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Indexed

1923

CATALOG

1923



**Explanation and Illustration of MAYER'S Vigorous True Strain  
Strawberry Plants. MAYER'S PLANT NURSERY,  
Bohemian Nurseryman, Merrill, Michigan**



*Above Plant Roots, 7½ to 14 inches Long  
Mayer's Vigorous True Strain*

State of Michigan, County of Saginaw—ss.

I hereby certify that every strawberry plant I grow on my nursery are grown in bed rows 56 inches apart, and plants set 24 inches apart in the rows.

MAYER'S PLANT NURSERY,

M. Mayer, Jr., Proprietor.

Subscribed and sworn to before me, a Notary Public, this 20th day of November, 1922.

(Seal) JOHN R. DUFTY,

Notary Public in and for Saginaw County, Mich.

My commission expires March 4, 1923.

I hereby certify that every picture in this issue are photos taken from true scenes of my nursery.

MAYER'S PLANT NURSERY,

M. Mayer, Jr., Proprietor.

Subscribed and sworn to before me, a Notary Public, this 20th day of November, 1922.

(Seal) JOHN R. DUFTY,

Notary Public in and for Saginaw County, Mich.

My commission expires March 4, 1923.

I hereby certify that I have fertilized by my method with stable manure every acre planted to strawberries for nursery purposes in spring 1922.

MAYER'S PLANT NURSERY,

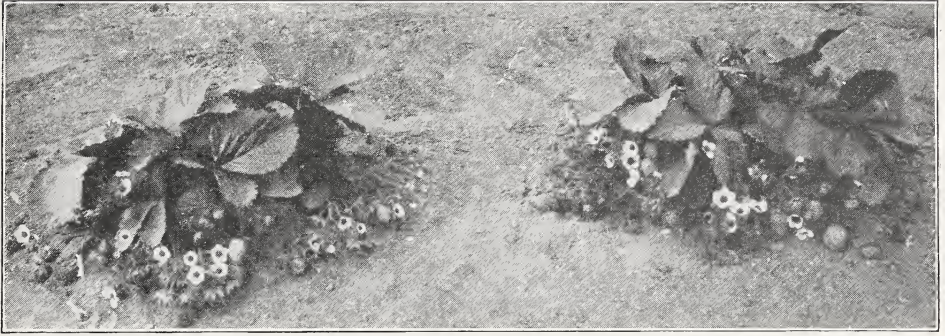
M. Mayer, Jr., Proprietor.

Subscribed and sworn to before me, a Notary Public, this 20th day of November, 1922.

(Seal) JOHN R. DUFTY,

Notary Public in and for Saginaw County, Mich.

My commission expires March 4, 1923.



*Progressive Variety, Mayer's Vigorous True Strain*

### Friends and Customers



LIFE is the progress of great things. Without it there would be no passage of time. Everywhere is life in its many forms and divisions. All because of some great love and wisdom. I believe man is the highest creation in life. Then further down the line is fruit, and among fruit are strawberries. I am especially interested in strawberries and the wonderful nature in culture of plants. To go back again to human life, it is said of it the more you put in it the more you get out of it, which is very true. Then why should not this same principle be true in strawberry plant culture? At Mayer's Plant Nursery work of life experience is put into the world's most true to nature vigorous strawberry plants. It is my personal effort not to let good enough alone, for most each day brings new visions of something higher for constantly upward improvement in plant nature over the past. True nature strain of vigor in strawberry plants are given only by men of ability who grow strawberry plants only. I specialize in strawberry plants only on my own nursery in the very best adapted strawberry plant soil in northern Michigan. We had plenty of rain this summer, and I wish my customers and friends could see my blocks of strawberry plants, as they are now in full maturity. The quality of my plants for 1923 will be the best I ever offered to my customers, for crowns are larger and roots longer and heavier, with most possible vigor in every root. Now, I believe you know the value of strawberries, both when grown for commercial use and for family use, and that you believe with me strawberries have the highest value of all small fruit. I am the second largest exclusive strawberry plant grower in Michigan, and the largest in northern Michigan, and I believe best able to give prompt service at all times, for at Merrill we have plenty of labor, along with my experienced labor. I express many thanks to my customers and friends all over this good United States of ours for all past favors, and may I be favored with your order? I assure you No. I stock and stock which would be very hard to equal in size, vigor and productiveness. Best wishes to all, I am,

