

ALLEN'S *Book of Berries* for 1940



PREMIER

Dependable, never
fails to bear a
heavy crop.

**The W. F. ALLEN CO.,
Salisbury, Maryland**



Fifty-five Years



IT WILL BE a Half-Century plus five years, this spring, since W. F. Allen, the still active head of our business, sent out his first circular and price list of strawberry plants. He was eighteen years old at the time, and he has been growing and selling fine strawberry plants from that first spring up to the present one, without intermission.

In 1914 the W. F. Allen Company was formed, with Mr. Allen, his wife, and their three sons as owners and operators of the business. No stranger entered upon the scene, and the Allens are the custodians of the business, under the direction of the founder.

Through all these years it has been the constant aim of Mr. Allen, and all the Allens as they have come along, to supply plants that would bring satisfaction and profit to the purchaser, and they have been guided by five principles that safeguard the interests of the plant buyers. They insist that a customer must have—

1. **Fine, healthy plants** with strong crowns and well developed root systems. Such plants will grow, and keep on growing.

2. **True-to-name plants**, to assure all the benefits of fine varieties best suited to the grower's soil, climate, and markets.

3. **Fair prices:** low enough to be economical; high enough to maintain the quality and integrity of the plants and their grower.

4. **Service!** A noble word, often much abused. To us it means the careful selection, efficient packing, and prompt shipment of all plants when they are wanted; and after that, continued interest, good will, and cooperation.

5. **Friendly aid.** The knowledge that we have gained in fifty-five years of strawberry culture is available to all our customers, whenever and

however it may help them to gain more pleasure and profit. Much of it will be found in this Berry Book. Our annual testing of many new varieties and seedlings, and our study of research, and experimentation in this and other States, bring us additional knowledge, and we pass the news along whenever new and better varieties or methods of culture are developed.

Our established policies, continued through the years, have brought us many valued friends and a gratifying measure of success. We have made mistakes, being human, but we have always tried to correct them to the satisfaction of the customers. And we thank our customers and friends, old and new, for their loyal and kind support, through fifty-five years, or one year.

THE W. F. ALLEN COMPANY.

"Fairfax—
ideal for the
home garden"





Sturdy plants for your Dorsett orders

Years of Satisfaction Justify Confidence

50th Year—Always True-to-name

Tucker Co., W. Va. I am glad to still be with you. This is the fiftieth year since I bought my first plants of you. I have always found your plants true to name. I have tried more than fifty varieties that you have sent out, a good many not adapted to our climate and soil. May you be spared for many years to carry on your work of disseminating good plants of good varieties. Very best wishes for your success.—John A. H. Swisher.

Many Years and Always Just Fine

Montgomery Co., Md. February 25, 1939. I have bought strawberry plants from you for many years, but never such a small order as this year, but I am 83 years old and must taper off. Your plants have always been just fine.—Mr. F. F. Weston.

Perfect Satisfaction for years

Montcalm Co., Mich. March 3, 1939. I am sending you a small order for strawberry plants. Wish it were larger, but I am nearing my 85th birthday and not able to do so much as I used to do. But in my 60 years of growing strawberries, your plants have given me perfect satisfaction which would not be true of any others. I will continue to speak a good word for you.—Mr. Frank Fishell.

Did You Know?

DID you know that The W. F. Allen Company is the **only one** of the dozen largest plant firms in the United States that offer **strawberry plants only** in their catalog? We are **real specialists**. We ought to handle this one product a little better than those who try to handle so many different things. We **DO!** Let us have your order and we will prove it.

35 Years

Missoula Co., Mont. March 10, 1939. I am back again for more of your Premier plants. Your plants have always been very good. I have been buying from you for the last thirty five years.—Mr. J. C. Sain.

Appreciates Fine Treatment

Mercer Co., N. J. May 9th, 1939. The plants came yesterday and were in very fine condition. I surely do appreciate the fine treatment which you accorded me. I hope that I may have the good luck with them that I have had in the past which I will say has been very gratifying ever since I have been using Allen's plants. It is a pleasure to do business with a firm that will treat its customers in the manner which you do. I will always be an Allen Booster. Thank you for the fine courtesy shown me. Here is to Allen's True to Name plants!—Mr. H. Raymond Dye.

Buying Allen's Plants Since 1905

Sullivan Co., N. Y. March 25, 1939. I have been buying plants from you since 1905 off and on, and have never received a poor shipment during that time. Your catalog is looked forward to each season as one looks for an old friend.—Mr. Wm. A. Case.

Very Good Luck For 10 Years

Windham Co., Vt. March 1st, 1939. I always like your plants and have always had very good luck with them. In the last ten years I have never had poor plants.—Mr. Robert G. Pratt.

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PREMIER

The SAFEST Strawberry in the World!

THEY tell us that the only sure things are death and taxes! However, the ability of a bed of Premier plants to produce a crop certainly ranks high in the list of sure things.

Introduced in 1916, there have been 23 consecutive crops. A wonderful record!

AND what a crop! In many sections all the records for heavy yields as well as large profits have been made with Premier. 10,000 quarts per acre are not unusual and there have been many much higher.

Premier is fine in all the middle and northern states and is one of the best in higher altitudes as far south as North Carolina and Tennessee. In Canada, New England and all our northern border states east of the Rocky Mountains, Premier is the mainstay of all early varieties.

The berries are of excellent quality and are very pretty, as you can see by the actual color photograph on the front cover. Both the quality and the appearance of northern grown Premier are somewhat better than those grown in states farther south than Pennsylvania if soil and moisture conditions have been about equal.

The plants make a vigorous growth and no variety has healthier foliage. There is little difficulty in getting a good fruiting bed if plants are set early before they have made too much growth, and while the soil is still cool and moist.

Some commercial growers, mostly in the north, who set fairly large quantities of Premier, have had really amazing results with our Premier plants shipped in March. Plants were held in cold storage at 32 degrees Fahrenheit until local soil and moisture conditions were at their best. The results have been uniformly good and we recommend the practice where cold storage facilities are available.

Our strain of Premier plants is so very fine that we do not have any trouble getting a nice plant bed. With over twenty-five acres to choose from we have for years selected plants from our strongest, most vigorous growing rows for our own setting. If you have been having any trouble getting an adequate bed of Premier, why not try our strain of **SELECTED PREMIER PLANTS?**

If Premier has a weakness it arises from the fact that it sets so many berries. Normally they are medium to large in size, but in very dry years, especially in places where beds are densely set, the plants cannot size up all of the tremendous crop which it produces.

The opinion of Mr. William A. Hoopengardner of Fulton Co., Pennsylvania, is typical of many good berry growers who have used our Premier plants. He wrote us March 24th, 1939, as follows: "Here is my order for 2,000 Premier strawberry plants. I have been a strawberry grower for the past 15 years and find Premier the best strawberries that grow."

An example of the ability of Premier to stand cold, frosty weather is furnished by Mr. Edward Huff of Greene Co., Ohio, who writes: "If it had not been for Premier I would not have had anything last spring. We had a freeze on the 11th of May that just about cleaned out most other varieties. It froze ice one-fourth inch thick, but in



Mr. Martin Taft and a prize quart of Premier berries

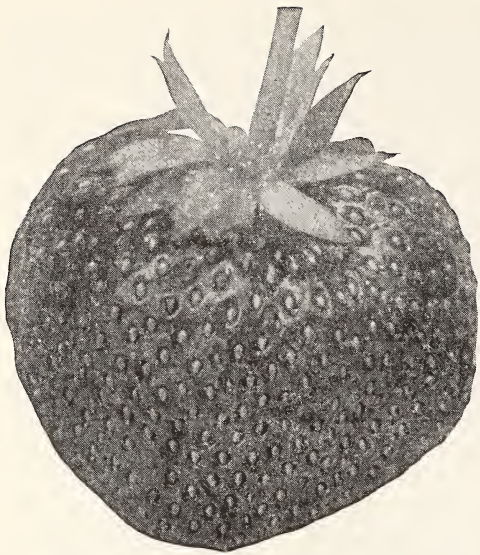
spite of all this Premier made a fair crop. I bought my first plants of you in 1904 and I have always gotten the best plants I ever saw from you."

"Last spring, we sold over \$400.00 worth of fruit from the 6,000 Premier plants we bought of you," writes Mr. Martin Taft of Erie Co., New York. "I am sending you a picture of a quart so you can see how nice they are. There are only 9 berries on the top layer as you can see."

With good soil and ample moisture the crop that Premier produces is a joy to behold and a source of much profit for the grower. We believe it will pay you to order this variety freely. Price list, page 35.



These Premier plants will surely do well



FAIRFAX

Finest Quality of All

MY FAIRFAX have done exceedingly well. We picked over 100 gallons from 200 plants set. Our customers are very enthusiastic in praising them." This letter from Mr. H. H. Masters of Mitchell Co., N. C., illustrates the way Fairfax has captured the fancy of the public, growers and consumers alike.

There is plenty to be enthusiastic about. Fairfax is supreme in quality—the best to eat of all strawberries. For home gardens or roadside markets or any high class trade where real quality is appreciated, Fairfax is the Number One berry.

It's a beauty too! The prominent yellow seeds, the attractive bright green caps, and the deep rich red color of the berries themselves make a pretty picture. As the berries get riper they take on a darker color, becoming almost purple before they finally start to break down. At first Fairfax had some criticism because of the dark color of the berries. This is becoming less as people are beginning to associate the dark color with fine Fairfax flavor. The main caution now is to be sure the pickers get all the berries that are ready. The ones that are missed will probably be firm enough to put in at the next picking but may be so dark as to give an uneven or mottled appearance when mixed with lighter berries that are just ripe.

Fairfax berries are very firm and keep well. Because of their deep color they do not get full credit for their ability to stand up. If picked carefully when first ripe, we believe Fairfax berries will keep longer than any other leading variety, not even excepting Blakemore, the great Southern shipping berry.

Size of berries—**large**. The actual size and shape of many of the larger ones is shown by the two Fairfax berries featured above. The later berries on the clusters are more nearly round and not quite so large. However, it has been found that rich soil or heavy manuring is quite effective in sizing up all of the Fairfax crop to a good marketable size.

Plant growth of Fairfax is **vigorous** and **healthy**. It is similar to Premier

but the leaves are generally a little larger, more cupped, and a deeper green color. Plenty of plants are made for a good fruiting bed in most cases and on very rich land some restriction of runners may be helpful after a well spaced row has been formed.

As with Dorsett, Fairfax gets its wonderful quality from its Royal Sovereign parent. From Premier, the other parent, Fairfax gets health and vigor of plant growth, productiveness and a large amount of hardiness.

Fairfax can be grown in all parts of the country. It is not quite as hardy as Premier, but many growers in Maine and other northern states are having fine results with it. One grower (see page 26) in New York State reports over \$1,000.00 per acre last year and says that Fairfax is the one and only berry for him. All through the middle

states Fairfax is fine. Most growers agree with Mr. W. H. Baird of Grant Co., Ind., who writes, "We have found Fairfax to be a wonderful berry." Each year Fairfax shipped from North Carolina to Philadelphia and New York City top in price all other berries of their season. Fairfax ripens only a day or two later than Premier and Dorsett in this section. Farther north this difference is greater so that in New York and New England it becomes almost a midseason variety.

Fairfax is a heavy cropper. It is not quite as heavy as Premier and Catskill as a rule, but crops of 5,000 to 8,000 quarts per acre are not unusual. We have obtained as many as 10,000 quarts per acre on a small plot.

Fairfax is so good to eat, so certain to grow and so easy to sell that it should be in every berry garden, profit plot or commercial planting. We have lots of fine plants of Fairfax that will please you and help you grow it at its best. Price list, page 35.



Fairfax berries—
beautiful and delicious

DORSETT

Greatest Yield—Highest Price—Most Profit per Acre

DORSETT has given us these things more often than any other early variety. At its best Dorsett is as productive as Premier, and the berries are larger, firmer, more beautiful and far better in quality than Premier. That is indeed high praise for any variety, and Dorsett is worthy of it.

Dorsett tastes better than any other variety except Fairfax.

The berries are beautiful—a bright, rich red which remains fairly light even after the berries get quite ripe.

Dorsett ranks high as a shipping berry where berries are kept reasonably well picked.

Dorsett has as parents Royal Sovereign, from which it gets its high quality, and Premier, the source of its productiveness and healthy foliage.

Dorsett's only serious fault is its inability to consistently set big crops of fruit under adverse conditions. Sometimes this happens when Dorsett runner plants become too thickly set in the row. Other times because late frosts or freezes catch them in blooming time and they just can't take it like Premier. The remedies are to take advantage of the unusual vigor of Dorsett by training runners until a very wide well spaced row (4 to 8 plants per square foot) is formed and then to cut off the surplus. This will give a maximum yield per acre. Also sites known to be subject to late frosts should be avoided.

