-giving plan—**READ!**



Pay Only for the Trees that Grow

That's the big, new Ferris proposition in a nutshell—the biggest departure from old-time ways of selling Evergreens ever made. A genuine "Safety First" plan. You pay only for trees that pay you—that grow and thrive and protect your home and stock from bitter winter winds.

Terms of Sale

Ferris Evergreens are sold direct from Nursery to Windbreak row. There are no salesmen's commissions to be paid on them—this book is my only salesman. Every penny you send me buys tree value at lower prices for high quality trees than any Nursery selling through "tree peddlers" can make.

The special offer I make here is an advertising offer. I want you—or somebody in your neighborhood—to start a Windbreak with Ferris Evergreens this season. I know that the trees I send you will please everybody who sees them and will bring me customers. For that reason I can afford to make my prices a big inducement for you to buy now, and in this way we both benefit—you save money on trees and I get advertising that's worth money to me.

Note this—the terms stated here apply strictly and only to my four times root-pruned and transplanted Norway Spruce and White Pine trees described in this Supplement. They do not apply to Evergreens described in my general catalog or to less than 50 trees to one person, although 50 trees may be part White Pine and part Norway Spruce in proportion to suit the planter.

50 White Pine or Norway Spruce, 2 to 3 feet high, four times root-pruned and transplanted, guaranteed highest quality, \$19.50—50 per cent, which is \$9.75 cash with order—balance at the end of the first growing season.

100 White Pine or Norway Spruce, 2 to 3 feet high, four times root-pruned and transplanted, guaranteed highest quality, \$37.50—50 per cent, which is \$18.75, cash with order—balance at the end of the first growing season.

50 Norway Spruce or White Pine, 3 to 4 feet high, four times root-pruned and transplanted, guaranteed highest quality, \$26.50—50 per cent, which is \$13.25 cash with order—balance at the end of the first growing season.

100 White Pine or Norway Spruce, 3 to 4 feet high, four times root-pruned and transplanted, guaranteed highest quality, \$51.50—50 per cent, which is \$25.75, cash with order—balance at the end of the first growing season.

The first payment of 50 per cent as specified, **must** be in cash with your order. That money pays only for the labor of handling the trees—the actual cost of selecting, "mudding," packing, boxing for shipment, etc. **It does not pay for the trees themselves—you don't pay for them until the end of the season when the final payment becomes due as per contract.**

From this last payment you can deduct the full price of every tree that is not alive and growing at the time you remit, or you can pay me the full amount and I will replace each dead tree absolutely free of cost to you. Use your own judgment about that—take your choice. I'll be satisfied either way and you're sure of value received for your money.

These terms will be strictly lived up to. Think them over. If you decide that my offer is the

safest, surest value-giving you ever heard of, mail me your order.

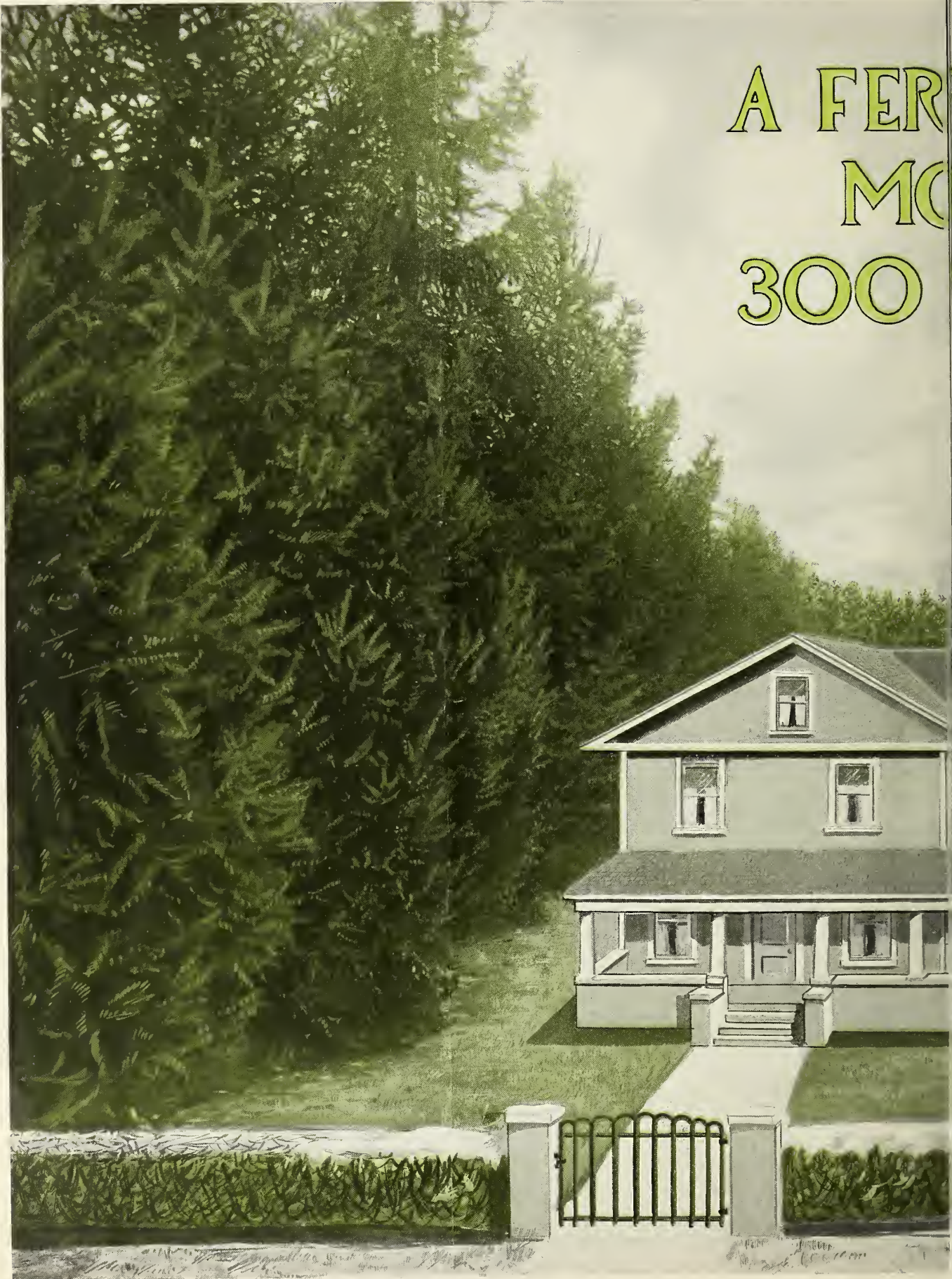
Now I've told you what I'm going to do for you on my new "Safety First" plan of selling Evergreens. I've told you what kind of trees I have for you and why they are better than any that you can buy elsewhere. I've told you about my \$25,000 bond and the contract that I sign and submit to you with my trees. Below, I'm going to tell you what I expect you to do with my trees. Read over carefully. This is your copy of the contract. Mine will be at the head of the enclosed order blank, which kindly fill out at once.