Very truly yours,

M. MAYER, JR.,  
Bohemian Nurseryman.



MAYER'S PLANTS PRODUCE AND MAKE MONEY



*Large Load of Manure on Way to My Nursery*

### Propagating Strawberry Plants

To the best of my knowledge, I am the only nurseryman in the United States growing strawberry plants in rows fifty-six inches apart. And leaving all young plants to establish themselves and grow as far apart as it is possible for proper cultivation. When strawberry plants are grown in rows too close and young plants become too thick in row, a large per cent of plants will not be properly developed in crown of plant and will not blossom in fruiting season. I assure my customers one hundred per cent of my plants will blossom vigorously, say nothing of the added vitality by growing them in properly prepared soil with especially prepared stable manure. My stock grown my way reaches true nature with vigorous growth, which stands for most productive power of my true strain strawberry plants. Northern latitude in which my plants are grown adds hardiness to plant—they are best. The above facts are true, and there is no use trying not to believe true facts which actually exist.

### Northern-Grown Plants

It is a pleasure for me to receive the many good remarks about my northern-grown dormant plants. I have many customers in the following states: California, New Mexico, Texas, Arizona, Missouri, Kansas, Arkansas, Florida, Mississippi, Alabama, Georgia, Louisiana, and many other southern states. Northern dormant plants are best; they have more vigor, will make a better growth, and are more productive. They can be planted from three to six weeks later in all southern states.

### Number of Plants Required to Set An Acre

Plants 18 inches by 3 feet.....	9,680
Plants 18 inches by 3¼ feet.....	8,297
Plants 24 inches by 3½ feet.....	6,222
Plants 24 inches by 4 feet.....	5,445
Plants 30 inches by 3½ feet.....	4,356



*Sen. Dunlap Variety*  
*Mayer's Vigorous True Strain*



*S. L. Champion Variety*  
*Mayer's Vigorous True Strain*

### **Planting and Preparing Soil**

The best results are obtained from early spring planting in most all states. Plants should be set in moist soil. When soil is too wet or too dry do not set plants. Heel them in the soil. Keep them slightly moistened and in a little shade. The plants should be set as soon as soil can be properly prepared. A very thorough preparation of soil before planting will save many future disappointments. Also an aim should be to render rich soil, well drained soil, mellow soil as free from weeds as possible. There is no dread of weed or keeping soil in good condition if proper cultivation is given beds before and after planting. It is from strawberry beds which have been planted under good conditions I receive wonderful reports of yields from my vigorous true strain plants.

### **Digging and Packing**

We begin digging and shipping in March. First shipments go to southern or warmer states. Plants are carefully dug, nicely trimmed, counted and tied twenty-six in a bunch. Experienced packers place plants in properly dampened moss in crates, baskets and parcels, assuring you best possible delivery of plants. Generally season continues to about May 10th.

### **Sale of My Plants**

Through this, my little business book, is the only way my true strain vigorous stock is offered you. I have no salaried agents. But many of my customers buy my stock in large quantities and resell to their friends at agent's prices.



MAYER'S PLANTS PRODUCE AND MAKE MONEY



*Above Plant Roots 7½ to 17 inches Long  
Mayer's Vigorous True Strain*

### Reference

We do hereby state that Mayer's Plant Nursery of Merrill, Mich., is owned and operated by Michael Mayer, Jr., a man who has made a success in his undertaking, doing a very large and extensive strawberry plant business, which he built up through his own personal efforts. His nursery and himself personally are well known to us. He stands very high both as a man of ability and honesty. We do believe anyone wishing to buy strawberry plants from him will place their interest in good hands and will be ably cared for. State Bank of Merrill, Mich., John Dufty, Cashier and Mngr. Second National Bank of Saginaw, Mich., R. T. Maynard, Vice-President. Post Office, Merrill, Mich., R. W. Doyle, Postmaster.

### Guarantee

I guarantee all plants to be No. 1 and true to name. I guarantee all deliveries to reach customers in good growing condition if shipped by express or insured parcel post. If there are any complaints I will refill order with like varieties or refund purchase price of order. But I do not hold myself responsible for failure, after delivery of plants in good growing condition. My above guarantee surely should please you. In shipping season I have between fifty and sixty men and women getting your plants ready for shipment. About all are experienced laborers, and I have the highest confidence in them for doing their work one hundred per cent. I am here to please my customers always.

