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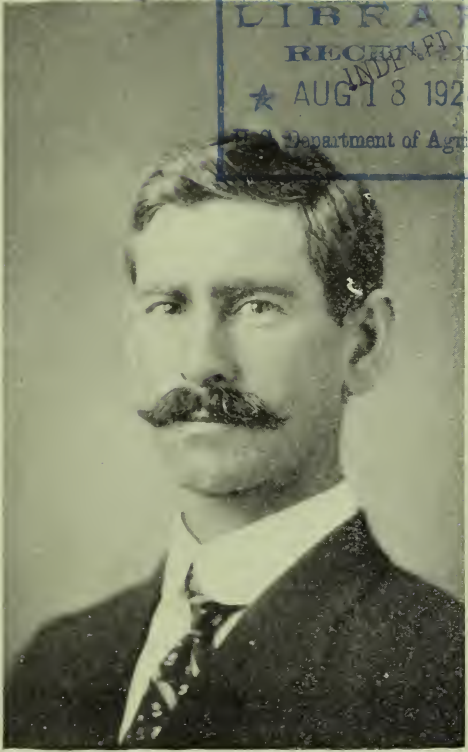
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ALBERT F. ETTER,

Founder of Ettersburg Experiment Place on the Mattole river six miles west of Brice-land, Humboldt County, Cal., and originator of the Ettersburg family of strawberries.

TO THE PUBLIC.

Introduction.—Heretofore the introduction of a new variety of strawberries meant simply a variety differing but slightly from dozens of the same general family or species. The work that has been done at Ettersburg, wherein several new species never before used in strawberry breeding have been used in hybridizing, has been such a radical departure from the ordinary that an entirely new epoch has been opened up in the strawberry world. So different are these new strawberries from the ordinary type that it has been deemed appropriate and admirable to give them a distinct family name so as not to confuse with the ordinary type of standard varieties in general cultivation.

The Ettersburg Family of Strawberries.—In honor of the place of their origination it has seemed most appropriate to name this big new family of strawberries the "Ettersburg" family. For the present at least the various varieties that belong in their distinct new family will be designated by number, thus: "Ettersburg No. 80," "Ettersburg No. 121," etc.

In this style of nomenclature this new blood introduced will be readily held separate and apart from the varieties in general cultivation. The new blood that is blended in the Ettersburg strawberries is the Peruvian Beach or Sand strawberry and the Cape Mendocino

Beach strawberry. Both of these are classed as *Fragaria chiloensis*; but they differ widely in type. A third specie used is the *F. californica* or wood strawberry in varying type indigenous to the coast of California. Another specie used is the Wild Alpine strawberry from Europe. Along with the blended blood of these four heretofore unused species there has also been used the various types among common cultivated varieties.

Results Obtained.—The results that I have obtained by this original work that has been going on for over 25 years have been the creating of strawberries of distinctly new and unique qualities, such as flavors, and berries of solid or cling-core type. This type of berry gives the canner a strawberry that will not break up in the process of canning. Another feature added in some sorts is a calyx cup or hull that readily parts from the berry with little abrasion of tissue. New colors and late blooming and holding the fruit clear of the ground are other unique qualities developed. But perhaps the greatest and most valuable departure from the ordinary type is the great vigor and constitution of the plants. The most noticeable difference is the heavy, leathery, heat resisting foliage, as different from that of the ordinary type of strawberry foliage as canvas differs from gingham. This type of foliage alone would make the plant drouth resisting; but the root system of the plants is as remarkable as the part above ground. The results are that we have a type of berry that will thrive and produce abundantly under conditions of heat and drouth where all varieties of the ordinary type score a failure.

A Comparison.—As to making a comparison of the fruit of the Ettersburg strawberries with that of the ordinary type, I do not know that I could do better than to make the following statement: In the season of 1910 I had a bed of plants 18 months out that contained over forty choice standard varieties of ordinary strawberries and all the best of my hybrids developed up to that time. Cultivation and weather conditions were perfect to produce fruit on all to the best excellence of their type and variety. Yet it is a fact that no visitor found even one of the named sorts that would class among the best for general quality and flavor in particular.