Where Dorsett will behave, no variety could be finer. It might well be called the middle states early berry. Although there are many good reports on Dorsett from states as far south as Georgia, Dorsett's best territory is from the latitude of North Carolina and Tennessee to southern New England and New York. With overhead irrigation or specially favored sites to ward off late frost injury, Dorsett makes wonderfully fine crops "way up north."

Dorsett is so good that no grower can afford to pass it by without finding out if he can grow it at its best. **It's a dandy when it's right.**

Our fields are well supplied with tiptop Dorsett plants and we hope to have your orders. Price list, page 35.

"People buy my Dorsett and Catskill as fast as we get them picked."—Mr. Ambrose Schneider, St. Charles Co., Mo.

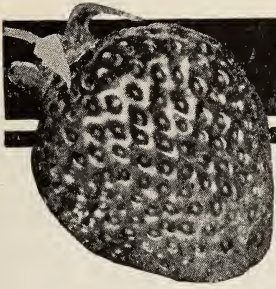
"My Dorsett berries were the talk of the whole town. Everybody was asking about the big, beautiful berries that had such a delicious flavor. We had quantities of them of which it took only 25 to fill a quart basket. My only regret is that I didn't set 5,000 instead of 500."—Mrs. E. G. Walrath, Oneida Co., N. Y.

**Dorsett berries
like these al-
ways sell well**



BLAKEMORE

EARLY
SOLID · PRODUCTIVE
A Great Shipping Berry



TEN YEARS AGO BLAKEMORE DIDN'T EVEN HAVE A NAME!! Today it is planted over more acres of land than any other strawberry in the world! Many fine qualities in addition to its great productiveness have helped to make Blakemore a popular new champion.

Blakemore is the **best early shipping berry** the South has ever had.

It is the most **robust grower** and persistent plant maker ever known in the sections where vigorous growing varieties like Missionary and Klondyke have been supreme.

Blakemore will stand more abuse and neglect in growing, picking and shipping than any other variety ever known, and still show a nice profit to the grower.

Buyers and shippers like Blakemore because it is the best of all varieties in avoiding "bad condition" reports from their commission men. The berries are **really solid** and retain their light, attractive color even after they get quite ripe, thus often getting credit for being in even better condition than they are.

"Cold-pack" men who put up large quantities of berries in barrels for use in making commercial jams, jellies, preserves, etc., prefer Blakemore and in some places will not take any other variety. In fact, it was named by Marcus Blakemore, the then President of the American Preservers' Association.

In quality the berries are quite tart, which is probably why they are so popular with the cold-pack men. As fresh fruit they must have sugar added to be good.

Blakemore berries are **medium to large** in size where the plants have been kept thinned—but they make so many plants they must

be held in check or the plants will be too thick and the berries smaller.

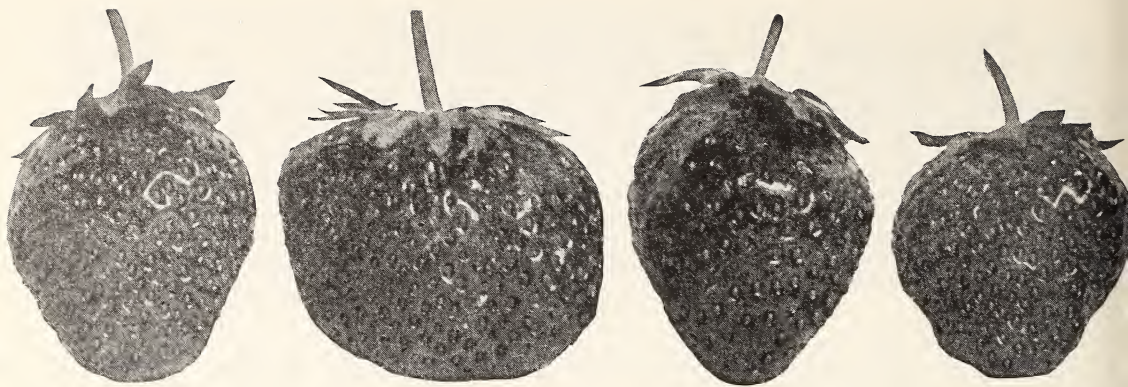
Blakemore does well in all the Southern states and as far north as the Ohio Valley, Maryland and southern New Jersey. Even though it has been successful in a few cases, it is not recommended for planting farther north.

The tendency to sport to yellow strains which are barren or very low in productiveness, has been the chief criticism of Blakemore. Also the spotted appearance of the fields badly affected with Yellows has been a source of annoyance to the better growers who take pride in their berry fields.

YELLOWS-FREE STRAINS OF BLAKEMORE, found to be resistant or immune to this trouble, are now available at very low prices. We are offering only these new strains and we have the finest stocks of them that we have ever had. Order your Yellows-Free Blakemore plants now and take advantage of all the fine things that have made Blakemore a popular champion with the one weakness eliminated. Price list of plants, page 35.



Yellows-Free Blakemore plants



Large size—fine flavor

NORTHSTAR

ALL-AMERICAN football stars can have only a few games to prove their right to the glory and honor and fame of All-American rating. New strawberry varieties must have several years to prove themselves and find their proper level in the strawberry world.

Northstar is a new second early variety, a Premier X Red Heart cross (U.S.D.A. 1425) released by the U. S. Department of Agriculture only last year.

It seems to us that it has everything needed to make a great strawberry except high productiveness.

THE FRUIT—Taking the whole crop, the berries run larger than any variety we have seen. They are beautiful in appearance having about the same rich, red color as Dorsett. As firm as Blakemore and considered by some superior to Fairfax in flavor and aroma.

THE PLANTS—Just enough large, strong plants are made on good land for a good fruiting bed, but it is a rather shy plant maker on poor land or under bad conditions. The blossoms make lots of pollen and usually set very well. The plants are only moderately productive, but the very robust leaf growth protects the flowers so that they are not readily frosted.

Northstar is recommended for trial from Virginia to Oklahoma and northward. Dr. George M. Darrow, the originator, suggests trying it especially as a home garden or commercial berry on sites where Dorsett may be frosted and where the soil is fertile and moist. We hope you follow the suggestions as Northstar is too good to pass by without a trial. Price list, page 35.

Shelton

A new variety from Connecticut and named for a town in that state. Originated and tested by Dr. D. F. Jones at the New Haven Experiment Station.

We have not given it a good test here in Maryland, but Dr. Jones describes Shelton as follows: "A second early variety producing most of its crop a little before Premier. It combines the attractiveness of Chesapeake with some of the productiveness of Premier, bearing just as many in 1939, somewhat less in former years.

"Quality about like Progressive and Marshall. The seeds are prominent and bright yellow in color, making the berry very attractive. The bright color and fresh appearance of the fruit are retained for a longer time after picking than any of the varieties normally grown in Connecticut. Worthy of trial as a general market and shipping berry." Price list, page 35.

Southland

A high quality, early berry, especially adapted to the South. The plants make a vigorous, healthy growth which stands up under high temperatures. The berries are large and attractive. Recommended for home gardens and local markets in the South. Price list, page 35.

Clermont

A New York Station seedling of Marshall and Premier. It has been highly praised in some sections of the North. In New York state it bears a heavy crop of large, smooth, bright glossy red berries with an attractive green calyx. With us it makes a strong, vigorous fruiting bed but the foliage does not stand up, nor do the caps remain green. Well worth trying in the North. Culver is

better and Catskill far better in this latitude. Price list, page 35.

Missionary

Leading berry in Florida and popular in other Southern States. Missionary will do well on

almost all soils, but will do better than most on the lighter soil types. The berries are medium in size, dark red in color, rather tart quality, and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" men. We believe that both Blakemore and Bellmar will prove better berries than Missionary in all the Missionary territory except Florida, where Blakemore in many cases is not living up to early indications of superiority over Missionary. Price list, page 35.

Bellmar

A seedling of Premier and Missionary. Ripens with Premier, berries are about the same size but somewhat darker, firmer, and of better quality than Premier berries. Attractive. Productive. Price list, page 35.

Howard 17

This variety is identical with Premier and the same description applies. Price list, page 35.

Senator Dunlap

(DOCTOR BURRELL)

An old variety still widely grown in the North Central states. It makes vigorous plant growth and is very hardy in Northern regions. The berries are medium in size, good in quality and have a bright, rich red clear through. It is a favorite for canning. We have a fine stock of Dunlap plants this year. Price list, page 35.

DAYBREAK

FAIRMORE

DAYBREAK (N. C. 419) is well named because it is the first variety to ripen in Spring, starting several days earlier than Blakemore and a full week ahead of Missionary in eastern North Carolina. In that section two spring crops are produced. In most years Daybreak makes a heavy first crop (when prices are best) and very little second crop. However, in 1937 when much of the first crop was killed by frost, a heavy second crop was produced.

Daybreak has been about as productive as Missionary and Blakemore in most years. Berries are larger than Blakemore but not as large as Fairmore. The color is a glossy crimson similar to Fairfax but not as dark. Flesh is bright red and rather tender, not solid like Fairfax.

Daybreak = Missionary X Fairfax. From Missionary Daybreak has taken vigor and adaptability to the South. From Fairfax very high quality and more vigor. It has done well as a high quality home garden and local market berry in eastern North Carolina.

It is suggested for trial in other parts of the South as folks there would certainly like something sweeter than the usual tart Missionary, Klondyke or Blakemore. Daybreak is just as easy to grow and far easier to eat than those varieties. Try some, you folks in the Southern States. Price list, page 35.

IT IS often said that a person comes from a "good family." The Fairmore strawberry has as parents Fairfax and Blakemore (N. C. 669). No more promising parentage could be found in the strawberry world. If, as now seems probable, Fairmore actually has taken most of the good qualities of both parents, it will soon be heard from in a big way. Even now we have reports that some growers in North Carolina, where the first tests of Fairmore were made, are setting all the plants they can secure of this variety.

Fairmore has been most promising as an early shipping berry of high quality, when tested in comparison with older varieties of known value.

Plant growth has been very vigorous, Fairmore making fewer plants but larger ones than either Blakemore or Missionary. Total yields have been equal to or greater than Blakemore, but tests have shown a greater yield of number one berries from Fairmore than from either Blakemore or Missionary.

The berries ripen early, about with Blakemore. They are of excellent quality and have a very tough skin and firm flesh, even firmer than Blakemore or Fairfax.

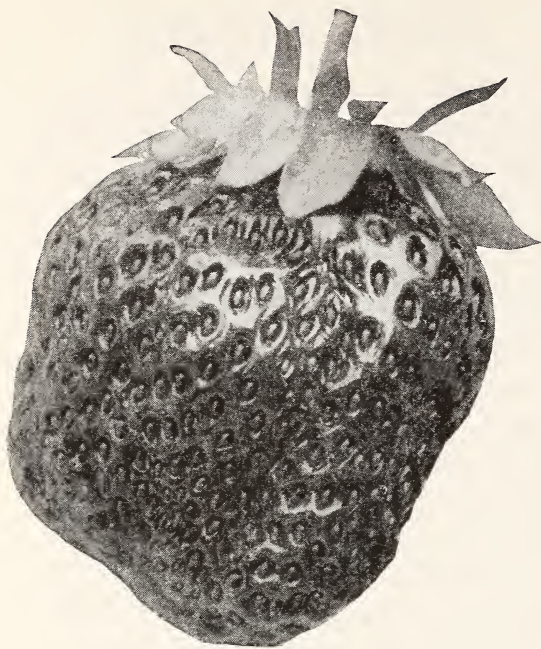
Commercial growers in North Carolina who have been topping the berry market with Fairfax for several years may find Fairmore even better for markets which will pay a premium for extra size and quality. It is sure to be grown more extensively.

Fairfax = Premier x Royal Sovereign;
Blakemore = Premier x Missionary;
Fairmore = Fairfax x Blakemore.
With so much Premier "blood" in its breeding it seems that Fairmore should do well in sections farther north where Premier does so well. Proof comes only from actual tests, but Fairmore looks like a good bet. Price list, page 35.



Fairmore — shows much promise as a shipping berry

CATSKILL



Typical first berry of Catskill

HERE is one variety that has lived up to most all of the glowing things that have been said and written about it by the catalog writers. This is not so much because the catalog writers have reformed, as because Catskill has so much real merit.

For seven straight years Catskill has been gaining in popularity until now it is generally recognized as the best of all the midseason to late varieties. What are the reasons? Well, here they are:

1. Catskill is one of the most productive berries known, equaling, and in many cases surpassing Premier in total yield.

2. Catskill will produce more quarts of large berries per acre than any other variety. The expression "big crops of big berries" is made to order of Catskill.

