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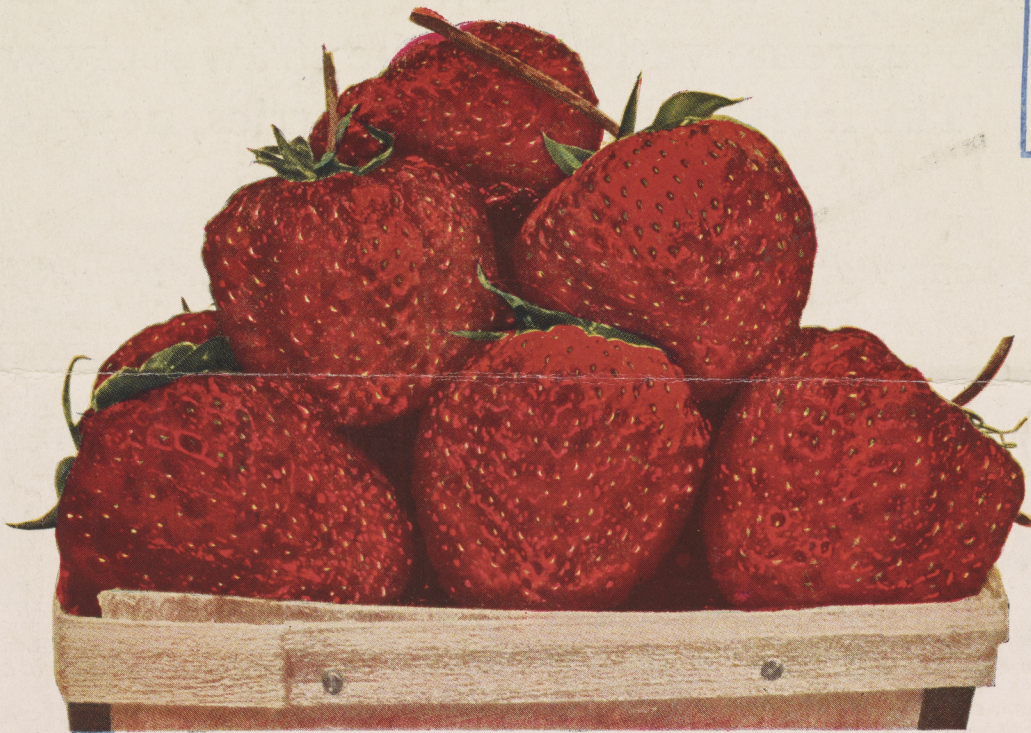
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# Mayo's Pot Grown Strawberry Plants

FOR LATE SUMMER AND EARLY AUTUMN PLANTING  
Pot Grown Plants Set this Summer will Produce a Full Crop Next Year

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U. S. Department of Agriculture.



**T**HE really luscious flavor of the Strawberry is tasted only when the fruit is gathered ripe from the garden straight to the table. For shipping, the berries are picked before they are ripe and so that refreshing taste is lost.

We will have some extra fine *Pot Grown Strawberry Plants* ready for shipment Aug. 15th and will accept reservations now for shipments during the summer up to October.

If set this summer these plants will bear some berries this fall and a full crop next year. The ease with which these plants can be grown should be an incentive to everyone with small or large garden space to grow his or her own "Berries."

This offer is of special value to people at their summer or country homes during July and August. It gives them an opportunity to look after the planting personally.

In buying the pot grown plant there is practically no danger of dam-

age in transit, as they are shipped in the rich ball of earth in which they are grown and are growing when you plant them.

**Culture for Home Garden.** Any fair soil will be satisfactory for strawberry culture but always remember that the richer the soil the better the crop. Apply rotted manure to the land and spade under. A little bone meal added is good.

The planting can best be done in holes that are plenty large enough to spread out the roots to such a depth that the crown of the plant just projects above the surface. A fine mulch should be preserved around the plant by frequent cultivation. Blossoms should be picked off as soon as formed this first season. A few plants may be allowed to bear fruit. As soon as the ground freezes up use a layer of some loose straw to a depth of 5 to 6 inches. Remove this in the spring.