Possibilities in Future Developments.—With the new blood added in the Ettersburg family of strawberries it is only reasonable to suppose that the possibilities of producing many new, unique and valuable varieties must follow as night follows the day. Among ordinary varieties the best we have is the selection among millions of seedlings. In the Ettersburg family 15 varieties have been selected out of about 6,000 plants that represent the sum total of my work up to 1909. Another lot of 5,000 seedlings that fruited for the first time in 1912 confirm my previous opinion that remarkable varieties would be developed. One of these new seedlings surpasses in exquisite flavor anything I have ever tasted heretofore in strawberries. Another is a prodigy of productiveness that is remarkable. Everything would indicate that the work I have been doing must mark a distinct epoch in the strawberry world.

The Varieties Now Offered.—In going into

the strawberry plant market I wish it distinctly understood that I have no plants to sell of any varieties not of my own origination. My object is to get the wherewith out of my long years of experimental work to carry it on and develop what is obviously before me. What I have to offer has done remarkably well here on my grounds, and I can conscientiously recommend them for trial elsewhere. If I desire to know what a variety will do here I must give it a trial. Nor do I feel that I am able to tell anyone just what my varieties will do in another locality.

My plants are as fine as can be grown anywhere, and from December to April are the best months to ship. I will have all orders packed under my personal supervision and they will be guaranteed to reach their destination in good condition for growing. My prices are as reasonable as the class of plants I offer could be expected. Three years hence I will have a number of new varieties to offer that are not now listed. My ambition is to carry the work on I have so well laid the foundation of, giving the world something newer and better than it has enjoyed before.

199. - DESCRIPTION OF VARIETIES OFFERED.

Ettersburg No. 80.—A seedling of Sharpless x Parry of the third generation was crossed with the Peruvian beach, or sand strawberry, producing "Rose Ettersburg." Rose Ettersburg was crossed with californica, our native wood strawberry, producing No. 3, a berry of no value. No. 3 was crossed with a hybrid from Rose Ettersburg and the Cape Mendocino beach strawberry and produced a remarkable line of seedlings, though neither parent was

of any particular value. In only 48 seedlings of this cross there were selected eight varieties of promise for further trial, five of which were passed for propagation—Nos. 80, 84, 91, 111 and 112.

* No. 80 is the largest and solidest berry of these five sorts. It is very productive of fine red berries that are of large size and have a large clean cut green calyx or hull. The blossoms are very large and the runners very strong. The plant is extra vigorous and deep rooting and the foliage leathery. In the fall of the year the young foliage is of a bluish cast. The fresh fruit is of fine dessert quality, and for flavor as a canned berry it is the very best, a deliciousness I have found in no other variety. It is red, and red to the center, and will not break up in processing, but it has not that deep stain in the juice or the husklessness of No. 121, but it is a great canning sort, nevertheless. I regard No. 80 as about the best of all my hybrid strawberries for trial everywhere.

70, 71 **Ettersburg No. 84.**—A sister plant to No. 80. Has a conical berry that is extra well flavored but more juicy than No. 80 and not quite so good canned. Color a deep glossy red, a profuse bearer and as a deep rooting sort it is at the head of the list. Foliage is very large, coarse, leathery and resistant to heat. Blossoms are more susceptible to frost injury than most other hybrids, but they are late in coming out. Like No. 80, the blossoms are often larger than a silver dollar.

70, 71 **Ettersburg No. 91.**—Sister plant to No. 80. A medium sized deep blood red berry that is





Showing Growth and Productivity of an Ettersburg Variety

remarkably juicy and deliciously flavored. Has a rather adherent husk and too soft for a market berry, but on account of its high dessert quality and productiveness it is a good home berry. Fine flavor and color canned, but goes much to juice. This is the berry some people say has a flavor smacking of a Black Tartarian cherry. Very drouth resistant and one of the very best to produce crops of fruit under slack cultivation.

✓ **Ettersburg No. 111.**—A sister plant to No. 80. Of more dwarf growth than the three preceding, and the late summer and fall growth has a bluish cast. Almost as drouth resistant as No. 84, and more productive. While No. 84 leans to the Cape Mendocino beach type in structure of berry, No. 111 leans to the old Sharpless type, but the flavor is very good. Not rated as a good canner, but in this respect is fully the equal of ordinary varieties. Gives every indication of being an all summer bearer if irrigated.