3. The bright, shiny red berries hold their light color very well and make an attractive package with lots of sales ap-

peal, even though some of the largest berries have a rather rough surface, sometimes creased.

4. A sure cropper, ranking next to Premier in this respect. In the seven years we have had it, Catskill has never missed a crop, and it is very seldom that crops are cut enough to hear about a short crop.

5. Money talks and Catskill has certainly brought in the money; but, what else could be expected? A variety that is one of the surest croppers, which produces the most quarts of the biggest berries which sell at top prices must be profitable. Catskill is!

Catskill is a New York Station cross of Premier and Marshall, named and introduced in 1934. It makes a strong, robust plant growth, well able to produce the big crops of big berries which Catskill has been producing.

Catskill berries are very good in quality. Let's admit that they are not quite as good as Fairfax and Dorsett, but they compare favorably with old favorites like Big Joe, Chesapeake and Wm. Belt. They are good enough to sell well on many different markets.

Catskill berries are firm enough to ship long distances if they are picked in good condition. They may not be quite as firm as Blakemore or other southern shipping berries, but in comparing don't expect large Catskill berries to be as hard as the small berries those varieties often produce. Compare berries of the same size.

Grow Catskill wherever Premier is grown. It has been doing well in all states North and East from Missouri, Tennessee and North Carolina. Even in the South it is a good late berry for home use and local market.

The green light is on. You can go ahead with Catskill in safety and with confidence. Our Catskill plants are fine. It is not just talk when we tell you that we have this year ample stock of the cleanest and healthiest Catskill plants to be found anywhere, and the best we have ever had. Price list, page 35.

EXPERIENCE TEACHES THAT CATSKILL IS A WINNER

From Maryland to Minnesota !!

MAY we start with our own here in Maryland? In 1935 we picked 32,000 quarts from three acres of Catskill and received \$3500.00 for them. Since then we have had many fine crops of Catskill but have no accurate records of yields and profits as most of our plants have been dug for customers.

Mr. Stanley Hall of Pierce County, Wisconsin, wrote the following report to the secretary of the Horticultural Society, published in February, 1939, "Wisconsin Horticulture". "After trying many new varieties of strawberries we have only found one dependable new variety and that is Catskill. In spite of adverse conditions it produced at the rate of 9,000 quarts per acre the past season." This, of course, referred

to the 1938 crop. After the 1939 crop Mr. Rahmlow, Secretary of the Society, reported in the same paper, "Of all the new strawberries tested by our members during the last two years the new variety, Catskill, looks the most promising.—Some growers are enthusiastic about it, liking especially its heavy production."

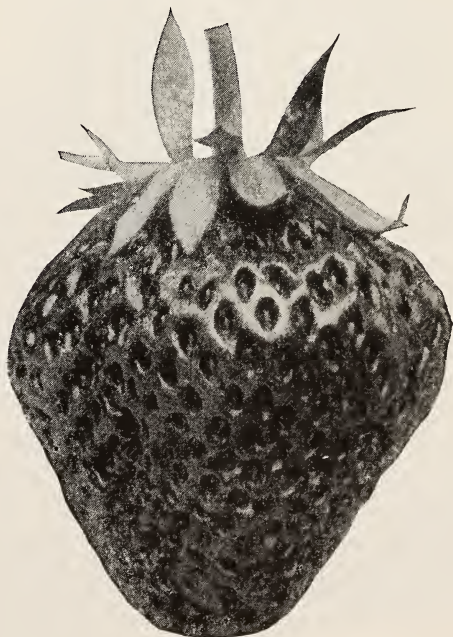
Mr. S. M. Thursen, of Hennepin Co., Minn., talked about Catskill at a berry growers meeting at his farm in the summer of 1939. He told them that the Catskill was the best June bearing strawberry he has tried. It will equal the Premier in production and the berries are larger. He received from 20¢ to 50¢ per crate more for the Catskill this year (1939).

And from Maine to Missouri !!!

Here's what Mr. Sydney B. Thomas of Cumberland Co., Maine, says about varieties: "The strawberry plants I got from you two years ago did very well last season. The Premier was as good as usual and the Dorsett and Fairfax had a good crop of berries, but I wish to speak of the few Catskill plants I got to try out. I must say I never saw plants grow such large strawberries and so many on a plant. I was very much pleased with them and have given some of my friends your name and told them about Catskill. I ordered 500 last year and hope they will do as well this season. Inclosed you will find money order and my order for this year's plants."

The Secretary of a large berry growers' association in Connecticut told us personally that many of his members set some Catskill in 1938. As they had not yet fruited at planting time in spring 1939, they planted nearly all Premier, their old standby. He added that the trial plantings, fruiting in 1939, were more productive and more profitable than Premier and that many more Catskill would be planted in that section this spring.

"People buy my Dorsett and Catskill berries as fast as we can get them picked," states Mr. Ambrose Schneider, St. Charles Co., Mo.



Typical late berry of Catskill

BIG JOE

A garage man here in Salisbury advertises as "Next to the Best in Town." Well, Big Joe is next to Catskill the best and most popular midseason berry, with both Dresden and Pathfinder looking up and seeming to say "just wait until more people know me better."

There are still plenty of places where Big Joe is at its best that we wouldn't trade it for Catskill or any other variety until they proved themselves better. Big Joe is a fine old variety. A vigorous grower, making strong, healthy plants that are usually moderately productive, but very productive under favorable conditions.

The berries average very large, a beautiful bright red in color, firm for berries so large, and equal to the best of the older varieties in quality.

If you are a Big Joe grower, be careful of mixed plants. We are positive that our stock is straight, but there are dozens of farmers in this section who have Big Joe thoroughly mixed with Lupton. As both are good varieties here and nearly the same season, they don't try very hard to get them straight. We have seen so much of this particular mixture that we have been extra careful on these varieties and can supply you from a stock that is straight. Price list, page 35.



Big Joe (much reduced)

PATHFINDER

Dr. D. F. Jones of the New Haven Experiment Station in his annual report of strawberry trials says that, "Pathfinder is the outstanding strawberry in the 1939 test." "This variety combines many of the good qualities of Premier and Aberdeen, its parents. It not only produced the largest yield, but was also especially attractive in appearance of the fruit and maintained a good size of berry throughout the picking season. It ripened with the earliest but the largest picking came four days later than Premier's largest. In three years in Connecticut, one wet and two dry, yields of Pathfinder have always been equal to or larger than Premier. In a two year old planting it produced 60% more fruit." Professor J. Harold Clark, the originator, reports very gratifying results with Pathfinder among commercial berry growers in New Jersey.

In three years' testing here at Salisbury we have recognized the unusual vigor of plant growth and the tremendous productiveness of Pathfinder (N. J. No. 35), but felt that the berries, although they had a nice uniform shape, were too dark, too dull looking and soft to be commercially profitable. However, it seems that Pathfinder, like Premier, is much better farther north. At Mr. A. B. Plant's place near Bradford, Connecticut, last June we saw some very fine bright looking Pathfinder grown from plants we supplied in Spring 1938. The berries were somewhat earlier than Catskill but later than Premier, so could be rated either second early or early mid-season.

From limited experience it seems Pathfinder is quite resistant to the new red stele disease. This would be an added reason to test out this variety thoroughly in states where this trouble has been found. Any berry with such vigor and productiveness rates a trial. Price list, page 35.

Culver

A New York State introduction. Does better here than any of the other New York State varieties except Catskill. The plants are very vigorous and healthy and the berries are large, beautiful red color with bright green caps. The berries are fairly firm, considerably darker in color than the Clermont, and red to the center. Worth trying. Price list, page 35.

DRESDEN

Another hit! It looks like Mr. George L. Slate, the originator of Catskill, has scored again. Dresden is a little earlier than Catskill and might even be rated second early. Any variety that can produce 16,000 quarts per acre certainly must have something. That is what Dr. D. F. Jones of Connecticut reported in 1938.

We have not fruited Dresden at Salisbury but the plant growth here is very strong, vigorous and healthy. In June 1939 we did visit some Dresden fields near Oswego, New York, with Mr. Slate. On two farms the Dresden was not quite as good as Catskill. On the third farm, that of Mr. George Lord, both varieties were at their peak, with Dresden slightly more productive. However, with both varieties just ripening and a crop which must have been 15,000 or more quarts per acre, it was impossible to say for sure just which was better. Both were really wonderful in productiveness and either of them fully equal to any crop of any variety we have ever seen anywhere, anytime.

Dresden berries are mostly conic to wedge shaped. They are fairly light, attractive in the package, moderately firm and of good but not high quality. The berries as we saw them were large and the size of the green ones indicated that a good size would be maintained well through the season.

For growers who will supply good care and good, moist, fertile soil we believe Dresden will do a splendid job of producing. Our Dresden plants are fine. The roots look like yellow gold. Price list, page 35.

Aberdeen

Aberdeen will justify a good sales talk provided its limitations are given.

When grown under proper conditions few varieties make a more vigorous plant growth. The berries are large, light colored and very attractive, but are quite soft and must be marketed promptly. It is good only in the North and must have a rather heavy fertile soil. At its best it is one of the most productive of all varieties.

Aberdeen has had much attention in the last year or two because of its resistance to the new red stele disease. On this account those interested in breeding disease-resistant varieties are using Aberdeen as one of the parents in nearly all their crosses. It may be that growers not too far South will find Aberdeen worth growing on some of their heavier soils wherever red stele has become a serious problem. Price list, page 35.

Glen Mary

Sample (Imp.)

Haverland (Imp.)

Gibson (Parsons Beauty)

We have some nice plants of these fine old varieties for those who know and want them. Price list, page 35.

Eleanor Roosevelt

Unlike the eminent and gracious lady for whom it was named, this new strawberry has not traveled around much.

Only in Eastern North Carolina where it originated has the Eleanor Roosevelt (N.C. 337) been tried to any extent.

The healthy, robust plants are only moderately productive, but the berries are very beautiful, showy and large. In fact, the entire crop of berries will average larger than any other variety except possibly Northstar. The berries themselves are quite long and have the largest bright green cap we have ever seen on a strawberry. The flesh is quite firm and the quality is excellent.

For commercial growers who prefer a moderate yield of big, beautiful showy berries to a heavier yield of less desirable fruit, the Eleanor Roosevelt may be profitable on the rich moist soil of Eastern North Carolina, or under similar soil and climatic conditions elsewhere. Worth trying as a fancy home garden or local market berry in other parts of the South, where it may fill a niche similar to that expected for Northstar in the Northern States. Price list, page 35.



Pathfinder—very productive

The **ARISTOCRAT**
OF
STRAWBERRIES

CHESAPEAKE



CHESAPEAKE berries may not be worth their weight in gold, but they are worth more, quart for quart, than most other varieties of strawberries. For years they have sold at a higher price than any other late berries. And they should! They have everything to make them desirable to the consumer.

Consider the berries. They have beauty. The brilliant red color, prominent yellow seeds, and bright green caps make them very attractive. They have large size, holding up well clear through the season. They have quality, as good to eat as any berry grown except possibly Fairfax and Dorsett. They are firm, going into market with so much of their beauty and attractiveness intact, that they bring top prices.

When grown in the North where winters are very cold, Chesapeake needs mulching. It should be applied between late frost and hard freezing as damage is sometimes done by the first real cold weather of late fall or winter. Chesapeake blooms later than most other varieties of its season and thus nearly always escapes frost injury. **Grow the plants and protect them and a good crop seems assured.**

Chesapeake makes strong, healthy plants, but often not enough of them for a real good fruiting bed. It requires good soil with plenty of moisture and fertility to grow Chesapeake at its best. The plants are quite productive, but sometimes the crop is cut by not having enough plants.

What's in a strain? What causes the apparent differences in so-called "strains" of a variety?

Frankly we are not sure how much of the difference is caused by something in the plant itself and how much by varying conditions. But, if there IS ANYTHING to improved strains we are confident that the strain of Chesapeake we now have is of the best. For three straight years this stock of Chesapeake has made plenty of new runner plants, as many as Premier, Fairfax, Catskill and other varieties which are considered good plant producers. All of our Chesapeake fields for plants this spring are from this stock. One of them is shown below.

When you can grow Chesapeake beds like this you are pretty sure of fruit crops that are profitable. Write early and place your order for some of these excellent Chesapeake plants. Price list, page 35.



Unusually fine beds of Chesapeake

AROMA

We want to do a little bragging about our stock of Aroma plants. We have two acres of them for orders this spring. If two acres of Aroma anywhere have ever produced more plants or better plants than are in these two acres, we have failed to see them. Any grower who likes Aroma and needs plants can certainly do no better than get some of this fine stock.