### Testimonials

The Mayer family deems it a pleasure receiving and reading your testimonial, and always feel that it is your duty in writing us your testimonial at any time you wish. I do not publish testimonials, as many do. My space is limited, but you can have as many testimonials as you wish for asking.

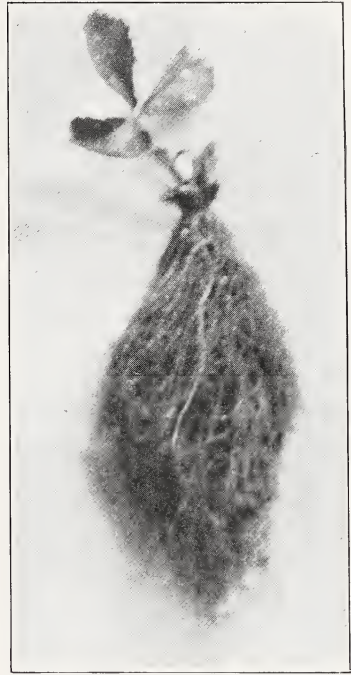


*Large Field of Plants on My Nursery. Mayer's Vigorous True Strain*





*Premier Variety*  
*Mayer's Vigorous True Strain*



*Dr. Burrill Variety*  
*Mayer's Vigorous True Strain*

### Ordering

The demand for my stock each year has grown to unexpected limits. With the exception of two years, in the past fourteen years I have always been booked up on all stock grown in early season and usually before shipping begins. There are many fruit growers who do not understand the value of an early placed order. When we receive your order early it gives plenty time for booking and correspondence, if necessary. You are sure of varieties wanted, as we book up on each variety on estimated number grown; also your order will be shipped on date wanted. In placing your order early you do not have to send all of the remittance unless you so wish. Just send what you wish as good faith and we will book your order. Please use page 15 as order sheet always, and be sure to write your name and address plainly. All prices, unless otherwise stated, are F. O. B. Merrill, Mich.

### Remittance

You can send remittance by post office money order, bank draft, express order, or your personal check. Make all remittances payable to Mayer's Plant Nursery, or M. Mayer, Jr.

### Transportation

At the reasonable prices my vigorous true strain strawberry plants are offered you will greatly offset transportation charges on your order. My plants are shipped to about every state in the United States, to many public institutions, and some foreign countries.



*My Way of Spreading Manure on My Nursery*

STATE DEPARTMENT OF AGRICULTURE  
 Certificate of Nursery Inspection  
 No. 2682

This is to Certify that I have examined the nursery stock of Michael Mayer, Jr., Merrill, Michigan, and find it apparently free from dangerous insects and dangerous contagious tree and plant diseases.

This certificate to be void after July 31, 1923.

BUREAU OF FOODS AND STANDARDS.

W. P. Hartman, Director.

East Lansing, Mich., September 26, 1922.

**Remember**

In selecting strawberry plants your agricultural college will advise: Select well rooted plants with a very thick root system and large crowns. This gives you a plant with great vitality, ready for business as soon as set and very productive.

You can buy and pay higher prices for the same varieties I grow and am offering you. But none will equal my plants for long, thick roots, heavy crowns, vigor and productiveness.

Strawberry plants store up a large amount of food in its root system. The larger the root system the easier it is for the plant to produce large crops of fruit and withstand dry weather.

I grow strawberry plants only and do it right. Through my modern methods and equipment I am able to produce strawberry plants in large quantities and at my low prices.

In the past five years I have traveled through many states and visited many small fruit sections. I found growers of small fruit very prosperous, with beautiful homes and large automobiles, and a very happy class of friends to meet. This year the Mayer family is planning a trip from Merrill to Cleveland, Ohio; to Niagara Falls, New York; then in to Canada, back in to Michigan at Port Huron and home—by auto.



*Large Field of Plants on My Nursery. Mayer's Vigorous True Strain*



*Large Field of Plants on My Nursery. Mayer's Vigorous True Strain*

### Fall Bearing Varieties

✓ **Progressive (Per.)**—It is the only fall-bearing variety well tested that succeeds in many states. The plants are healthy and very productive. The berries are medium to large in size. The flavor varies very much, depending on the soil they are grown on and the amount of sunshine when ripening. I can safely say that the Progressive variety succeeds as a fall producer with more people than any other fall-bearing variety.