+ ✓ **Ettersburg No. 112.**—Sister plant to No. 80. In No. 112 we have a berry that in plant appearance is very similar to No. 111, but the berry has that deep glossy appearance from the beach parentage. Berries very large and borne in very large trusses. It has that peculiar high quality in flavor that is found only among the hybrids of Chiloensis blood. Possibly the equal of Nos. 80 and 84 in quality as a dessert berry, but not the equal of No. 80 canned, as it is not quite so meaty and slightly more fibrous.

✓ **Ettersburg No. 76.**—This is a Michel's Early-Rose Ettersburg seedling crossed with the

Cape Mendocino beach strawberry. It is a unique sort that has a very large berry and a truss that is sometimes 18 inches high. The old sell about crossing the strawberry with the milkweed and thus getting strawberries and cream off the same plant is here worsted by about two points. For in No. 76 we have a strawberry that is almost red, while the flesh of the ripe fruit is a creamy yellow and very sweet as if sugared, and to cap the joke it has a distinct banana flavoring. The variety is quite productive and one of the curios in the strawberry family.

✓
+ **Ettersburg No. 94.**—In No. 94 we have one of the eccentrics in strawberry hybrids—a white Alpine crossed with a hybrid Rose Ettersburg-californica. With all the white blood in its parentage it is an intense brilliant scarlet that fairly glistens, while the seeds are a deep golden yellow, sometimes shading to crimson on the sunkissed side of the berry. I have always rated it as about the most beautiful berry I have among all the hybrids. In flavor it is also eccentric. None of its parents were acid berries, yet it is strongly acid. The quality otherwise is good as a table berry or a market berry, but it is fibrous and goes to pieces in canning. The plant is a strong grower, tolerably drouth resistant as compared with ordinary varieties and it is productive.

✓ ✓
Ettersburg Nos. 114 and 116.—These two are sister plants to the No. 94 and have fine large red fruit that is quite tart in flavor. They are in most respects similar to No. 94. No. 116 shows strong tendency to being everbearing where moisture is available.

✓ **Ettersburg No. 79.**—A Michel's Early-Rose Ettersburg hybrid that was again crossed with the Cape Mendocino beach strawberry. This is an extra high quality of deep red color. It is only of medium size, but the trusses are very large and the calyx easily removed. A favorite for quality and likely a continuous bearer. Plant is a strong grower and foliage good.

✓ **Ettersburg No. 71.**—A white or light pink berry that in shape is almost globular. It picks readily without the husk adhering. The size is very good and very uniform, but the fruit is soft and juicy and not very sweet. It is a very productive sort, and when canned goes much to juice and is white, but the flavor is better than most red varieties in common use. On account of its color the birds are less inclined to take it than red berries. A vigorous grower, but not a good drouth resister as compared with most other hybrids.

✓ **Ettersburg No. 89.**—A hybrid Marshall x Cape Mendocino beach. Dark green leathery foliage and inclined to make massive plants. Exceedingly productive and of fair flavor. Color deep to dark red. Conical in shape and very uniform and good size. Easily husked, solid and a good canner. Produces less runners than any of the other hybrids and is one of the most productive. Inclined to favor a clayey soil.

✓ **Ettersburg No. 121.**—No relation to anything in cultivation, and exceeds all other varieties in high quality and solidity. It is the one that always tastes good regardless of how many other varieties one may have tasted. It is a hybrid of the wild Alpine crossed with the

Cape Mendocino beach strawberry and is a good all round berry. It is vigorous and has fine glossy green foliage. The blossoms are produced in great profusion and appear later than those of almost any other variety. It not only produces well where well cultivated, but has produced a crop under neglected cultivation where nearly all other varieties failed. The berries are almost globular and deep glossy red, and red to the center, so red in fact that they stain the hands of the pickers like raspberries. The variety is readily picked without the husk, and is exceedingly solid. As it grows here it is of good acidity and sweet as well, and of a flavor that asks nothing of odds from any berry I ever tasted. Of only medium size and very uniform both in size and shape. An unique berry.

✓ **Ettersburg No. 108.**—A remarkably vigorous, productive, pink fruited, evergreen, drouth resisting variety. It is from a hybrid Rose Ettersburg-californica crossed with the Cape Mendocino beach strawberry. It is rather soft and of pronounced beach type in many respects. It will succeed under trying conditions where many other varieties would fail.