There are many who like Aroma. As a late shipping berry in Missouri, Kentucky, Tennessee and Arkansas, Aroma has been grown more than any other kind, and usually with satisfaction and profit to the grower. It is well liked in other Southern states, too, as well as in the Southern parts of Ohio, Indiana and Illinois.

The berries have an almost perfect strawberry shape, a brilliant light red color and a bright green cap. They resemble Chesapeake in shape and size, but are lighter in color. The looks of Aroma will sell them. Buyers and shippers like them because they can be handled with practically no loss. Few berries stand up better in shipment. Price list, page 35.

Lupton

"Beauty is only skin deep," but that doesn't seem to matter much. Lupton strawberries are beautiful, but under the skin is a flesh that is quite dry and poor in quality. In spite of this the beauty of Lupton berries, together with their large size and fine shipping quality, has made Lupton one of the most profitable late shipping berries. They are grown chiefly in Maryland, Delaware, Pennsylvania, New Jersey and New York, but to some extent in other states of similar latitude. Lupton is grown and sold as "Townking" but the varieties are identical. As stated in the Big Joe description much of the acreage of Lupton is mixed with Big Joe, but if you want them true to name we have them that way. Price list, page 35.

Hebron

Another new variety from Connecticut. As we have not fruited it here we quote from Dr. D. F. Jones, the originator: "Hebron (Conn. 111) is a productive late variety, attractive in color and general appearance. In three years' trials it has given as good yields as Howard Premier. When carried over and fruited the second year it yielded more than Pathfinder. The fruit is soft and does not stand shipping well. It should be used only for nearby markets. The berries are large during the first pickings but rapidly become small. The fruit is tart and somewhat lacking in flavor." Price list, page 35.

Wm. Belt

A late variety of unusually high quality which is especially adapted to Northern states. When grown in the South the foliage is inclined to have leaf spot. This is not serious in the North where it produces heavy crops of large berries. They are bright red in color and although somewhat irregular in shape they make a nice appearance in the package. For the home garden or on local markets where quality is an important factor, Wm. Belt should be grown. We have some fine plants for our customers this year. Price list, page 35.

New York

This is the sweetest strawberry grown. The plant is a vigorous grower, producing a moderate number of large, healthy plants. The berries are medium to large in size, dark red in color, but only moderately firm in texture. New York is a home garden berry. It is the only strawberry we know of that is sweet before it gets red. Price list, page 35.

Very Late Varieties

Gandy

A fancy late shipping berry, large, solid, handsome, moderately productive. Needs liberal fertilization. Berries often sell with Chesapeake. Makes plants freely but needs springy land for big crops. Gandy is an old favorite which many growers refuse to give up. Where it does well it is a real profit maker. We recommend limiting Gandy plants in the row to four to six plants per square foot and fertilizing in late summer. Growers who want to extend their season very late will find Gandy one of the best of all varieties for that purpose. We have a nice lot of plants. Price list, page 35.

Orem

The latest berry we have. Berries average large in size, fairly good quality and nice appearance. They often sell well because they come after other fancy late berries are past their prime. Price list, page 35.

Green Mountain

Aren't you surprised to see Green Mountain here? It is the same Green Mountain everbearing variety that we have been offering for several years, and we want you to read what some good growers are saying about it as a late spring berry.

Mr. H. Wilbur Heller of Lancaster Co., Pa., writes: "The berry that gave us the biggest surprise here was the Green Mountain. I never saw any variety produce as many beautiful large berries. They could be sold for Chesapeake."

Laura M. Publow of El Paso Co., Colorado, writes: "My brother in Missouri reports that the Green Mountain I sent him last year did better than the Aroma which are generally grown in that vicinity."

Here is a letter from Mr. Aaron Hursh, of Wayne Co., Ohio: "We had a terrible freeze in May, 1938. We saved probably 50 per cent of the Green Mountain by covering. They sure are a wonderful spring cropper. We had two rows 100 feet from 100 plants and several pickings had 14 or 15 quarts, and one picking 19 quarts. They are very vigorous growers. Last season's experience indicated that they are a heavier spring bearer than any standard June berry we have. The three pickings mentioned approximate 4,000 quarts per acre, and when I tell you the mercury was down to 26 degrees you will know it required a heavy covering to save 50 per cent in full bloom. We have low, heavy soil." —Mr. Aaron Hursh.

When a berry will make good growers talk like that it's time for folks to hear more about it. We haven't had many to fruit here on good land but no variety we grow will have more blossoms or set more berries. On rich land with plenty of moisture we believe Green Mountain will produce a truly great crop of late to very late berries.

An interesting thing is that the spring berries of Green Mountain are conic in shape, having a fine appearance similar to Aroma or Chesapeake. The summer and fall berries are long, and rather flat as shown in the picture (page 18). According to our arrangement with the patent holders, we may sell you plants to use and propagate for your own use, but not for sale.

Well worth growing as a very productive, firm, good quality late berry. Price list, page 35.

Everbearers for Everybody

Quick starting is a term usually applied to gasoline and motor cars, but Everbearing strawberries are the "quick starters" of the fruit world. Plants set in April under good conditions may be allowed to start bearing by late July or early August—only a few weeks after plants are set!

They are easy to grow. Anyone who has a plot of good garden soil can have delicious Everbearing strawberries all summer and fall until freezing weather. The directions are simple and anyone can do it.

Strawberry shortcake with fresh berries from your own garden in SEPTEMBER—OCTOBER—NOVEMBER—Not bad!! Part of the kick comes in having them out of regular season.

These modern everbearing varieties bear a fine crop the following spring, some of them showing up pretty good in comparison to regular spring bearing kinds. It's even claimed that growers who have conditions just right for everbearers get another crop the **second summer and fall**. Three crops in eighteen months from the same plants! Well, maybe so, but we think the story is good enough when held more nearly to what can be expected on the average.

Making money with Everbearers. That's something that **is being done**, and more growers are doing it every year. Don't make a headlong plunge into the business, but anyone who has had good yields from a few hundred or even a few dozen plants is well justified in increasing their everbearing plantings with a view to making a profit from them. Selling the berries is

easy. Neighbors, local stores, roadside markets, usually take all small growers will produce, but wholesale markets know about Everbearers and have paid us this fall (1939) as much as 50¢ per quart for Mastodon, Gem, Green Mountain and Wayzata. We suggest pint baskets as more suitable for Everbearers than quarts.

Crop insurance is not usually thought of in connection with everbearing strawberries. Nevertheless, in case it's too wet or too dry or too something else and the expected summer and fall crop doesn't come up to expectations, it isn't as bad as it might be. There's a spring crop coming along just as if you had planted regular spring varieties in the first place. Mastodon and Green Mountain are the best spring croppers among the Everbearers.

Green Mountain
Fine looking berries and good shippers



Everbearers

Easy to Grow

That is true, but the few simple things which any beginner can do must be done to get a good crop. Mostly, they should be handled the same as other varieties. However, so much is expected from Everbearers so quickly that special attention to certain things is most important.

1. Start with good strong plants.
2. Select good land and have it well prepared.
3. Set plants early while both soil and plants are in good condition. The soil cool and moist, the plants not devitalized by a heavy growth of leaves and blossoms.
4. Start hoeing and cultivating soon after the plants start putting out new growth, making sure to uncover any buds that may have been covered by too deep setting or by rains washing soil over them.

5. Cut off the spring blossoms as soon as they appear. As the summer blossoms start coming cut them off at least once a week until about the middle of July. This enables the plant to build up strength for berry production later on when berries are more saleable.

6. The hill system is best. Removal of runners not only builds up stronger individual plants, but increases blossom and fruit production. Cut off all runners or let each plant set only five or six runners and the summer and fall crop will be greater and the berries larger. Of course they can be allowed to form a wider spaced row with good results in favorable years and with a better chance for the spring crop.

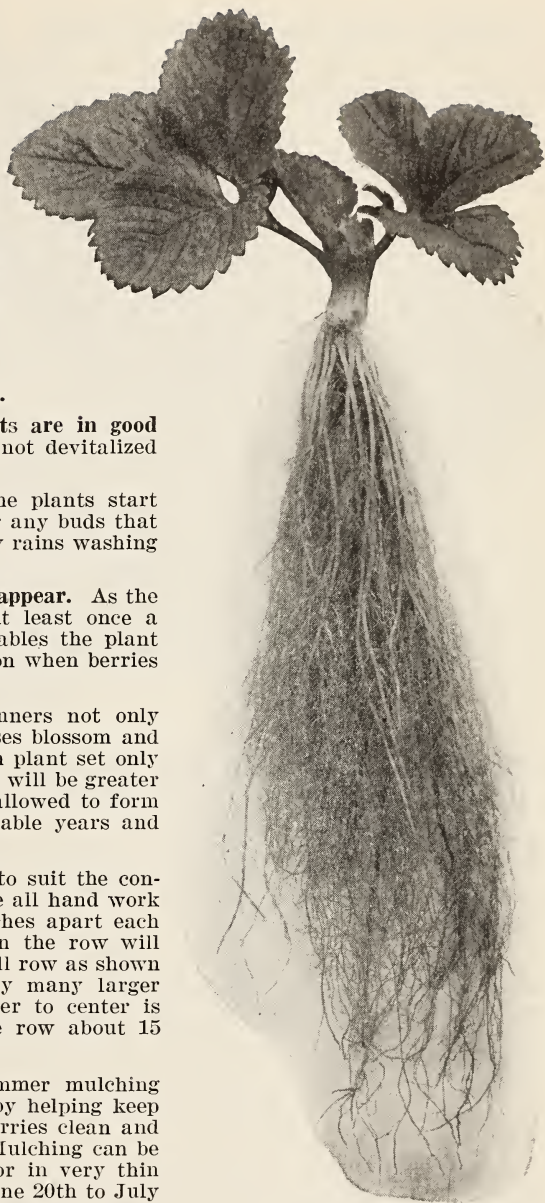
7. Planting distances. These may be varied to suit the convenience of the grower. In small gardens where all hand work is intended, they may be set as close as 15 inches apart each way. Rows 30 inches apart with 15 inches in the row will allow for some horse cultivation. The double hill row as shown in the picture on page 21 is being favored by many larger growers. In this the total distance from center to center is about 3½ feet with the plants in each double row about 15 inches apart each way.

8. Mulching. Experiments indicate that summer mulching increases total yield little or none. However, by helping keep down weeds it reduces labor and by keeping berries clean and bright it increases the value of the fall crop. Mulching can be used much more effectively if grown in hills or in very thin rows. When used it should be applied about June 20th to July 1st, by which time any new runner plants desired will have started. From two to three tons of wheat straw, marsh grass, or other fine material should be used per acre. See page 25.

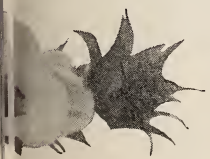
9. Manure and fertilizer. We are convinced that heavy feeding is essential for big crops of everbearers. Stable manure broadcast heavily before plants are set and green crops plowed under is very helpful. Several applications of commercial fertilizers, mostly nitrogen and phosphorus (see page 24) applied during the summer may be used. Great care must be taken to see that fertilizer is applied when the foliage is thoroughly dry and that any which lodges on the leaves is brushed off at once.

10. Ample moisture helps the plant growth, fruit production and the efficiency of fertilizer applied. Therefore, select springy land full of organic matter, cultivate or mulch to conserve water and use irrigation if available.

11. Yields of two quarts or more per plant set have been made. Many growers get one quart per plant, but the average is probably not over one half quart per plant during the first summer and fall. In any year the crop will be more or less, depending upon how well these things (1 to 10 above) are done.



A rugged Mastodon plant





MASTODON

THE MASTODON was one of the largest prehistoric animals. This name was apparently selected for the Mastodon Everbearing strawberry to denote size. It certainly fits!! The berries are large and attractive, the plants are big, strong, robust growers, and the demand for Mastodon plants has for years been greater than for any other everbearing variety.

Mastodon seems to be the most nearly universal Everbearer. Other varieties are better with some growers or in certain sections (as Gem is with us) but Mastodon is the one the rank and file of berry gardeners depend upon. They are generally satisfactory, as they are with Mr. Fred Belvery of Norfolk Co., Mass., who writes, "The 1,000 Mastodon plants you sent me last April reached here in perfect condition and have given me much satisfaction. I think they are everything you claim them to be."

Mastodon is popular chiefly because of the productiveness of the plants and the large size, fine appearance and good quality of the berries. However, there are two other good reasons why Mastodon retains its popularity.

1. Mastodon plants, being stronger and more robust than some of the others, can stand more neglect or punishment and still come through with a fair plant growth and fruit crop in summer and fall. The successes may not be as great, but neither would a failure be as complete as with some of the other varieties.