✓ **Kosato (Per.)**—Is distinctly new in the fall-bearing varieties. The plants and leaves are very large, productive, and endure much unfavorable conditions. The berries are very large and of good flavor, distant from other varieties and much better testing. I advise all my customers to try a few plants.

✓ **Honeymoon (Per.)**—Just about equal in all respects to Kosato, but plants and fruit are not so large. The fruit that each individual plant will produce is enormous. The fruit is good size, quite round in shape, deep red in color and very firm. A most promising variety and you should try it.

✓ **Champion (Per.)**—You will no doubt read many good things about this new variety. It is sure a wonderful producer of extra nice berries in same season it is planted. Berries are of good average size, dark red and good flavor. I believe the Champion variety will prove successful in most every state and I advise you not to delay trying at least a few plants.

### Spring Varieties

✓ **Joe Johnson (Per.)**—Plants are extremely large and productive. Also make about right rows for fruiting. Berries are very large, attractive and sell for highest prices. A valuable variety.

✓ **Glen Mary (Per.)**—This variety is very popular with growers who are after quantity and quality. It is enormously productive of large irregular shaped berries. Berries are very firm and good shipper. It does best when planted in dry, gravelly soils. My vigorous true nature strain of Glen Mary variety will put dollars in your pocket.



*Large Field of Plants on My Nursery. Mayer's Vigorous True Strain*



MAYER'S PLANTS PRODUCE AND MAKE MONEY



*Gibson Variety*  
Mayer's Vigorous True Strain



*Howard No. 17 Variety*  
Mayer's Vigorous True Strain

**Dr. Burrill (Per.)**—It has strong, vigorous plants with long, heavy root system, which makes it a resister of drouth. Being a prolific runner maker, it is well adapted for any system of strawberry growing. I have some statements from my customers saying that Dr. Burrill at fruiting time plants are simply a mass of blossoms and fruit. Berries are large and beautiful, deep red color to the very center of the berry. Berries are a delicious flavor. Dr. Burrill thrives in all soils and climates. Large commercial growers are growing Dr. Burrill today and it is the variety you should include in your order. My vigorous strain of Dr. Burrill variety will make you money. Order early.

**Warfield (Imp.)**—A berry very similar to Dunlap in every respect, except that it is pistillate. The berries are deep dark red, very firm and adapted for canning and shipping. As a rule the plants are not quite as large as the Dunlap, and I do not believe the berries average as large, but the Warfield is generally conceded to be the most productive strawberry in existence, having proven so under severe test.

**Kellog's Premier (Per.)**—Kellog's Premier variety is in a class by itself. It produces a large crop of uniform berries, deep red and of the highest quality possible, which has made this variety famous with large and small growers everywhere. As pollinizer it is strong and the plants grow large with a heavy rooting system. My true strain makes Kellog's Premier very vigorous and productive. Beds as grown in my nursery are very beautiful. My small crop of plants of this variety and the enormous demand for plants is sufficient reason why you should place order early.



✓ **Amanda (Per.)**—This valuable old variety had many friends a few years ago, and still has in the southwest. I got my plants from a friend two years ago and have used every plant for propagating my stock at present, so have not fruited any plants so as to be able to give you my description in fruiting here. Many of my customers in the past few years have been asking for Amanda variety, and I am glad this year to be able to offer my customers true Amanda variety.



*Piles of manure after treatment ready for top dressing, just before planting. By my methods hundreds of loads each year are prepared and from 8 to 14 loads are used per acre.*

✓ **Gibson (Per.)**—A sure wonderful strawberry and a good profitable variety. I make this strong statement, but it is true. Owing to its wonderful productiveness it continues fruiting medium early to very late. Gibson is a very strong grower. My strain, with roots from eight to twelve inches long, and the quantity of fruit it produces, is unbelievable. Berries are large, beautiful dark red, which add greatly to its beauty and market value. Flavor is as good as can be found in any strawberry. Really, the Gibson berries sell themselves on all markets. The demand for Gibson plants is greater each season, and if you wish my strain in this wonderful variety you must place your order early.



✓ **Pocomoke (Per.)**—Good variety. Profitable for its enormous productiveness and also for their beauty. Plants are strong, robust growers, very vigorous and adaptable to all soils. Berries are large, very red, firm and of good flavor. I assure you satisfaction in the Pocomoke variety.