✓ **Ettersburg No. 93.**—A sister plant to No. 80. Fruit deep glossy red, of medium size and extra fine flavor. Berries not very firm, but it is one of the favorites on account of its fine flavor that some people say resembles a cherry. It is one of the varieties that last season produced a good crop of berries without any cultivation. With cultivation it is one of the most productive. Foliage is glossy and effectually shields the fruit from the hot sun. About as

resistant to drouth as any, and recommended for the home garden as a berry for use fresh rather than for preserving.

✓ **Ettersburg No. 88.**—A native *Fragaria californica* x Wm. Belt. A high class canning berry that is of medium size and deepest red color. It will not break up in canning and it is a berry with plenty acid, making them especially desirable for preserves. Taking from the californica side of its parentage it is remarkably early and a continuous bearer. It is only moderately vigorous and not more drouth resisting than ordinary sorts. Would probably do well in a rather cooler climate than we have here, and adapted to a clayey soil.

✓ **Ettersburg No. 75.**—A Michel's Early x Rose Ettersburg-Cape Mendocino beach. Brilliant red, and red to the center. Moderately firm and of good quality. Productive of good sized fruit and a splendid grower. Moderately resistant to drouth as compared with such varieties as Nos. 80, 84, etc.

✓ **Ettersburg No. 200.**—A remarkably productive hybrid between Senator Dunlap and Peruvian Beach strawberry. The berries are a very delicate light pink color with seeds set in deep depressions, so deep that when one looks at the berry only the seeds directly facing are visible. The fruit is of medium size and of a flavor like Peruvian Beach. In 1910 the only plant of its kind in the world had 250 ripe berries at one time. One of the most unique and the most profusely productive strawberry I ever saw. The foliage is rather small, dark green, glossy and leathery. Recommended only as a unique novelty in strawberries for the home garden.

Rose Ettersburg.—A third generation Sharpless-Parry x Peruvian Beach. Fruit very large and always true to shape. Light pink to rose color and of exquisite fragrance. So great is the fragrance that once when a package of these berries was packed in Lamarque roses, the fragrance of the berries had so completely overcome the odor of the roses that when the roses were presented to a young lady who knew nothing of the fact that strawberries had been packed with the roses, exclaimed that the roses smelled just like strawberries. The Rose Ettersburg is exceedingly productive and vigorous, and despite the color it has a quality of flavor that many people prefer to any other strawberry. The fact is, it belongs to a type of its own, and while some people will like it, others will not like it because it is not like other strawberries. Again others will like it because it is different from other strawberries and gives variety. A bed of the Rose Ettersburg here produced at the rate of eight tons per acre without irrigation.

PRICE LIST.

		Doz.	100
Ettersburg	No. 80.....	\$1.25	\$5.00
"	" 84.....	1.15	4.50
"	" 91.....	1.00	4.00
"	" 111.....	1.15	4.50
"	" 112.....	1.15	4.50
"	" 76.....	1.15	4.50
"	" 94.....	1.25	5.00
"	" 114.....	1.00	4.00
"	" 116.....	1.00	4.00
"	" 79.....	1.15	4.50
"	" 71.....	1.00	4.00
"	" 89.....	1.25	5.00
"	" 121.....	1.25	5.00
"	" 108.....	1.00	4.00
"	" 93.....	1.15	4.50
"	" 88.....	1.00	4.00
"	" 75.....	1.00	4.00
"	" 200.....	1.15	4.50
Rose Ettersburg	1.15	4.50



Ettersburg Strawberries

A Few Testimonials

When something new comes into the world the average person feels that he can well afford to await developments and let the other fellow try it out. Last year when I issued my little booklet telling about Ettersburg strawberries few people were willing to believe, even though I told nothing but plain, honest facts. I don't know that it is strange that the ordinary person is unwilling to believe that there could be something distinct and new in the strawberry world, because so many new things brought before the public are grossly exaggerated and misrepresented. Time and again new varieties of strawberries have been introduced as distinct from ordinary sorts, but when they are tried out they prove the same old thing we have been cultivating for years.