Contract

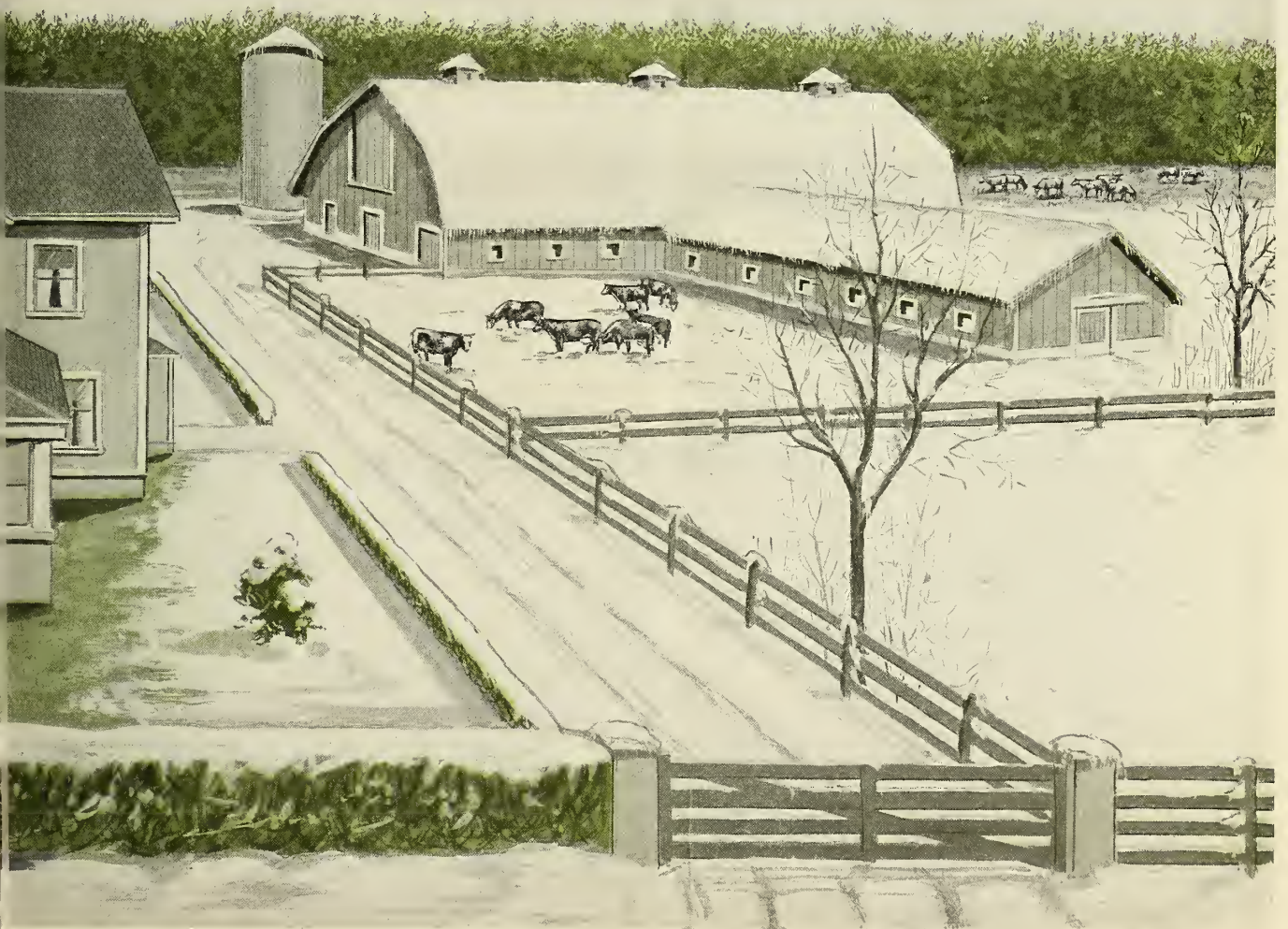
I, EARL FERRIS, proprietor of the Earl Ferris Nursery Company, Hampton, Iowa, do hereby agree to furnish 50 or more, four times root-pruned and transplanted White Pine, Norway Spruce, or other Evergreens more suited to your locality, according to the terms of sale given on this page, all bills payable at Hampton, Iowa. I guarantee that Ferris stock will reach the purchaser alive, in good growing condition, and will refund purchase price or replace free of charge when shipment is delivered any that does not, upon receipt of express or freight receipt from agent showing loss or damage. The purchaser agrees to accept and pay for these Evergreens as per terms of sale in the 1917 Catalog Supplement, which is 50 per cent cash with order—50 per cent October 1, 1917, providing all trees are living, at which time the purchaser can deduct from his final remittance the full price of any trees that are not alive and growing, or pay full amount of last remittance and have all dead trees replaced free of charge. The purchaser agrees to plant and take care of these trees according to the plain and simple instructions furnished him and to report the number of dead trees, if any, on or before Oct. 1, 1917. This contract is backed by a \$25,000 Bond as evidence of the good faith of the Earl Ferris Nursery Co., and for the absolute protection of the purchaser.