✓ **Howard No. 17 (Per.)**—The blossoms are large and have plenty of pollen. It is among the earliest of the mid-season varieties to ripen. Color is a rich red with a fine gloss. There is no berry of finer quality. The berry that is a "business berry". The Howard No. 17 has all good qualities with heavy production. In size it is among the largest grown. The Howard No. 17 has outclassed many varieties.

✓ **Michels Early (Per.)**—Many of my customers who grow Michels Early variety for early berries in many states report my strain as the best possible early variety grown. I believe it is naturally adapted to light or less feed soils. Berries are light red through, and I have heard old people say the flavor of Michels Early filled the want as wild strawberries. My strain is productive.



*Group of Planters on My Nursery*

✓ **August Luther (Per.)**—The plants are rampant growers. The berries are medium in size but the flavor is mild and especially attractive to most tastes. Ripens an immense crop in a short time, real early, and is exceedingly profitable.



MAYER'S PLANTS PRODUCE AND MAKE MONEY



*Force in Digging and Packing Season on My Nursery. No Children Allowed*

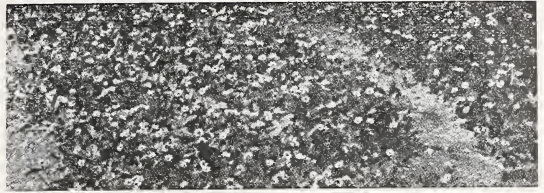
**Senator Dunlap (Per.)**—My vigorous true strain Senator Dunlap variety is more productive than any other strain of Senator Dunlap variety grown by other nurserymen. I have the reports from my customers to the above statement for many years from many states in the Union. I sell more plants of Senator Dunlap variety than any other five leading varieties, which makes it a sure proof that Senator Dunlap is the most popular variety now grown in our strawberry world. Senator Dunlap variety has made more dollars for its growers throughout the United States than any other variety ever introduced. I make this strong statement, but every word is true. I frankly say today it is the most profitable variety for you to buy. Senator Dunlap responds nobly to any kind of culture and any kind of soil. Senator Dunlap is a very heavy bearer of large-sized evenly-shaped fruit, and of a very beautiful dark red color, and the flavor is delicious. Growers of Senator Dunlap get berries that are astonishing in wonderful appearance; berries that sell themselves, and always at the highest market price. Plants are very vigorous growers and my true nature strain have roots from six to eleven inches long. Without question, demand for Senator Dunlap plants again will be above my estimate, so if you want my strain try and book your order early.

**Parson's Beauty (Per.)**—One that may be depended upon to produce a large crop of fruit. The plants are splendid growers on any soil, and without a sign of any disease. The fruit is large, conical, uniform shape, dark red. Largely planted by commercial growers on account of its vigor and productiveness.

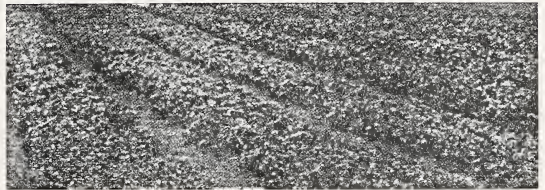
**Gandy (Per.)**—A standard late variety. Plants are vigorous and productive, do well on low, wet soil as well as on high and dry soil. Berries are dark red and very large, ripening very late. Flavor is good.



*Progressive Variety  
Mayer's Vigorous True Strain*



*Dunlap Variety in Beautiful White Sheet of Blossom  
Mayer's Vigorous True Strain*



*Warfield Variety in Beautiful White Sheet of Blossom  
Mayer's Vigorous True Strain*

**Stevens Late Champions (Per.)**—A variety largely grown in all states. The plants are very vigorous and do well in most soils. Berries may be left on vines without picking for many days; fruit is large, good color and very firm. They stand longer shipments than most varieties. Add true nature's vigor, my strain, you make no mistake in planting Stevens Late Champion.

**Aroma (Per.)**—Berries very large, late, and produced in great abundance. A very popular variety with growers and consumers. Plants grown my way in northern Michigan produce enormous crops of fruit in southern and western states.

**Brandywine (Per.)**—It is a great favorite with many growers. The fruit is deep dark red, very large and attractive; a good shipper and market variety.

**Charles I (Per.)**—New, extra early berry with me. Charles I is a good early variety. Produces abundance of large berries of good quality.

### Aster Seed

Under my instructions my boys have grown a nice block of asters for seed. My old customers know my strain and to my new friends I must say you cannot buy better seed for vigor and large blossoms double through and through. Four beautiful colors mixed. Price per package 300 seed or more 40c postpaid to any address in the United States.