2. For the spring crop, Mastodon is one of the best of the Everbearers. It is a good midseason berry for spring, being very productive of large, well formed, good looking berries. It is similar to Big Joe in many respects and quite likely to be profitable entirely apart from the summer and fall crop.

Plant Mastodon in the northern states and on higher altitudes as far south as Virginia. It is a good one to depend on. Price list, page 35.

Wayzata Finest quality of all the Everbearers, Wayzata is a good one for the home garden. Profits as high as \$2,000 per acre have been made, so it is one of the best to use as a money crop.

Wayzata has been at its best in Minnesota, Wisconsin and other Northern states. Wayzata is a heavy feeder, the high profit mentioned being obtained when grown under irrigation and with very heavy fertilization. The plants make very few new runners so it is well adapted to growing in the hill system. This fact, how-

ever, makes the price of plants rather high. Wayzata plants that fail to make any runners will often make a very strong growth with lots of leaf area and several good strong crowns in each plant. Some growers sell these as "clump plants". We have a limited quantity of such plants that we can supply in lots of 5 plants or more at 10¢ each.

When grown on good soil and well fertilized Wayzata berries will run large in size and the plants will be quite productive. Wayzata is good enough in many places to justify the extra cost of the plants. Price list, page 35.



Gem, here, produces more large, bright, firm, very nice looking berries in late summer and early fall than any other everbearing variety. They sell for highest prices too!

Gem berries are almost as light, and just as attractive, as Blakemore, although not quite so regular in shape.

Gem has many friends and there are good reports from the New England States and most all of the other northern States. "The Gem is the best everbearing variety we have ever found," writes Jesse R. Craig of Douglas Co., Ill. One of the large growers in Minnesota, Mr. S. M. Thimsen, likes Gem best for the July and August berries, Wayzata for the later fall crop. Mr. H. C. Burnham, a grower in northern Pennsylvania almost on the New York State line, told us that he made several hundred dollars per acre for his fall crop of Gem in 1938. Mr. Burnham is pictured below standing in his field of Gem with one of the members of our firm. You can note the double hill rows in the picture. Mr. Burnham cut off all the runners, which made it easier to cut off all the blossoms of the spring crop as he has done. When we were there he certainly had a fine prospect for another money-making crop of Gem in summer and fall.

Gem is our favorite and we recommend it highly. All everbearing berries seem to do better in northern climates, but Gem will often do well in the South also. We have no large supply of Gem this year but the plants we do have are larger and more sturdy than usual for this variety. Price list, page 35.



**A FINE NEW EVERBEARER
FOR COLD CLIMATES & HEAVY SOIL**

"Green Mountain berries sure are wonderful. I want to get 1,000 more plants next spring," writes Mr. Art Worden, Decatur Co., Iowa. Another Iowa grower, Mr. Fred Thompson of Scott County, wrote us as follows: "Kindly give me delivered price on 4,000 Green Mountain plants. I had a small patch of them out last year and they really did wonderful so I want a large patch this year."

In its native Vermont (where it was originated and introduced by Gov. Geo. D. Aiken), we have seen crops of Green Mountain in the fall that were really very fine, perhaps better than we have ever seen elsewhere on any other varieties.

Even as far south as Salisbury, Maryland, we have had some very fine profitable crops of Green Mountain in the fall.

Green Mountain makes a very strong, rugged plant growth. The berries are rather long and flat in shape. They have a very shiny skin and prominent yellow seeds, making them very showy and attractive in the package. The quality is good but not high. The flesh is rather dry and firm, making it one of the best shipping berries.

Gem and Mastodon both start bearing a little earlier in the summer than Green Mountain which usually bears its best crop in September and October.

Green Mountain is a good very late spring variety. See page 17.

As Green Mountain is a patented variety it is understood when you purchase plants you purchase with the right to the fruit crops produced and to propagate plants for your own use but not to sell or give away. Price list, page 35.

Champion (Progressive)

This was the first good Everbearer. It is still the sweetest of all. The plants are very productive although the berries are rather small. Champion is not as strong a grower as the Mastodon or Green Mountain, but has done well in most states and is one of the best in the South. Sweetness and productive-ness are the strong points of this variety. Price list, page 35.



Mr. H. C. Burnham (left) and his fine field of Gem plants in double hill rows

Common Sense Methods *for* Growing Good Strawberry Crops

Experience, though valuable, is not necessary. Common sense methods enable even the beginner to grow strawberries successfully.

Climate

All forty-eight states of this country as well as Canada and Alaska on the north and several countries farther south produce strawberries successfully. In the far South, berries ripen and are shipped during the winter. Far north they bear in midsummer, the greater bulk of the crop from the temperate regions coming in during April, May and June. With varieties adapted to these different sections, no one need hesitate to plant strawberries because of climatic conditions.

Soil and Site

Any good garden soil can be expected to produce satisfactory crops of strawberries.

The ideal soil for strawberries is a fertile, deep, well-drained sandy loam. They are grown successfully on lighter sandy soils as well as on heavy clay. All of the soil types are made more suitable by adding organic matter, whether in the form of stable manure or green manure crops. Adequate moisture is very essential. Organic matter added to any soil types increases the water-holding capacity. Some soils are naturally springy, others may have plenty of moisture by reason of a low elevation and high water table.

In regions where late frosts are frequent, a slight slope is desirable to give good air drainage. A southern slope, being warmer, will start growth quicker and bring the crop into bearing earlier, but for that very reason is more subject to late frosts. A northern slope, on the contrary, will be later, but less likely to be injured by late frosts. On sites where erosion starts quickly, the rows should be planted with the contour of the slope rather than up and down. In regions where late frosts are not usually a serious factor, many fields of low elevation make ideal strawberry sites. This is especially true of the Coastal Plains section where the soil is largely of the sandy loam type and by reason of the low elevation has a water table fairly close to the surface. In these areas open ditches properly managed usually give satisfactory drainage.

If land that has been used for hoed crops is selected, it will simplify the problem of keeping weeds and grass out of the strawberry patch.

Although several successive crops of strawberries are sometimes grown on the same land successfully, it is not considered good practice and the site should be changed every few years if possible.

Sod land should be avoided if possible, as the white grubs winter over in such land and cut off the young plants soon after they are set the following spring. If you have no other land available, plow it in the fall, harrow it during the winter and early spring as often as you can, and many of the grubs will be killed out.

Preparing the Land

As with other crops, a loose friable soil in a good state of tilth is desirable for strawberries. In fact, on land that is moderately fertile a good mechanical condition of the soil may be just as important as an extra application of manure or fertilizer.

The roots of strawberry plants rarely penetrate further than one foot into the soil. It has been found that 90% were in the top six inches of soil with 73% of the roots in the top three inches. This emphasizes the importance of having these few inches of top soil in as good condition as possible for best results.

The matter of drainage, moisture-holding capacity and fertility are the important factors to

consider. If selected the previous year, a green manure crop can be plowed under in the summer and an early winter cover crop such as rye planted and plowed in early spring. Stable manure applied to the previous crop is still good for strawberries, although it can be applied to advantage in the winter or spring before planting. The land selected should be plowed in early spring. If stable manure is to be used it should be spread broadcast on the land just after it is plowed. If the land used is fairly heavy clay which would make it difficult to get the manure disced in thoroughly, it may be better to plow it under. Then the land, either with or without the manure, should be disced thoroughly and harrowed to level it so that a nice, soft, even planting bed is available.

Green Manure Crops Help

"We have never found a way to secure high yields of strawberries unless the soil is well filled with organic matter." So says Mr. R. A. Van Meter of the Massachusetts Experiment Station. We agree with that. Many green manure crops are available to help build up the organic matter. For summer crops peas, beans, some clovers, lespedeza, sowed field corn, or a rank growth of weeds and grass may be used. For winter crops, rye, wheat, oats, etc., are good. The legumes are best if you can get a heavy crop. We like best for this latitude, cow peas for summer, rye for winter. We recommend for you the crop that will make the heaviest growth. All of them should be turned under when they have the greatest amount of green growth and before maturing seed. Green growth rots quickly and the absence of seed makes cultivation simpler for the crop following.

Soil preparation for strawberry plants starts so early in the spring that a winter cover crop should be selected which makes the largest amount of root and top growth in the fall. Where strawberries are to be set early the following spring we prefer rye to any of the other crops mentioned. After a heavy sod has been grown the rye sod should be disced before plowing in order to get the ground in finer condition and make cultivation simpler for the strawberry plants.

Set Plants in Spring -Early

Early spring is the logical, natural, and most successful time to set strawberry plants. Don't neglect setting some plants this spring, 1940, if you want a crop in spring or early summer, 1941. Fall planting (even if plants live) will mean little or no crop until the season of 1942.

Everbearing varieties, even more than others, should be set early in the spring because they bear their best crop in the summer and fall of the same year and need the best possible start.

How Early?

Just as soon as weather permits getting ground ready. In the South, February, March and early April. In the middle states, March and April. In the Northern states, April. Also, the first half of May in late seasons and in states far north.

Why so Early? Experience has taught that strawberries live better and grow better if they can become established early in the spring while the soil is still cool and moist. Late set plants are more likely to run into hot, dry conditions which make good results unlikely if not impossible. Furthermore, investigations have shown that runner plants made early are much more fruitful than those made in late summer or fall. Early spring planting, therefore, tends to promote a larger percentage of highly productive, early set runner plants. If ordering plants be sure to order early enough so that they can be at hand as soon as the ground is prepared. Results of experimental studies on the growth and development of strawberry plants near Washington, D. C., published in 1930, showed high growth rates for plants during days where average daylight temperatures were from 63 to 75 degrees F., while lower or higher temperatures slowed up the rate of growth greatly. This checks with the experience of growers who know that strawberry plants often start out in spring and make a very rapid growth until the first hot days of midsummer. Then the growth is checked until the cooler days and nights of late summer and early fall. This indicates one more reason for early setting to give the plants full advantage of the favorable growing temperatures of late spring and early summer.



Too shallow Just right Too deep

Care of Plants

Set plants on arrival if possible. It will help if roots of the plants can be dipped in water and allowed to "plump up" for some time before setting. If plants have become quite dry and withered in transit it will help to let them stay in the water for two or three hours, perhaps longer. When this is done, however, they should be set fairly soon after being taken from the water. At any rate have them thoroughly moistened and plump when planting. If anything prevents immediate planting and the weather is cool, the top of the crate should be taken off and the plants loosened in the crate, still keeping the roots covered with the packing material. Placed where it is cool, plants will keep like this for two or three days on early shipments. When plants are received late and lots of growth has been made, or where longer delays in setting are unavoidable, plants should be heeled in in some shaded or protected place. Dig a V-shaped trench, open the bundles, spread them out in thin layers with buds just even with the surface of the ground, then firm the soil back against the roots of the plants. If necessary several layers of plants can be heeled in the same place with one or two inches of soil between each layer. Wet the soil and plants thoroughly when

heeling is done. A covering of straw or other mulching material will protect these plants in case it gets quite cold before setting can be done.

If cold storage facilities are available nearby, plants received early can be kept for several weeks in excellent condition in case weather conditions have prevented immediate setting. It may be better to keep them this way and set them when ground can be put in good condition than to set them at once in land that has not been properly prepared. A small lot of two or three hundred plants could be kept in fine condition for many days in the family refrigerator or ice box if there is room.

Clipping the Roots

Some growers clip the roots of strawberry plants before setting. If not cut too short it does no harm. However, it is not necessary nor helpful if you can get the roots of the plants in the soil without being doubled up. It is better to clip the roots somewhat than to have them doubled up in the ground. Where a horse-drawn transplanter is used it is probably better to clip the roots anyway to expedite handling the plants unless they are very small.

Distance to Plant

We recommend setting plants in rows $3\frac{1}{2}$ to 4 feet apart, or even as much as $4\frac{1}{2}$ feet if the soil is very fertile. The plants should be set 15 to 30 inches apart in the row, depending on the variety, the condition of the soil, earliness of setting and the vigor of the plants used. If these things are all favorable, free growing varieties can be set safely at least two feet apart, but if set late in the season when the plants have become weakened with new growth and blossoms, or if the soil is not in good condition they should be set as close as 15 inches to 18 inches apart to insure a good stand.

In small garden plots or where the hill system is used, distances can be varied to suit individual plots. 7,000 plants per acre is a safe number to calculate for larger plantings.