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300



CRIS WINDBREAK IS LIKE MOVING YOUR HOME MILES FARTHER SOUTH



Norway Spruce

The Norway Spruce is by far the best Evergreen that we grow and we can absolutely guarantee our four times root-pruned and transplanted Norway Spruce to give satisfaction. Its compact growth, beautiful foliage and pleasant outlines combined with its handsomeness and beauty make the Norway Spruce stand in a class by itself. For a Windbreak it is very superior to any other tree, with the possible exception of the White Pine, for states shown in our Zone Map. Its outline is distinctly cone shape, and forms one of the handsomest specimens when grown singly. On our home farm near Bristow, Iowa, we have several specimens 40 years old, standing nearly 60 feet in height. We especially recommend our four times root-pruned and transplanted to anyone who desires a perfect Windbreak in a very short time.

This evergreen each year receives more attention by planters. Its strong, vigorous nature, coupled with singular beauty in form and foliage, gives a very plain clue to its popularity. For landscape purposes, it is probably the most generally used of all the spruces, and many things may be said for it in this connection. But it is as a means of effectual protection against high winds that the spruce has become most generally known, due to the compact form of its growth.

We have the largest stock of Norway Spruce in the United States and you are especially invited to pay our nursery a visit if interested.



White Pine

We consider the White Pine one of the handsomest of American Pines. It is a native of Northern Minnesota, Wisconsin and Michigan. It is also found growing to a small extent in the northeastern part of our own state, and yet it is not as well known or widely planted for Windbreak purposes on our farms as it should be. It is considered hardy any place within our state, as well as Minnesota and Wisconsin and is making an excellent record where planted. Its beauty and usefulness increase with age. It has a deep, rich dark green, silky foliage and possesses flexible limbs which makes it a very desirable tree for packing, and when set out for both Windbreak and ornamental purposes is considered one of our best evergreens. The White Pine when small is very difficult to handle, especially the first time that they are transplanted, but under our improved system of four times root-pruning and transplanting we produce a tree that in hardiness is second to none. In fact, we can not say too much for the White Pine as a Windbreak tree. It is already known that the value of the White Pine for lumbering purposes puts it in a class by itself, the price of White Pine lumber being almost prohibitive. The White Pine should have well drained or high ground, and will do well on slightly sandy soil. From our four times root-pruned and transplanted White Pine we procure an excellent root system; but the White Pine will not grow the mass of fibrous roots that a Spruce will.

Arcadia, Wis., April 26, 1916.

Mr. Earl Ferris, Hampton, Iowa.

Dear Sir:—I received the shipment of Evergreen trees, which I ordered, in good condition. Thanks.

I surely will recommend your trees to my neighbors as I think they are the best I ever got from a Nursery.

Yours truly, JOE WIELAND.



100 White Pine, 2 to 3 feet, \$37.50. See our Guarantee on page 7.

Ferris Improved Progressive Strawberry

A Wonderful New Everbearer

Here is a strawberry that you want to know about—that you can't afford to be without if you want the best berry you can grow. It's nearer to being the perfect strawberry than any ever before produced.

I'll tell you how much I think of this berry, after experimenting and working with it for years here in the Nursery. I think enough of it—am sure enough of its qualities—to offer it to you as the best Strawberry in the World. I'll sell it to you on that basis and give you a guarantee on it that makes you safe. Read about my way of selling this strawberry below.

A True Everbearer

The Ferris Improved Progressive is a true Everbearer. It is a direct descendant of the original Progressive Everbearing Plant and is a big improvement on it in various ways. Everbearing strawberries require much greater care to prevent deterioration than any other small fruit. It is a comparatively new fruit and its characteristics have not been thoroughly fixed in most varieties. We have found that by selecting the strongest plants with the best berries and planting them separately each season that we could breed up a stronger and better plant. We have put in years of selection and breeding to produce this better Progressive. "Upon the great fundamental law that like produces like, rests all human progress." This statement is more true in the Everbearing Strawberry than it is in seed corn.

In the matter of tastefulness, appearance and quantity of fruit, the Ferris Improved Progressive is equal, or superior to any strawberry ever put on the market. You cannot buy plants that will produce more delicious or better berries at any price. **They are not grown.**

The Ferris Improved Progressive is a hardy plant. It will grow and thrive practically anywhere that any variety can be grown—requires no more attention than any good, ordinary, once-a-year fruiter. It yields from July until frost nips the blossoms—bears continuously. Provides you with berries for the table or market at a time when ordinary plants are idle.

This Strawberry is a big improvement over other Everbearing plants and is far superior to the original Progressive. Everywhere that the berries have been exhibited they are proven to be in a class by themselves. In the fall of 1915 we exhibited them at the Marshall

County Fair by the side of Progressives exhibited by the original producer of the Progressive. Our berries were fully one-third larger and were pronounced better by all who saw them. In the fall of 1916, one of our customers exhibited our berries at the Marshall County Fair and was awarded First Prize on them. In the fall of 1915 three professors from the Iowa State College at Ames visited our fields of strawberries after they had visited other fields of the most prominent growers in the country, and pronounced our berries the best they had ever seen. We know these berries will please you. We are so positive of it that we are going to take the element of chance entirely out of the reckoning—going to make you sure of value when you buy.