So, when I wrote of creating a whole new family of strawberries, unlike those in cultivation, not one person in a thousand was willing to take my word for it. Strange, you think. The *raison* is nothing strange about it. People, whether high or low, can stand in their own light and look as wise as owls, and the world goes on just the same. Only a few years ago, from the topmost rungs of the ladder of botanical science, the originator of the mutation theory, the great Dr. Hugo de Vries of the University of Amsterdam, Holland, said that none, even Burbank himself, could make anything new in strawberries. That the "form limit" had been so thoroughly worked out that to make anything distinctly new in strawberries was impossible.

"Study Nature, not Books," was the motto of the great naturalist, Louis Agassiz. It was by the study of nature, not books, that the Ettersburg family of strawberries was produced. Not within university walls, but amid the wilds of nature, in the mountains and wooded canyons of southern Humboldt County, California, far from the beaten paths of the busy world.

"A man can't be a prophet in his own country" 'tis often quoted. One of the best horticulturists in Humboldt County is Charles H. Thomas of Briceland. He is one of my neighbors, being only ten miles distant. Like others, he did not believe my claims for Ettersburg strawberries. He proclaimed himself a "Doubting Thomas," and said "You must show me." If he would visit Ettersburg in June, I promised I would make a walking advertisement of him. He came, and here is his testimonial:

BRICELAND, Cal., June 18, 1913.

Mr. Albert, F. Etter, Ettersburg, Cal.

My Dear Sir—Having this day been shown through your strawberry experiment place, I am pleased to say that I have been astonished almost beyond belief by what I have seen. I have been growing strawberries for thirty years with the best plants I could buy, and have visited the best berry sections of the United States, but I have never seen anything to compare with your berries in either size, color, productiveness or flavor. Were I to tell what I saw at your place, no one would believe the facts, and I consider that I have learned more today about these berries than I ever knew before. Would advise every one who possibly can to visit your place and see for themselves. And by all means to plant some of these new strawberries. Very truly yours,

C. S. THOMAS.

Mr. Thomas sees a big future for these berries, and has already placed his order for several thousand plants to set on his place in Briceland.

The following is the confession of a skeptic. Mr. Pedrick is an old time school teacher of Ferndale, and taught the Coffee Creek school for several terms just after Albert F. Etter "graduated," or, to be more exact, quit school to study nature:

FERNDALE, Cal., June 29, 1913.

Mr. Albert F. Etter, Ettersburg, Cal.

My Dear Sir—I hasten to comply with your request to write you a letter giving my impression of your work in the propagation of the strawberry.

I visited your place last week, and by your kindness was permitted to sample every important variety of strawberry on your place. To say that I was astonished is to put it mildly. I had thought all along, in common with most people, perhaps, that strawberries were pretty much the same; that is, having varying degrees of sweetness or sourness. But you soon dispelled that feeling. I am certain you have not exaggerated the merits of any of the berries which you have described in your little booklet. On the

contrary, you have told the simple truth, and it does me good to say so. Nowadays it is rather too usual for every one who has anything to sell to exaggerate its merits. You have adhered strictly to the truth, and I am certain that you will profit thereby when people find out that your word may be depended upon.

To find berries with a banana flavor, or the flavor of a Black Tartarian cherry, is certainly enough to convince the most skeptical.

You are welcome to use this letter or any part of it to convince other skeptics, as I was before visiting your place.

Very truly yours,

W. L. PEDRICK, Teacher.

In January, 1912, Col. John P. Irish of Oakland, Cal., purchased some Ettersburg strawberry plants of me. Col. Irish is one of the best known men in California, and he is known personally by thousands from San Diego on the south to Siskiyou on the north. This is what Mr. Irish says:

1904 Adeline St., Oakland, Cal., Aug. 6, 1913.

Dear Mr. Etter—Last year I put out a few of your new strawberry plants of Nos. 80, 84, and 112. The results were as far beyond my expectation as they were in excess of your prospectus. If any have the preference, it is No. 80, but they are all strong growers, the strongest plants I ever saw, and great croppers. The fruit, more than any cultivated berry I have ever known, carries the flavor of the wild berry. Its size is fine and the crop lasts longer than any berry I know. In the proper season I want to get from you some more No. 80, for I have kept the plants from running.

Very truly,

JNO. P. IRISH.