Plants Required for Various Planting

Distances

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
$3\frac{1}{2}$ ft. "	18 "	8,297 "
$3\frac{1}{2}$ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. "	20 "	7,128 "

Methods of Setting Plants

Where commercial fertilizer is to be used under the plants, rows should be run out 3 or 4 inches deep with a one-horse plow, the fertilizer drilled into these rows and thoroughly worked in. Then the soil should be thrown back into these furrows and again leveled off. Where considerable acreages are planted, a horse-drawn transplanter such as is used for sweet potatoes, tomatoes, tobacco, etc., is often used. To do a good job this way, however, requires skill and experience, if the crowns of the plants are to be left at the proper level with the roots extending straight into the ground and not set on a slant, oftentimes near the surface of the ground. This method requires a driver, two operators and another man to walk behind to fill in missing plants, reset those too high or too low and to firm the soil around the plants. A spade, trowel or dibble are the tools most often used in setting plants. Where one of these is used, they are set down the prepared row with the roots of the plants spread out as much as possible and the bud of the plant just at the surface of the ground. It is also important to press the ground firmly against the roots and to see that dirt is filled in near the crown of the plant so that the top of the roots will not be left exposed. (See sketch for proper depth of planting.) Where the fertilizer is not put under the plants, the rows can merely be laid off with a marker and the plants set by any of the methods suggested down the marked row instead of down the fertilized row.

Avoid Late Setting

Late in the season plants have produced a heavy foliage growth. This drains the vitality from the roots and in hot, dry seasons especially

will make them dry and withered by May 1st or soon after. In setting plants with a heavy top growth, when roots are set at the proper depth the long, large stems and leaves make the plants seem top-heavy and there is a tendency to set the plant too deep. If the plants are to live the buds must not be covered and the soil must be pressed firmly about the roots. When the weather is cool and soil conditions are good, such late-set plants generally prove satisfactory. If soil conditions are bad it is almost impossible to get a good stand and growth. We know of several experiments by the U. S. Department of Agriculture and State workers where plants have been dug in March while they were still dormant and put in cold storage. They were held at 32 degrees F. and taken out at intervals for planting. In every case such storage plants have proved better than freshly dug plants after April 15th and far better after May 1st. Where storage facilities are available we recommend this practice for those who cannot usually set plants by May 1st or earlier.

Manure and Fertilizer

Chemical fertilizers are not always needed. Soils that are naturally fertile and have had frequent applications of stable manure may not need the addition of any chemical fertilizers. A rank healthy growth of plants with vigorous, dark green foliage is evidence that the fertilizer is not needed. **Barnyard manure supplying humus, nitrogen and some mineral elements is the best fertilizer for strawberries.** It should be applied broadcast and disc'd into the soil before plants are set. On very heavy soils it may be best to plow it under. Equally satisfactory results are usually had if a heavy application has been made to the previous crop.

As a plant grower and starter we use about 700 lbs. per acre of a mixture composed of 1500 lbs. dissolved (acidulated) bone and 500 lbs. Superphosphate. We have had very fine results from this mixture put in the drill and thoroughly mixed with the soil before plants were set. It can safely be applied broadcast but it is not as effective as putting it under the plants or using it as a side dressing soon after plants have started growth in the spring. Other organic forms of nitrogen like tankage or cotton seed meal would be satisfactory in this mixture. The formula should be fairly high in both nitrogen and phosphorus. Salts of nitrogen and potash should never be put on where they come in contact with the roots of strawberry plants. These materials in complete fertilizers have killed many plants in the past, the dying out occurring throughout the summer as the plants become gradually weakened. Wet weather and thorough mixing with the soil tend to lessen the chances of injury.

Fertilizers for fruiting beds are most effective when applied in late summer or early fall. During the last of August we use about 600 lbs. per acre of a mixture made up as follows: 200 lbs. nitrate of soda, 200 lbs. sulphate of ammonia, 200 lbs. tankage, 200 lbs. fish, 1100 lbs. dissolved bone, 100 lbs. muriate of potash. It is most important that foliage be thoroughly dry when applications are made and that any which lodges on the leaves be brushed off promptly. Applications in late summer tend to aid in the development of fruit buds, strong crowns and large leaf area per plant. Spring applications are not recommended except where land is very poor or where the plant growth has been weak the preceding fall. Where spring applications are made they should be put on before growth has started. It is sometimes best to make spring applications on two year old beds where the fruit buds formed may be plentiful but vigor not up to standard.

As a substitute for the fertilizers recommended in either late summer or fall, tankage, fish, cotton seed meal, or any other organic nitrogen can be used very successfully. Nitrate of Soda acts the quickest of anything but is more likely to burn unless care is used in its application.

Fertilizer elements. We believe that most soils have sufficient potash for strawberries naturally present in them or left over from fertilizers applied to other crops. It is contended in some places that good results have been obtained by its use. We have included 2% of potash in our summer application for insurance only. We have never seen any direct benefit

from its use. A fairly high percentage of phosphorus should be included in any fertilizer application for strawberries. Tests generally have shown a good response to its use. Nitrogen is the most important fertilizer element for strawberries. Contrary to popular opinion, the proper amount of nitrogen does not make berries softer except as it makes them larger. An excess of nitrogen will make berries softer and more subject to rot. The main reason for recommending late summer applications to fruiting beds is that the nitrogen is used in stimulating fruit bud formation and strong crown development rather than a rank vegetative growth which is more likely from spring applications.

For Everbearing strawberries, fertilizers should be similar to those for standard varieties except that three or four applications can be made during the summer and fall to help increase size and quantity of berries ripening during that period.

Soil Acidity and Lime

Strawberries grow best in a soil that is slightly acid. They grow satisfactorily in soils running from slightly sweet to moderately acid. They will hardly grow at all in soils that are moderately sweet or very acid. For those familiar with pH tests for soil acidity we can say that the optimum is from 5.7 to 6. The range of satisfactory growth is from 5 to 7 and they will survive within a range of 4 to 8. Experiments in Virginia and elsewhere demonstrate that strawberries will thrive under more acid conditions if there is a large content of organic matter. Where strawberries have been planted on soils that are quite sweet Ammonium Sulphate should be substituted for Nitrate of Soda in fertilizer applications. If lime is to be used to correct a very acid condition we would prefer to have it applied to the previous crop or at least during the fall preceding spring setting.

Even though strawberries are known as an acid soil crop, yet some soils are so acid that an application of lime will be of great help. On the other hand, unless excessive amounts of lime have been added, very few soils need be avoided on account of their lime content.

Cultivation

Uncover the buds. The plants should be cultivated and hoed soon after they have started growth after being set out. It is very important at the first hoeing to uncover the buds of any plants which may have been planted too deep or have become covered after planting. If this is not done very early many of these plants will die. Most of them will not recover in time to amount to anything even though they might live all summer. On heavy soils this is even more important and in some cases is the biggest single factor in failing to get a good stand of vigorous growing plants.

Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down the grass and weeds. It is not necessary to practice deep cultivation. A depth of one to one and one-half inches is deep enough for the hoe, or perhaps slightly deeper with the horse cultivator. Frequent cultivation should be given even though weed and grass growth is not a serious problem. It is important to remember also that two cultivations made in time are much more helpful and much less work than one made after grass and weeds get bad.

Surveys of many strawberry fields have shown that the fields which received frequent hoeing and cultivation made larger, stronger fruiting beds and a better crop of berries. We have found this to be especially true in getting a good bed of Chesapeake and other varieties which normally do not make many plants.

Cutting the Blossoms

Blossoms should be removed from newly set plants as soon as they appear. To allow them to set berries and mature them involves a drain on the vitality of the plants. Removal of blossoms aids the plants in overcoming unfavorable conditions and in starting growth and runner production quicker, as well as helping Everbearers develop the vigor required to produce

a crop of fruit so quickly after being set. This has much added importance when the extra fruitfulness of early formed runner plants is considered.

Training

We believe the well spaced matted row is the best system for getting the largest crops of the best berries. From four to six plants per square foot are ample for fine results. If it can be done economically it will pay berry growers to use some method which will prevent thickly matted rows.

Advantages of Spacing

Fields that have been restricted to a maximum of six to eight plants per square foot of row have the following advantages over fields where plants are very thickly set.

The total yield will be larger.

The berries will be much larger in average size.

They will stand wet weather with less rotting. Berries will not run down in size as fast, especially in dry seasons.

Mulching materials can be used more effectively.

Conditions for perfect pollination of the blossoms are more favorable.

Berries are better in quality.

Berries are easier to pick, resulting in less over-ripe berries.

Spacing will pay if the cost can be kept fairly low.

Spacing Methods

Spacing, to be profitable must cost less than the increased returns. With this in mind we suggest that growers should not be too fussy about exact distances in spacing. However, some attempt should be made to restrict the number of plants when their number becomes excessive. The following simple practices have been found helpful.

Much spacing and thinning can be done when the plants are hoed without very much extra cost. A better job is done if those who do the hoeing can be made to realize that extra plants over four to six per square foot are nothing but weeds and are just as harmful.

Growers should avoid close horse cultivation after runners have formed to prevent crowding late set runners back into the row.

If the row is kept open wider rows will mean more good berries. After the desired width of the row has been obtained, late runners on the sides may be cut off with a rolling cutter attached to the cultivator.

After the early plants which form the spaced rows have become established, a light rake or harrow may be dragged across the beds to pull late runners to the sides of the row. They can then be cut off with the rolling cutter run first on one side of the row and then the other. Some commercial growers are using this method with free growing varieties like Blakemore and Dorsett.

Mulching

A mulch is applied for one or all of several reasons: First, to guard against winter injury to roots and crowns by protecting them from the extremely low winter temperatures. Second, to avoid lifting the plants by the freezing and thawing of the soil in winter. Third, to keep the soil cool and moist and to retard or check growth of weeds and grass during the season when fruit is being produced. Fourth, to keep berries from being spattered with dirt by rain during fruiting season. Fifth, by delaying blooming it tends to prevent injury by frost in the spring.

Time of Application. Experiments have shown that plants gain in hardiness during the winter and are much more resistant to low temperatures in March than in November. Thus the mulch can be applied early and removed early even before the last freezes are over unless it is left to delay blooming either to escape late frosts or to aim for a better late berry market.

Dr. Roberts' experiments in Wisconsin, reported in 1933, indicated that the common practice of applying the mulch after the ground is hard frozen makes the work easier but may be too late to be fully effective. He obtained complete protection from an application made before

first freezing weather but much injury to both crowns and roots from an equally heavy application **two weeks later** after a freeze had occurred.

Generally speaking, mulches are not needed for winter protection South of Washington, D. C. Also the danger from partial smothering is greater unless watched carefully. In some sections of the South a mulch of light straw or pine needles is applied after cultivation in the spring to give the other benefits of mulching if winter protection is not needed.

The amount of mulch required varies from one to four tons per acre. In removing the mulch the larger amounts should be raked up and removed from the field. The smaller amounts may be pulled to the center between the rows with enough left on them to work down between the plants in the row.

The practice of leaving a mulch on to avoid late frosts involves much risk, and should be attempted only by experienced growers or on a small scale.

Materials. Wheat straw and marsh grass are considered the best materials, but rye, pine needles, coarse strawy manure and various kinds of hay roughage can be used to advantage. A good practice is to use the materials which are readily available at a reasonable price.

Irrigation

Various forms of irrigation are used by growers in different sections. **Any method which economically supplies needed water**, especially just before fruiting time, **will be helpful** and worth while for strawberries. However, it is not necessary for good results. Most of the good berry crops in this country are produced on good strawberry land that has been well filled with organic matter by the addition of stable manure or green manure crops.

Perfect and Imperfect Varieties

All our varieties except two have perfect flowers and will bear satisfactory crops when planted alone. Only Sample and Haverland have imperfect blossoms. They should have some perfect variety of the same ripening season planted among them—at least one row in three or four rows.

Spraying

Spraying is not usually necessary in growing strawberries successfully. Care in buying healthy plants and in selecting varieties immune or resistant to diseases and insects is much more important. When disease and insect troubles do occur we will be glad to help if we can. A service folder describing symptoms and control measures for some of the more important troubles has been prepared. This will be mailed on request. We suggest, however, that growers who are having serious trouble with their berries should get in touch with their county agent who should be familiar with local problems. These could not be covered adequately for all sections in any general circular.

For the Small Garden

600 lbs. of fertilizer per acre means about 1 lb. for each 20 feet of row.

Canvas irrigation hose adequate for small berry or vegetable gardens, can be attached to regular garden hose, using city or home water supply.

In setting, hold the plant against the straight side of opening made with spade or trowel. Fill in loose dirt on the other side and pack firmly against the plant with hand or foot.

No matter how long or how short leaf stems and roots may be at time of setting—have the **bud** of the plant just at the surface.

If it is dry when you are ready to set plants turn on the sprinkler or hose and moisten the soil some before setting. This is safer than setting plants in dry soil and watering afterward.