You don't have to pay for these plants until you know that they do grow and produce for you. I don't ask you to, or want you to. All I ask you to do is to send in cash with your order that portion of the purchase price which covers the expense of digging and preparing the plants for shipment—balance is to be paid **only** at the end of the season, when my great strawberry has proven its value to you. You can deduct then, from your final remittance the price of every plant that did not grow **and yield**, or pay me in full and I'll replace every plant that is not alive and bearing, free of cost.

My special prices will save you money—I've made them exceptionally low to induce you to start growing Ferris Improved Progressive Everbearers this season. Compare them with other quotations on Everbearer—consider what my way of selling means—then give me your order.

Terms and Prices

When plants are ordered alone they will be shipped by Parcel Post, or Express, prepaid, as follows:

50 plants—\$2.00—\$1.00 cash with order; balance at end of season.

100 plants—\$3.00—\$1.50 cash with order; balance at end of season.

500 plants—\$10.00—\$5.00 cash with order; balance at end of first season.

Final payments on all orders are due October 1st of season after planting. Deduct from your last remittance actual cost of each plant not alive and bearing at that time—or pay full amount and I will replace **free** each unsatisfactory plant.



Terms and Guarantee for all Goods Listed on the Following Pages

I GUARANTEE to every Ferris customer, stock that is true to name and absolutely as represented. Any Ferris stock proven not to be will be replaced free of charge or the purchase price refunded. Every care will be taken to avoid all mistakes, but I cannot be held liable for any damage other than herein named.

I GUARANTEE that Ferris stock will reach the purchaser alive and in growing condition, and will replace free of charge any that does not upon receiving your express or freight receipt with written statement from the agent, showing loss or damage. This does not apply to Parcel Post packages.

I GUARANTEE satisfaction with every order and will gladly do all in my power to insure satisfaction. Any tree that does not grow the first season, I will replace at a cost of one-half the regular catalog price, regardless of what was the cause. I stand one-half of any possible loss, in other words.

At these low prices we cannot carry open accounts, and must have all cash with order. Our \$25,000 Bond protects you.

Ornamental Department

Hardy Shrubs

LILAC.

The Lilac appears to best advantage when massed in groups, and only a few varieties of but one or two colors. You may make any number of groups of the different colors; they are easily transplanted in either fall or spring. Moderately rich, moist soil suits them best. The dead flowers should be removed when the blooming season is over, as they give it an untidy appearance; should not be pruned in winter or spring, as it destroys the flowers.

PURPLE—The familiar species of all fine old gardens, with dense panicles of lilac flowers; still most fragrant of any. **35c each.**

WHITE—Pure white, very fragrant flowers. **50 cents each.**

PERSIAN PURPLE—A fine old species with slender branches and narrow leaves; it seldom grows more than three to five feet high. Its pale lilac flowers are very fragrant, borne in large, loose panicles. Very graceful. **50 cents each.**

SNOWBALL, COMMON (*Viburnum opulus sterile*).

A group of hardy shrubs with handsome, showy flowers, produced in large globular clusters. All of the flowers are sterile and radiant, and appear in numerous compact balls in the spring. An old time favorite, and without doubt one of the best of the flowering shrubs. As specimen plants the Snowball has few rivals, and for grouping and massing make possible many charming effects. **50 cents each.**

SYRINGA OR MOCK ORANGE (*Philadelphus*).

A tall, vigorous and hardy bush. In May it bears profuse white flowers resembling orange blossoms. These shrubs are very valuable for backgrounds, screens, grouping or specimen plants. The beautiful white flowers are fine for cutting. **50 cents each.**

Ornamental Shrubs

HYDRANGEA PANICULATA GRANDIFLORA.

These plants are absolutely hardy, grow in any soil and bloom the same year they are set out. They flower abundantly, bearing hundreds of immense panicles of bloom. White, turning to rose-color in autumn. An annual shortening of the branches tends to increase the size of the flowers. Very fine and valuable for cemetery planting. Grown in rich soil, in beds or masses, and cut back nearly to the ground every spring before growth starts, it is a most magnificent bed for landscape work. **35 cents each; \$3.00 for 10.**

TREE HYDRANGEA.

The same as *Hydrangea paniculata grandiflora*, but grown on stems three to five feet high. Most attractive and desirable. **\$1.00 each.**

SPIREA VAN HOUTTEI (*Bridal Wreath*).

Graceful, with long, drooping sprays, thickly studded with handsome pure white flowers; hence its popular name of "Bridal Wreath." This is the finest and probably the most beautiful of the Spiraea. In May and June the arching branches are covered with little white flowers. The foliage is very beautiful, having dark green leaves, incised borders, pale bluish-green beneath and persisting until late autumn. *Spiraea* has been much used for making wreaths and garlands. The shrub grows to six feet, is hardy and much planted for borders and single specimens. Perfectly hardy, vigorous grower and fine for a fancy hedge and as a screen. **35 cents each.**

WEIGELA ROSEA.

An elegant shrub, with fine, rose-colored flowers, introduced from China by Mr. Fortune, and considered one of the finest plants he has discovered. Has numerous spreading branches. Leaves are dark green, smooth except on the midrib and veins. The flowers large, showy, and produced in great panicles. Erect, compact growth. Blossoms in June. **35 cents each.**

Hardy Perennials

These can be used to best advantage in groups and beds on the lawn, as borders for drives, walks or in front of shrubbery and in the garden. Some of the taller growing sorts may be planted in among the shrubbery with good effect. Most of the perennials can be planted in the spring or fall. Soil should be kept well fertilized. A light covering of coarse, strawy manure or something that will not pack is beneficial in winter.

GOLDEN GLOW.

Grows five to seven feet high and blooms from early summer until frost. Flowers resemble golden-yellow Cactus Dahlias. **25 cents each; \$1.50 per 10.**

PHLOX.