### Fall Shipments

If season is favorable we begin shipping about October 10th, and continue to about December 10th. Strawberry growers in southern states plant heavily in fall of northern Michigan grown plants. Fall prices same as Spring price. Page 14.



### Price List for 1923

All below prices are for plants packed and delivered to express office or post-office F. O. B. at Merrill, Michigan. Express shipments are most satisfactory. If you wish parcel post shipments, figure exact charges on below schedule and remit with order.

#### Schedule of Additional Remittances for Parcel Post Shipments

Add to your order for every

100 plants purchased in.	1st & 2d Zone	3d Zone	4th Zone	5th Zone	6th Zone	7th Zone	8th Zone
Strawberry Plants . . . . .	\$0.10	\$0.18	\$0.22	\$0.30	\$0.36	\$0.46	\$0.55

Before making out your order, inquire at your local postoffice as to what postal zone you are located in from Merrill, Michigan. Then by referring to the above table you can easily determine the amount to add to your order to cover parcel post charges. I will not ship orders parcel post C. O. D.

Figuring this amount carefully:

	Per 100	Per 500	Per 1000	Per 3000
<b>Early Varieties</b>				
Kellogg's Premier (Per.) . . . . .	\$ 1.00	\$ 3.50	\$ 7.00	\$20.25
Dr. Burrill (Per.) . . . . .	.85	2.38	4.75	13.50
Charles I (Per.) . . . . .	1.00	2.88	5.75	15.00
August Luther (Per.) . . . . .	1.00	2.75	5.50	15.75
Warfield (Imp.) . . . . .	.85	2.25	4.25	12.00
Michael Early (Per.) . . . . .	.85	1.50	3.00	9.00
<b>Mid-Season Varieties</b>				
Senator Dunlap (Per.) . . . . .	.85	2.25	4.50	12.75
Joe Johnson (Per.) . . . . .	1.00	3.00	6.00	17.25
Gibson (Per.) . . . . .	1.00	2.50	5.00	14.25
Pocomoke (Per.) . . . . .	1.00	2.50	5.00	14.25
Glen Mary (Per.) . . . . .	1.00	3.50	7.00	20.25
Parsons Beauty (Per.) . . . . .	1.00	2.50	5.00	14.25
Amanda (Per.) . . . . .	1.00	3.00	6.00	17.25
Howard No. 17 (Per.) . . . . .	1.00	3.00	6.00	17.25
<b>Late Varieties</b>				
Stevens Late Champion (Per.) . . . . .	1.00	2.50	5.00	14.25
Aroma (Per.) . . . . .	1.00	3.50	7.00	20.25
Gandy (Per.) . . . . .	1.00	3.00	6.00	17.25
Brandywine (Per.) . . . . .	1.00	3.50	7.00	20.25
<b>Fall Bearing Varieties</b>				
Champion (Per.) . . . . .	2.50	8.00	16.00	45.00
Progressive (Per.) . . . . .	2.00	7.00	14.00	40.00
Honeymoon (Per.) . . . . .	3.00	12.50	25.00	
Kosato (Per.) . . . . .	3.00	12.50	25.00	

Prices are just as quoted. Order must be 500 plants of one variety to get the 500 rate. If you wish 5,000 plants or more of any one variety, write for special prices and always mention varieties wanted. No less than \$1.00 order accepted of any one variety. Remember I am at your service always, and if you wish any information in solving your problems write me.







*Familiar Road and Railroad Sign on My Nursery*

### **Remarks**

Every picture in this issue of my little business book is a true photo taken at my nursery. Every acre of plants are grown in the best prepared and the most fertile soil in Michigan, especially adapted for growing strawberry plants. Every mother plant is set in bed rows fifty-six inches apart and twenty-four inches apart in row. Do you receive a catalog from any nursery in this country which gives you the above true facts in sworn statements? NO. I know you don't. Your good judgment and my true explanation should decide for you to buy Mayer's world's most vigorous true strain productive strawberry plants. My little business book tells you only the truth, as did the red cow that eats green grass and gives white milk with yellow butter in it. Truth can be explained in a very few words in sale of plants. And at my prices you are not paying for attractive colored pictures.

### **Friendliness**

My little business book will be mailed free to your friends. Will you kindly write me their names and addresses on below lines? I will appreciate it. THANKS.

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