Top prices for Fairfax berries like these

Strawberries Pay

Some growers make money with strawberries every year, and it isn't always the very large growers who grow the best crops and make the most money per acre.

OHIO

Harrison Co., Ohio, Jan. 16, 1939.—Three years ago I ordered 500 Fairfax plants from you and set them out in red clay soil. Every plant lived. I had all the berries that four families could use and sold \$105.00. It does not pay me to use my own plants. So many of them die that I don't get a good stand. I won't have many berries this year for I used my own plants instead of buying from you.—Mr. Enos Hayhurst.

NEW YORK

Otsego Co., N. Y., February 22, 1939.—I have not had the pleasure of ordering from you since I purchased Fairfax and Dorsett plants the year of introduction. Fairfax is about the one and only berry for me since that time. Dorsett never much good to me, sets too thickly. Fairfax was the only variety I grew last year. I picked about 6,000 baskets from one acre and sold same for over \$1,000. Sold nearly all at \$8.00 per 32 quart case and believe it or not many berries weighed 2 oz. I picked one berry $3\frac{1}{2}$ x $6\frac{1}{2}$. I am interested in your new Northstar.—Mr. F. L. Horning.

PENNSYLVANIA

Westmoreland Co., Pa., June 13, 1939.—I would like to know if it is too late to put in strawberry

plants. I would like to have about 3,000 Premier. I got that many last spring and we are picking berries by the load. They sure are nice.—Mrs. Wm. Simpson.

INDIANA

Union Co., Ind., April 1st, 1939.—I set 6,000 of your Premier plants four years ago and they were the finest I believe could be raised the following spring. The crop brought the best prices of any berries that spring. We netted \$600 from those plants that spring.—Mr. Walter P. Stinson.

ILLINOIS

Williamson Co., Ill., Jan. 26, 1939.—I am going to set 1,500 Catskill this spring. Set 2,000 from you in 1937. They are the berries for me. Sure had a fine crop of berries and received 20¢ per quart at home and the plants are the best I ever saw. Send me prepaid price on 1,700 plants. Want them about March 1st.—Mr. Lloyd Krantz.

MAINE

Oxford Co., Maine, Mar. 9, 1939.—I purchased 1,000 Dorsetts in the spring of 1939 and I certainly had a great stand of berries. Set them in an old garden plot, the same being such for over 150 years. You can imagine what they did. Less than one eighth of an acre and realized \$72.50 from them last year. Can't "berry" well kick.—Mr. Frank L. Teague.

Ways and Means to Paying Crops

1. **Select some of your best land for your strawberry patches.** The best paying crop deserves—and needs—the best land.

2. **Have berries every year—a year skipped is sure to be the high price year.**

3. **Set a good sized plot—1,000—5,000—10,000 plants that you can handle properly—but no more.** Don't "go crazy" and overload because of fine returns the previous year.

4. **Select the best varieties for your soil, climate and market requirements.** This berry book describes varieties fairly. On page 34, we "pick the winners".

5. **Start with good plants, strong crowns, well developed roots, true to name.**

6. **Follow good cultural practices such as suggested under "Common Sense Methods" pages 22 to 25.**

7. **Use every effort to have berries picked and handled carefully.** Careful picking is better than grading after picking.

8. **Use clean, bright crates and boxes and market as promptly as possible after picking.** Precooling helps if facilities are available.

9. **Study possible markets and make use of the ones that pay best.** Wholesale produce markets, local auctions, roadside markets, sales to grocers, restaurants, hotels, etc., sales at the farm by the quart or by the load, are all methods in wide use.

10. **Advertise.** A brand or label to identify a good pack, an ad in a local paper, a sign at the farm, or a sample to the prospective buyer, may be the means of increasing price or sales volume of good strawberries.

Who Makes Money With Berries?

1. **Commercial growers** whose main business is growing berries or who grow them as one of their main crops.

2. **Poultrymen, dairymen, vegetable growers,** and others who find strawberries an ideal money crop to work in with their main lines.

3. **Home owners** or small land owners find that berries fill the bill as an extra money crop to make use of small acreage or part time.

4. **Beginners** need not hesitate. Many folks are finding it easy, not only to have fine, healthful berries for the table, but to grow real profit plots the first time. Our 55 years of experience is available in supplying dependable information and in selling at a reasonable price good plants, full of pep and ready to grow.



Careful picking pays



CATSKILL

FAIRFAX

DORSETT

Such berries as these cannot fail to make a hit

BERRY GARDENS *Make a Hit*

All the family likes strawberries and to have big, luscious, juicy ones fresh off the vines is an added delight. They are valuable food, but many strawberries are eaten just because they taste good. Folks enjoy eating them.

They are easy on the family budget too because it costs so little to start and they mean so much on the table during picking season. If canned or preserved they help out in winter too, especially for those who have a "sweet tooth."

Everbearing gardens, with fine varieties like Mastodon, Gem, Green Mountain, and others, extend the joys and delights of fresh strawberries clear through late summer and fall until long after the first frosty weather.

The Extra Money Comes in handy too. A family garden or small profit plot of strawberries is ideal for making that Extra money which comes in so handy. Here are some reasons why.

1. **Beginners can do it easily.** By following simple instructions the beginner can often make experienced growers "look to their laurels."

2. **The work is light and healthy.** Most suitable where boys, girls and women must help. A real family job at work both interesting and profitable.

3. **Where advancing age or poor health prevent full time work,** as well as for those who have part time jobs, strawberries are most suitable for supplementing the income.

4. **Strawberries come early.** The work is done and out of the way of vegetable canning season. Berry money is in the bank before most other garden crops are harvested.

5. "Egg Money" is counted on by many farmers' wives, but many can have "berry money" who do not have chickens and cannot give the all the year around attention that chickens require.

6. **Little money is needed to start,** and a lot can be done with very little land. BUT, be sure to start with good, well-rooted, true to name plants. In our 55 years' experience we have never produced a finer lot of plants than we are offering this year, and they are very

reasonably priced. See page 35, also the special offers on page 32.

Here are reports from some folks who have nice berry gardens from Allen's plants—and enjoy them.

Whole Family in Favor of Growing Strawberries

Delaware Co., New York. March 14, 1939. Two years ago my mother bought for me 50 each of Fairfax, Catskill, Dorsett, Chesapeake, Gem and Mastodon. The plants were the finest I have ever seen. We had more berries last summer than ever before. We expect to keep on growing strawberries as the whole family is very much in favor of it. The plants grew splendidly. I like Gem better than Mastodon and expect to increase my plantings of them. Strawberry shortcake after the regular season was past was quite a hit around here. The berries were all the best ever and sold very readily. I couldn't keep up with the orders or begin to. We picked 300 quarts. I found your book very helpful and wish to thank you.—Mrs. Gilbert Stewart.

Berries Sold at Good Price

Fulton Co., Ill. April 19, 1939. Received plants in good order, wonderful plants. Many thanks for promptness. Had a good crop of berries picked the earliest in years. Got good price, 25¢ for first 100 quarts. Ended with an 18¢ market.—Mr. W. F. Grollwitz.

Beginner Makes It Pay

Morgan Co., Ind. Jan. 5, 1939. Last spring we sent you an order for 500 Gem and 500 Mastodon. We sold \$29.25 worth of Gems and \$17.30 worth of Mastodon. We had quite a lot of dry weather. This is our first experience with the Ever-bearing.—Mr. J. C. Hughes.

Allen's Plants Paid!

Randolph Co., Mo. April 22, 1939. I feel like writing you a few words of appreciation and praise of the 200 strawberry plants, Premier, Fairfax, Catskill and Gem. Plants arrived in first class condition, on time. I had very little experience in raising strawberries and I was doubtful if I could grow any at all. I just placed an order in faith in your word, and say! Am I pleased? Ordered 200 plants and now have 200 plants living, just the finest ever, 20 days later.—Mr. W. C. Parsons.

Dorsett, Fairfax and Catskill Win Again!

Queen Annes Co., Md. April 28, 1939. I had the largest berries in this section last season, 1938. Dorsett, Fairfax and Catskill. I did well on what berries I sold of these three varieties.

Sold on local market for 15¢ per box the season through. Had 30 24-quart crates which netted me \$105.00.—Mr. Casper L. Newcomb.

1½ Quarts Per Plant—Excellent!

Somerset Co., N. J. April 24, 1939. I bought 100 plants of you two years ago and last year picked 147 quarts.—Mr. W. Walter French.

Fine Yield—Premium Price!

Berks Co., Pa. March 1939. The 100 Dorsett and 100 Catskill I bought in the spring of 1937 turned out wonderful. I picked 185 quarts of berries last spring, receiving 25¢ per quart for most of them and not less than 15¢ for the rest, which is wonderful for this section.—Mr. Milton M. Ochs.

Always Safe With Premier

Roanoke Co., Va. March 23, 1939. Strawberry plants arrived in good shape. I am very much pleased with them and have had good luck with the other plants that I got from you. I have better luck with the Premier than any other kind of berry I have tried. It is the best market berry.—Mr. F. P. Duvall.



As tasty
as candy,
and better
for health



ALLEN'S PLANTS *Will Pay You*

BECAUSE they will live and grow and thrive and bear fine crops of Big Beautiful Berries. Behind every order for Allen's Plants is 55 years' experience in growing and selling fine strawberry plants. This insures not only all the fine things mentioned below, which any good plants must have, but also that extra something which is a real part of the best of any product.

1. **Allen's Plants are well grown.** Produced in good, well drained sandy loam soil, the plants can be removed with a minimum of injury to the roots. It is almost impossible to get plants up with satisfactory roots from heavy clay soils, especially if it is dry.

2. **True to Name.** Careful handling, knowledge of varieties, and roguing if necessary, enable us to send you the kind you want and pay for.

3. **Full count of good plants** is assured by our system of grading out weak, poorly developed ones. Not all varieties make large plants, but each will be a good plant of the variety.

4. **Careful handling** keeps plants from exposure to sun and wind and thus they retain a full measure of vitality and "pep."

5. **Clean and straight.** Plants with dead leaves and runners removed, bunched evenly with roots straightened makes setting easier, quicker and better.

6. **Proper packing** enables the plants to reach you in good growing condition, fresh and moist, but not rotten nor dried up.

7. **Promptness.** Plants are usually shipped within a day or two of date specified, although bad weather may occasionally hold up shipments for a few days.

8. **Prices for Allen's plants are low enough** so that no one, even the most economical, need take a chance on plants of less certain quality. They are high enough to insure a grade of plants to satisfy the most particular. They will live and grow and bear fine crops.

Allens' Plants Do Live and Grow and Thrive

As these growers have learned

3,000 Miles and Every Plant Growing

Sonoma Co., Calif. April 20, 1939. The strawberry plants I bought of you surely were fine plants and in the pink of condition. Every plant is growing.—Mr. E. Eby.

Plants, Packing, Promptness—All O. K.

Weld Co., Colo. April 18, 1939. Received your letter of the 15th, also the nice healthy looking plants. Thanks to you for getting them to me forthwith. If these true to name strawberry plants don't grow it won't be the fault of the plants. My Catskill and Dorsetts that I purchased from you folks are really doing fine. Sure did produce some big berries last year.—Mr. J. G. Ophardt.

100% Alive!

Lincoln Co., Mo. May 13, 1939. Many thanks for the order of strawberry plants which were received nearly a month ago. Very rainy weather prevented me from setting them immediately, but so far they seem 100% alive and are doing well.—Mr. B. H. Cleaver.

Plants Looked Small—But They Came On Fine

Berrien Co., Mich. January 23, 1939. I received your Book of Berries and was glad to get it. I was not very well satisfied with the 6,000 plants last spring when I first got them. I thought they were pretty small. It was very dry and cold when I received them. I set out the next day and it still stayed cold and for ten days, and I thought they were all dead, but it finally rained and warmed up and they came on fine. Don't think I lost fifty plants in all, and they are sure fine. I think I have the finest patch in the country. I may set 2,000 this spring, one of Fairfax and one of Blakemore and if I set them I shall send to you for the plants.—Mr. Ralph Shepard.

Greatest Praise in Southern State

Harrison Co., Miss. May 10, 1939. I want to thank you for those fine strawberry plants you sent me last November. They are such fine berries and have had the greatest praise. One farmer even said that he has never seen such fine berries in this section of the country.—Mrs. Ethel M. Terrell.

Never Saw Finer Crop of Berries

Cumberland Co., N. J. February 23, 1939. In 1937 I ordered plants of you and in the spring of 1938 I picked the finest crop of berries from them that I ever saw. They were the talk of the countryside. They brought the highest market price.—Ann M. Prout.