These are justly esteemed as the finest of herbaceous plants. They are of dwarf habit, perfectly hardy, of very easy culture, and yield a profusion of bright, showy bloom. They are unequalled by any other hardy plant for the decoration of the garden. The culture is easy. Succeed in any good garden soil. The blooming season may be prolonged by pinching back some of the plants. They may be planted in either fall or spring and are perfectly hardy. Plants should be taken up and transplanted every three or four years. **6 for \$1.35; 12 for \$2.50.**

YUCCA.

An evergreen, with large, dense, circular tufts of stiff, sharp-pointed leaves, from the center of which rises the flower spikes in early spring. They are three to four feet high, stout, branching near the top, and supporting hundreds of large, drooping, waxen-white, bell-shaped flowers, that remain perfect for several weeks. **35 cents each.**

Peonies

A noble flower, almost rivalling the rose in brilliancy of color and perfection of bloom. A strong point in its favor is its hardiness. It may be truly said to be as hardy as the oak. Its vigorous habit and healthy growth, free from all disease and insects, are important arguments in favor of its cultivation. Each succeeding year adds to the size and beauty of peonies. The foliage is rich and glossy and of a beautiful deep green color, thus rendering the plants very ornamental even when out of flower.

ROSEA—Deep rose. **35 cents each.**

QUEEN VICTORIA—Pure white. **75 cents each.**

TRIOMPHE DU NORD—Apple blossom pink. **35 cents each.**

DELACHI—Dark crimson. **75 cents each.**

JAMES VICK—Best crimson. **50 cents each.**

Gladioli Bulbs

Gladioli are universally admired for their magnificent flowers, which are of the richest colors. To obtain a succession of bloom, they should be planted every two weeks from the first of April to the beginning of June. They will then produce a succession of bloom, from July until November. Plant in good, dry, sandy loam. Dig the row or bed from eight to ten inches deep, spread a liberal amount of good fertilizer in the bottom of the row or bed, then rake it in thoroughly before planting your bulbs; but if stable dressing is used it should be spaded in when the bed is first dug over. Hen dressing can be used, giving first-class results if applied properly; but it must be put in the bottom of the drill or bed, then covered with fully an inch of soil before the bulbs are planted. The bulbs after being planted should then be covered from four to six inches deep; just as soon as they show their heads through the ground they should be cultivated. If this is continued once a week, till they commence to flower, one will be sure of first-class results.

In autumn, when the leaves turn yellow, the bulb is sufficiently ripe to take up. After taking up, they should be sun-dried for a day or two, then put in a dry cellar and kept from frost.

Price, 75 cents per 12, postage paid; \$3.00 per 50.

Ornamental Shade Trees

HARD MAPLE (Sugar)—Upright, round top, more dense than any other maple; foliage turns to yellow and bright red in autumn. For grace of form, beauty of foliage and grateful shade no tree can excel it.

	Each	10	100
6 to 8 ft., transplanted.....	\$0.75	\$6.50	\$50.00
8 to 10 ft., transplanted.....	1.00	9.00	80.00
10 to 12 ft., transplanted.....	2.00	15.00	125.00

NORWAY MAPLE—Of spreading, rounded form; foliage large, dark green; a rich and majestic shade tree. 6 to 8 feet, each, \$1.00.

ELM—The noble, spreading drooping tree of our woods. One of the grandest park or shade trees. A magnificent, stately tree, easily distinguished by its wide, weeping top and pendulous branchlets. One of the most noble and graceful trees where a tall, spreading tree is desired.

	Each	10	100
8 to 10 ft., transplanted.....	\$0.75	\$5.00	\$45.00
10 to 12 ft., transplanted.....	1.00	6.00	50.00

CAROLINA POPLAR—Takes front rank among best of poplars, it is one of the most rapid growers among shade trees. Its branches spread just enough to give it a symmetrical appearance. It has advantages over other shade trees because it will grow on any kind of soil, swampy or muck, light or heavy. Its roots penetrate the hardest soil, it withstands all hardships and thrives in places where others would fail to live. It is easily started and gives shade in a short time after planting. Its leaves are large and stay green till quite late in the fall.

	Each	10	100
4 to 5 ft., transplanted.....	\$0.25	\$2.00	\$15.00
5 to 6 ft., transplanted.....	.35	2.50	20.00
6 to 8 ft., transplanted.....	.50	3.50	30.00
8 to 10 ft., transplanted.....	.75	5.00	40.00
10 to 12 ft., transplanted.....	1.00	8.00	60.00

EUROPEAN MOUNTAIN ASH—A very pretty tree with abundant clusters of large orange berries in autumn. It is known and highly esteemed as one of the most beautiful trees that grow. A vigorous grower, and will add much to the beauty of your home.

	Each	10	100
5 to 6 ft., transplanted.....	\$0.50	\$3.50	\$25.00
6 to 8 ft., transplanted.....	.75	5.00	35.00

Weeping Trees

CUT-LEAVED WEEPING BIRCH—Beyond question one of the most popular and elegant of all weeping trees. Its tall, slender, yet vigorous growth, graceful, drooping habit, silvery-white bark and delicately cut foliage present a combination of at-

tractive characteristics rarely met with in a single tree. It is easily transplanted and thrives well in any soil and climate.

	Each	10	100
5 to 6 feet.....	\$1.00	\$ 7.50	\$ 65.00
6 to 8 feet.....	1.50	12.50	100.00

WISCONSIN WEEPING WILLOW—A beautiful tree with straggling, weeping branches. Makes a fine tree for the lawn or back-ground. 6 to 7 feet. 50c each; \$3.50 per 10.

Ornamental Hedges

BARBERRY Thunberg's.

Very neat and dense in growth, barely 3 feet high, under the best conditions, yet quite graceful because of the drooping branches. The yellow flowers are followed by scarlet fruits, borne in dense profusion on the long stems and clinging through most of the winter; the leaves color to scarlet and gold in the autumn.

One-year-old plants, 6 to 10 inches; 12 for 75 cents; 50 for \$2.50; 100 for \$4.00.