Mr. R. B. Hale, "Father of the Panama-Pacific Exposition," and a member of the firm of Hale Bros., Inc., of San Francisco, Oakland, Sacramento and Stockton, tried out eight varieties of Ettersburg strawberries at his country place at Ross, Marin county, and writes of his success as follows:

San Francisco, Cal., July 23, 1913.

Mr. Albert F. Etter, Ettersburg, Briceland P. O., Cal.

Dear Mr. Etter—In response to your letter of July 23d, asking what success we have had with your strawberry plants in Marin county, I am pleased to advise that the plants were very thrifty and produced a large crop of delicious berries. Wishing you success in your experimental work, I am,

Yours very truly,

R. B. HALE.

Last June, Mr. S. G. Aggeler, a former school teacher of Humboldt county, and now one of Ferndale's leading merchants, spent two weeks at Ettersburg, and contributes the following testimonial as to Ettersburg strawberries:

Ferndale, Cal., Sept. 10, 1913.

Mr. Albert F. Etter, Ettersburg, Briceland P. O., Cal.

Dear Mr. Etter—This letter complies with your request to tell the public my impressions of Ettersburg strawberries. In June, 1913, I spent two weeks at Ettersburg, most of the time in Mr. Etter's strawberry field. I have known Mr. Etter practically all his life, and have been quite familiar with his work for several years. Nevertheless, I was filled with astonishment and wonder at his marvelous achievements in strawberry culture for new and unique qualities.

I can vouch for the truth of every statement in his catalog. So will anyone else who has visited his place in June and examined the berries as they grow on his grounds. I was greatly impressed with the number of varieties he has and their wide variation in flavor. I found flavors most exquisite and unique, such as I never dreamed of finding in strawberries. Their productiveness is a marvel to me, and the length of life these berries have after they become ripe is a great feature, indeed. The weather was warm, in the 90's every day, yet I saw No. 80's that had not been picked for ten days, yet only now and then did I in picking find berries that were overripe. Their resistance to heat is great, their canning qualities superb, and they seem little affected by rain on the ripening fruit. Wishing you every success in your splendid work in breeding new and better varieties of strawberries from our native species, I am,

Very sincerely,

S. G. AGGELER.

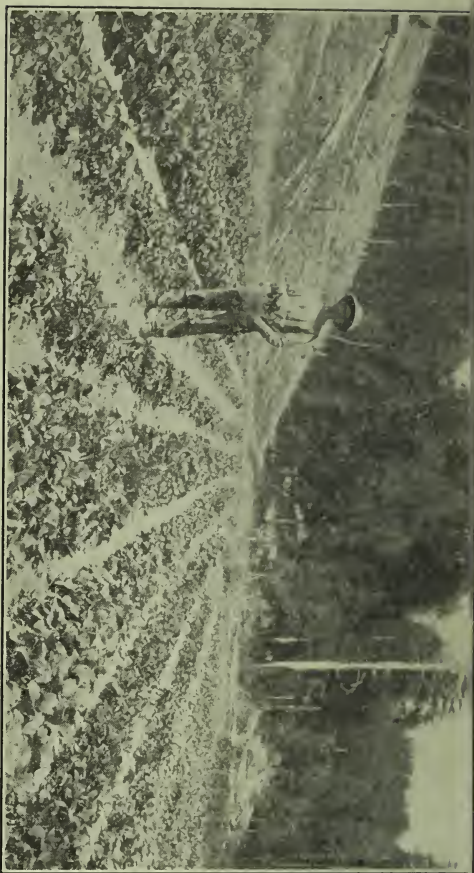
Mrs. E. Durst of Petaluma writes as follows:

Petaluma, Cal., June 19, 1913.

Mr. Albert F. Etter, Briceland, Cal.

Dear Mr. Etter—During a visit to Humboldt county in June, I had the pleasure of a visit to Ettersburg, the home of Albert F. Etter, of strawberry fame. I had heard many complimentary comments on the fame of Ettersburg strawberries, but must say that they must be seen and eaten to be appreciated. The varieties are innumerable, and the flavor wonderful in quality and variety. Being familiar with the berries that reach the markets of the largest cities of this coast, I can say that I have seen nothing to compare with these new hybrid strawberries as they grow at Ettersburg. They are superb. Wishing you every success, I am, very sincerely,

MRS. E. DURST.



The large plants are Eitersburg, No. 80. The smaller rows are of ordinary varieties.