First Attempt Very Successful

Monmouth, Co., N. J. May 22, 1939. This past April I ordered 3,000 plants from you. To date

have not lost a single one. I have never raised strawberries before.—Mr. William Molzon.

Splendid Plants in Good Condition

Dutchess Co., N. Y. May 8, 1939. To date every plant we bought from you lived and shows good promise. They were splendid plants and received in first class condition. Thank you for your courtesy and also for the check for surplus postage.—Mr. Paul S. Roesch.

Nice Big Plants—And They Lived!

Carteret Co., N. C. May 15, 1939. I sure do appreciate strawberries you sent me. They have lived the best I ever saw. I think two died out of the one hundred seven plants. They are big nice plants.—Mr. Leo T. Gaskins.

Fine Plants—Quick Service—Doing Splendidly!

Licking Co., Ohio. May 20, 1939. The plants are doing splendidly although it has been very dry since I set them out. We had a good rain last night and I fail to see a dead plant. Thank you for your quick service and fine plants.—Mr. F. L. Warman.

Credits Allen's Fine Plants for Excellent Results!

Lackawanna Co., Pa. June 23, 1938. A year ago this spring I ordered a quantity of berry plants from you, namely Fairfax, Catskill and Chesapeake. Upon arrival (and by the way in excellent condition and exceptionally fine plants) I planted them on a piece 75 ft. x 80 ft. They did very well and grew a large number of runners during last summer and fall. I am really happy to advise that we have picked about 800 quarts from these vines and the finest quality and largest berry seen in this section. The credit for these excellent results, I am sure, belongs to you for having furnished and recommended the very fine plants.—Mr. T. G. Babcock.

Always Successful With Allen's Plants!

Perry Co., Pa. January 25, 1939. Please quote prices for 500 Premier strawberry plants postpaid to my home. I've always used Allen's plants with success.—Mr. S. C. Clouser.

Full Count of Good Plants

Montgomery Co., Pa. April 27, 1939. Strawberry plants came on the 27th and were set immediately. Were in fine shape. Must have had about 650 for the 600 ordered.—Mr. A. K. Rothberger.

Nice Plants Bring Repeat Orders

Culpeper Co., Va. April 8, 1939. The plants I got from you last year were the nicest I ever saw. That is why I had to order some more.—Mr. L. W. Latham.



"More of our thrifty Premier plants"

Collections for Your Convenience

ALL SEASON STRAWBERRY GARDENS

<p>DORSETT —For luscious Early berries</p> <p>FAIRFAX —Second early—Finest quality</p> <p>CATSKILL—Medium to late—largest and most productive</p> <p>GEM —Most dependable Everbearer</p>	}	<p>COLLECTION A (4 lbs.) \$1.00 100 plants (25 of each)</p> <p>COLLECTION B (8 lbs.) \$1.75 200 plants (50 of each)</p> <p>COLLECTION C (16 lbs.) \$3.00 400 plants (100 of each)</p>
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EVERBEARING GARDENS

<p>GEM —The little giant Everbearer</p> <p>MASTODON—The universal Everbearer</p>	}	<p>COLLECTION D (4 lbs.) \$1.10 100 plants (50 of each)</p> <p>COLLECTION E (8 lbs.) \$1.80 200 plants (100 of each)</p>
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DEPENDABLE PROFIT PLOTS

<p>DORSETT</p> <p>FAIRFAX</p> <p>CATSKILL</p>	}	<p>COLLECTION F (22 lbs.) \$3.25 600 plants (200 of each)</p> <p>COLLECTION G (50 lbs.) \$6.75 1,500 plants (500 of each)</p> <p>COLLECTION H (90 lbs.) \$13.00 3,000 plants (1,000 of each)</p>
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These collections are recommended especially for states in the latitude from Virginia and Missouri northward, and in higher altitudes farther South.

Premier, the hardiest variety of all, may be substituted for Dorsett in any of these collections if you request it.

These prices are f.o.b. Salisbury, payment with order. Add postage figured from approximate weight given and parcel post table on page 33. The larger collections (400 plants or more) will go cheaper by express collect.

ALLEN'S PLANTS *or* YOUR OWN

IN his letter, published on page 26, Mr. Enos Hayhurst of Harrison Co., Ohio, says, "It does not pay me to use my own plants, so many of them die that I don't get a good stand. I won't have many berries this year for I used my own plants instead of buying them from you."

It is true that in digging your own plants you save the actual cost of plants and transportation. It is equally true that in doing so you lose in some or all of several ways.

1. You decrease your own crop with every row you dig. This loss counts up fast if the rows are at all thin or spaced as they should be for best fruiting.
2. Digging and cleaning plants with inexperienced help is expensive. If the soil is heavy or dry and hard it is very expensive.
3. It is almost impossible to dig plants from hard soils without breaking off many of the roots. These short-rooted plants will not usually live and grow as well as our full-rooted plants dug from loose sandy loam soil.
4. A change of soil and climate often has an invigorating effect on plant growth. There is sometimes a very marked gain.

5. Allen's well cleaned plants, evenly bunched and with roots straightened, make setting easier, quicker and better.

From actual experience Arthur T. Nelson of Bristol Co., Mass., says: "I received the 1,000 Premier strawberry plants in fine condition. They are the best that I ever bought. I used to think that buying plants was too expensive, but when one considers the time saved it is the cheapest way."

In Westchester Co., New York, Mr. George M. Temple has reached the same conclusion. "Three years ago I purchased 800 strawberry plants from you, Dorsett, Fairfax, Catskill, Premier. Also some Mastodon. From the main crop berries I picked the first bearing season 674 quarts from 800 plants and two severe thunderstorms spoiled approximately 70 quarts which were not picked. I never before had seen such plants or quantity and quality of berries. The excellence of your plants leads me to order from you again for my new bed rather than use my own stock of new plants, believing it cheaper and more profitable to do so."

Instructions to Purchasers

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

Packing. No extra charge made for packing at prices quoted on page 35.

Time of Shipment. We ship plants from November 1st to May 1st. See paragraph on page 22, "Set plants in spring—early."

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

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

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

When to Order—And How to Ship

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

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

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

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

With zone rate published here you can easily calculate the amount of postage to send. **Be sure to send enough postage as any excess will be returned.**

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

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

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

PICKING THE WINNERS

Early Premier

The frost proof berry. A sure cropper under all conditions. Very productive, very profitable, widely adapted. Holds many records for yield and profit. Planting Premier is playing safe.

Fairfax

Highest quality of all. Very productive—beautiful, large berries, becoming dark when full ripe. Buyers come back for more. Best for home garden, very profitable for quality trade.

Dorsett

Most profitable early berry we have ever grown. Under favorable conditions equals Premier in productiveness, size, beauty. Much better quality, but not as widely adapted. **BLAKEMORE** (light and quite tart) is a fine early shipping berry grown mostly from Maryland and Delaware South. **FAIRMORE** is a high quality shipping berry well worth trying. **NORTHSTAR** has great beauty, large size, high quality. Try in North only and on good land.

Midseason Catskill

Has never missed a crop with us. Heaviest producer of all. More quarts of large berries than any other kind. Good quality, good shipper, fine appearance. Sells with Dorsett, Fairfax, Chesapeake. Widely adapted from far north, south to latitude of North Carolina and Missouri. Catskill is the best midseason berry.

Big Joe

Ranks next to Catskill as a midseason berry. Fine quality for the home garden, often fine profit for many growers. Berries large size, beautiful. **PATHFINDER**, new, very productive. Fine reports from Connecticut, New Jersey. **DRESDEN**, also new, very productive. Best reports to date, New York, Connecticut. Both highly recommended for trial.

Late Chesapeake

The aristocrat of strawberries. Where it grows well no late variety will surpass it as a profit maker. Equally good for shipping, local market or home garden. If your soil does not suit Chesapeake, plant **LUPTON** for a large late shipping berry, **WM.**

BELT for high quality, **Gandy** for extreme lateness.

Everbearing Mastodon

Most popular and widely grown Everbearer. A strong grower. Berries large, good quality, good shippers, excellent for home use and most generally used when planting for profit.

Gem

A newer variety. With us far better than Mastodon. More productive, more profitable, berries prettier, better shippers, equal in quality. Try Gem. It is the most dependable everbearer.

Green Mountain

Most vigorous of the Everbearers. Very productive, good quality, fine appearance, best in cool climates and on heavy soils.

DELIVERED PRICES ON REQUEST—We hope that berry growers who may be uncertain about transportation costs will send us the list of varieties and quantities they are interested in. We will be glad to quote delivered prices.

Price List for 1940

Description Page	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	1000 Plants	5000 Plants
Early Varieties								
10 Bellmar	\$.25	\$.40	\$.65	\$1.10	\$1.50	\$1.80	\$4.00	\$17.50
9 BLAKEMORE25	.40	.60	1.00	1.35	1.60	3.50	15.00
10 Clermont30	.45	.75	1.30	1.80	2.20	5.00	22.50
11 Daybreak30	.45	.70	1.20	1.65	2.00	4.50	20.00
10 Dr. Burrell25	.40	.65	1.10	1.50	1.80	4.00	17.50
8 DORSETT30	.45	.70	1.20	1.65	2.00	4.50	20.00
6 FAIRFAX30	.45	.75	1.30	1.75	2.10	4.75	21.25
11 FAIRMORE30	.45	.70	1.20	1.65	2.00	4.50	20.00
10 Howard 1730	.45	.70	1.20	1.65	2.00	4.50	20.00
10 Missionary25	.40	.60	1.00	1.35	1.60	3.50	15.00
10 NORTHSTAR40	.60	1.00	1.70	2.40	3.00	6.75	32.50
4 PREMIER30	.45	.70	1.20	1.65	2.00	4.50	20.00
10 Senator Dunlap25	.40	.65	1.10	1.50	1.80	4.00	17.50
10 Shelton65	1.10	2.00	3.60	5.10	6.40	15.00	—
10 Southland30	.45	.75	1.30	1.80	2.20	5.00	22.50
Midseason Varieties								
15 ABERDEEN25	.40	.65	1.10	1.50	1.80	4.00	17.50
14 BIG JOE30	.45	.70	1.20	1.65	2.00	4.50	20.00
12 CATSKILL30	.45	.75	1.30	1.75	2.10	4.75	21.25
15 Culver30	.45	.75	1.30	1.80	2.20	5.00	22.50
15 DRESDEN50	.90	1.50	2.70	3.60	4.40	10.00	—
15 Eleanor Roosevelt50	.90	1.50	2.70	3.60	4.40	10.00	—
15 Glen Mary35	.50	.85	1.50	2.10	2.60	6.00	27.50
14 PATHFINDER30	.45	.75	1.30	1.80	2.20	5.00	22.50
Late Varieties								
17 AROMA25	.40	.65	1.10	1.50	1.80	4.00	17.50
16 CHESAPEAKE30	.45	.75	1.30	1.80	2.20	5.00	22.50
15 Gibson30	.45	.70	1.20	1.65	2.00	4.50	20.00
15 Haverland (Imp.)30	.45	.70	1.20	1.65	2.00	4.50	20.00
17 Hebron65	1.10	2.00	3.60	5.10	6.40	15.00	—
17 LUPTON30	.45	.70	1.20	1.65	2.00	4.50	20.00
17 New York40	.60	1.00	1.70	2.40	3.00	7.00	32.50
15 Parsons Beauty30	.45	.70	1.20	1.65	2.00	4.50	20.00
15 Sample (Imp.)30	.45	.70	1.20	1.65	2.00	4.50	20.00
17 WM. BELT30	.45	.70	1.20	1.65	2.00	4.50	20.00
Very Late Varieties								
17 GANDY30	.45	.70	1.20	1.65	2.00	4.50	20.00
17 *GREEN MOUNTAIN50	.90	1.50	2.70	3.60	4.40	10.00	40.00
17 Orem30	.45	.75	1.30	1.80	2.20	5.00	22.50
Everbearing Varieties								
20 Champion40	.60	1.00	1.70	2.40	3.00	6.75	32.50
21 GEM40	.60	1.00	1.70	2.40	3.00	6.75	32.50
21 *GREEN MOUNTAIN50	.90	1.50	2.70	3.60	4.40	10.00	40.00
20 MASTODON40	.60	1.00	1.70	2.40	3.00	6.75	32.50
20 Progressive40	.60	1.00	1.70	2.40	3.00	6.75	32.50
20 Wayzata	1.50	2.50	4.00	7.50	10.50	13.00	30.00	—

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

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

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

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

All our varieties have perfect blossoms except Haverland and Sample.

CATSKILL

Productive, profitable. Best
midseason to late berry



The W. F. ALLEN CO., SALISBURY, MD.



FAIRFAX

Finest quality
of all.