Two-year-old plants, 1 to 2 feet; 12 for \$1.50; 50 for \$4.00; 100 for \$7.50.

PRIVET, California.

This well known hedge is probably used more extensively than any other variety. In fact our plantings each season exceed that of any other ten varieties. In many towns and cities the Privet is used more than all other varieties of plants or evergreens put together. In this state the leaves do not usually drop before the middle of December, hence it is almost evergreen.

Our Privet is all hardy, northern grown, extra large, 3 to 4 ft., 2-year-old plants. 12 for 75 cents; 50 for \$2.75; 100 for \$5.00.



Hardy Fruit Department

Northern Grown Apples

PRICES ON APPLES AND CRABS.
(Delicious Not Included).

I sell all fruit trees as follows: 5 at 10 rate, 50 at 100 rate. Less than five trees of one variety at the each rate.

	Each	10	100
Northern Grown, 3-years old, cash with order	\$0.25	\$1.50	\$12.50

Summer Apples

YELLOW TRANSPARENT—The tree is a hardy, upright grower, a regular and early bearer; medium size. Color a rich, transparent yellow. This Russian variety is especially adapted for a cold climate. The trees bear very young.

DUCHESS OF OLDENBURG—A beautiful round apple. Streaked red and yellow. Tender, juicy and pleasant. Tree a vigorous grower, early and abundant bearer; fruit very attractive in appearance. Very hardy.

RED ASTRACHAN—Tree an upright grower; vigorous, hardy and productive. Fruit medium to large, surface smooth, mottled and striped on greenish-yellow; flavor acid. Valued as an early market and dessert apple.

Fall and Early Winter Apples

OKABENA—Very hardy and productive. Fruit of fine quality, large size and good color. Tree is a good grower and free from blight. Fruit looks much like Duchess, but will keep until November.

PEERLESS—Vigorous, upright, hardy tree. Fairly productive, good quality, size and color. Season, October to January.

WEALTHY—Medium size, round in shape; skin smooth, oily, light yellow, almost entirely covered with dark red; flesh white, fine, juicy and sub-acid; one of the best and finest apples grown. Tree vigorous, extremely hardy; one of the iron-clads; a very early and abundant bearer.

PATTEN'S GREENING—Very hardy, free from blight, vigorous, spreading grower, bears early and abundantly. Fruit large, yellow. Good eating and cooking apple. Originated in Northern Iowa. Will "get there" with a crop of fruit if any kind can.

WINESAP—One of the best little apples grown; red. A fine eating apple. One of the best for baking. Shape is round, conical, sometimes obscurely flattened. Flesh yellowish, firm, crisp, with a rich, sub-acid or rather acid flavor. Keeps through winter.

MAIDEN BLUSH—Large, flat, regular, smooth, evenly shaded, with a red cheek or blush on a pale yellowish ground; flesh white and tender, with a pleasant sub-acid flavor; tree erect, vigorous and a regular and abundant bearer.

Late Winter Apples

STAYMAN (Stayman's Winesap)—This apple was originated by the late Dr. J. Stayman, of Leavenworth, Kansas. He said eighteen years ago in referring to it, "There will come a time when all will want it." It is dark, rich red, with rather indistinct striping. This apple is not only larger than the old Winesap, but it is even juicier. The tree is very productive, and a drouth resister which will thrive on thin soils where the Winesap would soon starve. This apple is rapidly coming into a very wide spread favor, and here in the middle west it is crowding out many of the old standard varieties and taking the leading place. The Stayman is an apple that is not only desirable in the home orchard, but is one of the most profitable when grown for commercial purposes.

NORTHWESTERN GREENING—Fruit large, greenish yellow, firm and fine grained. Tree is very hardy, a thrifty, upright grower, an early and productive bearer. One of the longest keepers known.

GANO (Black Ben Davis)—Fruit is bright red on yellow ground, with no stripes; large and oblong in shape, surface smooth and polished. Tree healthy, vigorous and prolific bearer. January to April.

SALOME—One of the best. Red, medium size, keeps better than Northwestern Greening.

TOLMAN SWEET—The best long-keeping sweet apple. Tree hardy.

Delicious

The Grandest Fancy Apple Yet Produced.

A beautiful, large, red winter apple that will keep until May. It will average 12 ounces in weight and only sixty apples for a bushel, heaping full.

The flesh is of the very finest texture, neither sweet nor sour, but just the proper flavor to make it the most sought after apple on the market.

Fruit stands readily sell Delicious for 15 cents each when the best of Jonathans are selling two for a nickel.

After once seeing the Delicious you never forget it. Uniform in size and shape, slightly tapering, with five marble-like protuberances on the blossom end.

My trees grown here in the northern part of Iowa are beauties. They will not winter stain, sun-scald or blight. I cannot recommend the Delicious too highly to any of my customers.

Any good apple will pay you a profit on your investment of time, labor and money, but my Delicious, like all my other trees, are really pedigreed trees. The scions are taken from bearing trees and grafted on whole roots which are hardy and northern grown.

Delicious, 4 to 5 feet, good two-year-old trees	Each	10	100
cash with order	\$0.25	\$2.00 \$18.50
4 to 6 feet, Delicious N. 1 trees.....35	2.50 22.50

Crab Apples

TRANSCENDENT—A large, beautiful tree, and a very strong grower; an early and abundant bearer; fruit large and round; skin smooth and of a rich yellow color, shaded with red. Flesh firm and crisp, yellowish, fine grained and very juicy, acid. August and September.

WHITNEY—Tree a thrifty, upright grower; fruit large, skin smooth, striped and splashed with carmine; flesh firm, juicy, of pleasant flavor. One of the very best Crab Apples. Its crab parentage is shown in the health and vigor of the tree. The fruit in size and quality is equal to many apples. August.

Cherries

There are very few more desirable fruits than the Cherry. They are being planted more and more each year in all sections of the country, and there is always a brisk demand on the market for good fruit. Aside from their fruit value they make very ornamental trees for the lawn.

4 to 6 feet	Each	10	100
			\$0.50	\$4.00 \$26.00

MONTMORENCY—A beautiful, large, red, rich, acid cherry; much larger and firmer than Early Richmond, and a week or ten days later in ripening. Being extraordinarily prolific and very hardy, it can be recommended as a variety of great value. Valuable for canning and preserving. The Montmorency Cherry is in great favor wherever cherries are grown. The tree is a strong, upright grower. There is always a heavy demand for this variety.

OSTHELM—A hardy variety imported from Russia. Fruit large and dark red; flesh light red, tender and juicy, rich pleasant flavor. Tree a moderate grower.

EARLY RICHMOND—Everywhere the most popular. Tree a strong, thrifty grower, making a large, symmetrical head; fruit medium size, dark red and juicy, acid flavor and especially valuable for cooking purposes; tree an early and abundant bearer.

Plums

4 to 6 feet	Each	10	100
			\$0.50	\$4.50 \$35.00

DE SOTO—Fine for eating or canning. Tree a moderate grower; bears young and profusely; hardy throughout the north.

WOLF—Fruit large, a perfect freestone. Quality fine; superb for cooking and serving fresh with sugar. Tree a good grower and hardy. Season medium.

WYANT—Large, conical shaped plum dark red color; thick skin; peels readily; flesh firm; freestone, and of excellent quality. Native of Iowa and hardy. Season medium.

ABUNDANCE—Large, round, freestone plum. A rich cherry color; flesh light yellow, juicy, tender and sweet, of excellent flavor. Vigorous and very productive. Season medium.

BURBANK—Large, nearly globular plum; clear cherry-red with thin lilac bloom; flesh deep, rich yellow, very sweet with a peculiar and agreeable flavor. Vigorous and an early bearer. Season medium.

Black Grapes

CONCORD—One of the most popular and reliable varieties we possess; bunch large, compact; berry large, round, almost black, with blue bloom; juicy and very sweet. 12c each; 75c per 12; \$5.00 per hundred.

MOORE'S EARLY—A large grape of good quality, ripening about two weeks earlier than Concord; good grower; makes a moderate yield; very valuable as an early grape. 15c each; \$1.00 per 12; \$8.00 per hundred.

WORDEN—Seedling of the Concord, which it greatly resembles in appearance, but the berries are larger, and the flavor generally considered better. The fruit ripens several days earlier. 15c each; \$1.00 per 12; \$8.00 per hundred.

White Grapes

MOORE'S DIAMOND—A vigorous grower, with dark, healthy foliage; entirely free from mildew. A prolific bearer; bunches large, handsome and compact; color delicate greenish-white, with rich yellow tinge when fully ripe. Skin smooth and free from specks; pulp tender, juicy and nearly transparent, with very few seeds; berry about the size of Concord. Ripens about two weeks before Concord. 20c each; \$1.50 per 12; \$12.00 per hundred.

NIAGARA—Bunch medium size, compact; fruit of a uniform size; skin thin but tough; pale green at first, changing to a pale yellow when fully ripe; it has a musky odor which disappears when fully ripe; vine vigorous, healthy, productive; ripens with Concord. 20c each; \$1.50 per 12; \$12.00 per hundred.

Black Raspberries

CUMBERLAND—The largest raspberry known, fruit frequently seven-eighths to fifteen-sixteenths of an inch in diameter. Its immense size, firmness, and great productiveness entitles it to first consideration; unusually strong grower, throwing up stout, stocky canes; perfectly hardy. It is by far the most profitable raspberry grown for both home and market use. \$1.00 for 25; \$1.50 for 50.

Red Raspberries

CARDINAL—Originated in Kansas; heavy grower, hardy; berries firm and of excellent quality; very productive. 50c per 12; \$3.00 per hundred.

ST. REGIS EVERBEARING—Raspberries for four months and raspberries the first season. The St. Regis Raspberry is of iron-clad hardihood. The canes stand severest cold uninjured. Its foliage never suffers by sunburn or scald. The cane growth is not impaired by the heat or drought of summer. It is the earliest of all red raspberries. It is wonderfully prolific, the first main crop being far greater than that of any other red variety known. St. Regis yields a crop the season it is planted. Plants set in early April will give ripe berries the latter part of June. For four weeks thereafter the yield was heavy and canes continued to produce ripe fruit without intermission until the middle of October. Berries were large, beautiful, firm, and full flavored to the very last. \$1.00 per 12; 50 for \$2.50; 100 for \$4.00.

Blackberries

EARLY HARVEST—This is one of the earliest Blackberries, but needs winter protection. Fruit medium size; quality good, and prolific bearer. 40c per 12; \$2.50 per hundred.

SNYDER—The standard early Blackberry for the north country. The canes are healthy, hardy and very productive. It is an upright grower, stiff and abundantly able to hold up the enormous crop of fruit. The berries are medium to large in size, round in shape, very firm and of good quality when well ripened. The canes are reddish in color and extremely hardy. The Snyder is to blackberries what the Cuthbert and Plum Farmer are to raspberries and the Dunlap to strawberries, the most universally grown. 50c per 12; \$3.00 per hundred.

Currants

BLACK NAPLES—Very large; rich and tender; a black currant excellent for jellies and wine. Very productive. \$1.30 per 12; \$8.00 per hundred.

FAV'S PROLIFIC—For size, beauty and productiveness the most remarkable red currant ever grown. The berry is fully equal to the Cherry Currant, while the flavor is much superior. The cluster is double the length on an average, and the fruit hangs on well, never dropping. \$1.30 per 12; \$8.00 per hundred.

WHITE GRAPE—Very large, yellowish white, sweet, or very mild sub-acid; excellent for table. The most productive of the white sorts. \$1.80 per 12; \$10.00 per hundred.

Gooseberries

DOWNING—Fruit very large, flesh whitish green, soft, juicy and good; plant vigorous and prolific; one of the best. A favorite for family use, and is also a good market berry. \$2.00 per 12; \$12.00 per hundred.

HOUGHTON—The old well known sort; pale red, sweet and good. It is rather small, but a productive, healthy and very reliable gooseberry. \$1.50 per 12; \$10.00 per hundred.

Strawberries

DUNLAP—Warfield type. It is a favorite wherever it has been tried. Begins to ripen soon after the earliest sorts and continues until near the end of the season. Fruit is large, conical in form, color deep rich red, flesh red and has a sprightly, delicious flavor. One of the best commercial sorts and planted everywhere. The introducer had this to say when first offering it: "We have the greatest confidence in this variety and believe that it will in the near future take its place among the more prominent standard kinds. The plant is almost perfect in its way. We have several times called attention to its toughness and ability to endure hardships. It is small, slim, very deep-rooted, and as great a runner as Warfield. With us has always proven very productive. The fruit is generally large, never of the largest size, however; is conical in form, regular, never misshapen, bright or slightly dark red, very glossy, firm, a splendid keeper and shipper, most excellent in quality and one of the best canning berries we have ever known. Its season is second early and it bears a long time." The elapse of time has fulfilled his prophecy, for today there is no known variety that is so universally popular nor one that is so extensively grown as the Senator Dunlap. 35c per 25; 50c per 50; 75c per 100; \$3.00 per 500; \$5.00 per 1,000.

Asparagus

CONOVER'S COLOSSAL—This variety is much superior in size and quality to any of the old common sorts, being remarkably tender and fine flavored. The large green shoots, one to two inches in diameter are sent up thickly from the crowns, making it a very profitable variety. \$1.00 per 100; \$5.00 per 1,000.

Rhubarb

This very desirable vegetable comes early in the spring. A deep, rich soil is indispensable to secure large, heavy stalks. Plant in rows four feet apart, with the plants three feet distant. Set so that the crowns are about one inch below the surface. Top dress in the fall with stable manure and fork under in the spring. The great value of rhubarb has always been its earliness, and it deserves to be ranked among the best early products of the garden.

LINNAEUS—Early, very tender, and has a mild sub-acid flavor, not "stringy" or tough. The plant is large, and for pies or other culinary purposes it is the housewife's favorite. 15 cents each; \$1.50 per 12.

Horseradish

In planting Horseradish, fit the soil the same as for strawberries, and plant the cuttings point downwards, with the top of the cutting about one inch below the surface of the soil. Cultivate the same as any garden crop. In about two weeks the leaves will show above the surface. 15 cents each.

Bargains as Advertised

The following advertising bargains are made to introduce my stock to new customers. These bargains and all trees and shrubs listed on pages 13, 14 and 15, are sold under the terms and guarantee given at the top of page 13.

Look them over, make your selections, then send in your order and in that manner give me a chance to demonstrate my claim that I save you half or more.

The quality will also prove that even with these low prices I give what I claim and that the combination of high quality and low prices is why and how I make and hold customers. A trial order will also make you a permanent Ferris customer. We cannot change, divide or give any premium with bargain collections.

ADVERTISING BARGAIN A

This is the best collection of Hardy Shrubs we have ever offered. All large, 2-year-old, field-grown, with extra good roots and tops.

- 2 Hydrangea, worth\$0.70
- 1 Snowball, worth50
- 1 Purple Lilac, worth35
- 1 Cornus Siberica, worth50

Catalogue Prices, \$2.05 Our Special Advertising Price Only \$1.45, Cash with Order.

ADVERTISING BARGAIN B—THIRTY FRUIT TREES, \$3.65.

A model orchard of 30 hardy fruit trees. True to name, Northern Iowa grown. Two years old, average 4 feet and over.

- 5 Red Astrachan, best early summer apple.
- 5 Iowa Bush, good quality winter apple.
- 5 Peerless, winter apple.
- 5 Gano, long keeping winter apple.
- 5 Delicious, the grandest fancy apple ever produced.
- 5 Early Richmond Cherries. 90% of all Cherries grown in Iowa and other northern states are Early Richmond. Only \$3.65, Cash with Order.

ADVERTISING BARGAIN C

- 20 Early Richmond Cherries, select No. 1 trees, 4 to 6 feet high, worth.....\$ 8.00
- 100 Improved Progressive Everbearing Strawberries, worth 3.00

Cheap at\$11.00
Our Special Advertising Price, only..... 7.89

ADVERTISING BARGAIN D

- 50 Privet, 3 to 4 feet, worth.....\$2.75
- 1 Tree Hydrangea, worth 1.00
- 12 Gladiolus Bulbs, worth75

\$4.50

Our Special Advertising Price, only..... 3.95

ADVERTISING BARGAIN E

A Small Fruit Bargain That Everyone Should Have.

- 100 Senator Dunlap Strawberries, worth\$0.75
- 100 Improved Progressive, worth 3.00
- 25 Cumberland Raspberries (best Black), worth. 1.00
- 25 Cardinal (best red raspberry), worth..... 1.00
- 12 Houghton Gooseberries, worth 1.50

\$7.25

To Advertise 5.45

ADVERTISING BARGAIN F

100 Transplanted Evergreens, 10 to 15 inches high, \$4.50. Your choice of White Pine, Jack Pine, Scotch Pine and Norway Spruce.

ADVERTISING BARGAIN G

100 3-year Seedling Evergreens, 6 to 10 inches high, \$1.50, by Parcel Post, prepaid. Your choice of Norway Spruce or White Pine. Cash with Order.



NORWAY SPRUCE HEDGE

The above cut shows a hedge of Norway Spruce Evergreens that has been kept sheared to the height of about six feet and in the background you can see two large Norway Spruce of the same age. Norway Spruce are being used for hedge purposes more each season. It is a rapid grower and hardy everywhere.