**Our Pot Grown Strawberry Plants are the finest grown and packed perfectly.**

## Everbearing Pot Grown Strawberries

The best method to follow with everbearers is to cut off all buds as they appear until late in July, thus conserving the strength of the plant for the fall crop. Treated in this manner, an abundant crop of berries may be looked for from late August until November. Good cultivation is essential to bringing about the best results and plenty of water should be given to the plants.

### Neverfail

This famous strawberry offered for the first time to our customers this summer as a pot-grown plant we consider surpasses all other everbearing strawberries in every way. It is the strawberry without a fault combining the best qualities of the two varieties which were formerly best, Progressive and Superb, being a better plant than the Progressive and the berries not only as large but better flavored than the Superb.

Furthermore, it is four times as productive as a fall fruiter. No one ever hoped to find a better everbearer than the Superb, but here we have it and we consider this berry will be the Strawberry of the future, especially for the states north of Maryland, all through the northern part of the country.

The color is medium dark red, juicy, firm, tender, very aromatic, best to very best in quality, a good, vigorous grower and one of the hardiest. When you bite into it, you know you are eating a strawberry.

We cannot recommend this berry too highly to customers and feel that a dozen or a hundred plants would be a great acquisition to absolutely every garden, no matter what varieties are now growing.

**Beautiful pot-grown plants, \$3.00 per dozen, \$15.00 per hundred. Delivered to your door.**



# HOME GARDEN COLLECTION

## *Pot Grown Plants*

**BLISS      BEACON      BOUQUET**

The three supreme varieties of the strawberry world—  
The latest thing in strawberries, new  
—but thoroughly tested

100 *Strong Pot Grown Plants, delivered to your door, \$15.00*

**50 BLISS**

**The World's Supreme Quality  
Strawberry**

“NATURE AT HER BEST”

Bliss is a new variety originated by the New York State Experimental Station at Geneva. If this Station had performed no other service than originating the Bliss, its existence would be justified. Apicius wished that he had a neck the length of a stork that he might enjoy the taste of his fruit longer. That is the way you will feel when you first taste the Bliss. The berries are early, very large, dark, glossy red and red to the center, juicy, but firm, sub-acid and delicious. Certainly nature performed a miracle with the soil, sunlight and rain in producing the Bliss strawberry. The Bliss marks the utmost advance in the development of the better strawberry.

**25 BEACON**

**The Longest Season Strawberry  
Known**

“THE SHORTCAKE STRAWBERRY”

The Beacon is another new variety originated by the New York State Experimental Station, particularly valuable for its long bearing season. It bears large quantities of the choicest strawberries for six weeks. No other early Strawberry approaches the Beacon for size, color, quality and productiveness. The berries are dark, glossy red, juicy, firm, extremely highly flavored and very productive.

**25 BOUQUET**

**Immense Producer of Enormous  
Berries**

“AS LARGE AS A PEACH”

The Bouquet is another new variety originated at the Experimental Station and is destined to become the great Strawberry of America. It makes a very large plant, produces enormous crops of the largest berries we have ever seen. It is very rich in color, dark red, glossy. The flavor is rich, colored to the center, juicy, firm and delicious, with a wild tang all its own.

A MAGNIFICENT combination for the home garden — plant these and discard all others. Your neighbors will have nothing to equal them. Can be grown in a space 10 feet by 10 feet. An abundant supply of the finest strawberries in the world on your table for a period of six weeks. Originated, introduced and recommended by the New York State Experimental Station at Geneva, N. Y. If for no other reason—this alone makes them a necessity in your garden and invaluable to the lover of the choicest in strawberries.

## **SPECIMEN TREE GOOSEBERRIES**

**Bearing Plants—First time offered—Only a limited quantity  
available this fall—Order today**

In connection with our sale of tree currants the last three years, we have had a great many requests for tree gooseberries. Three years ago we started a planting and this Fall we will have some beautiful, specimen tree gooseberries to offer for the first time. The tree gooseberry is common in English landscapes, but practically unknown in this country, owing to the lack of stock. We believe this is the first time they have ever been offered for sale. Each tree gooseberry bears great clusters of the highest quality of fruit, and being off the ground not only makes it easy to pick and handle, but also keeps the fruit clean and fresh. The tree gooseberry also makes a charming appearance in the garden or about your grounds, being extremely ornamental and will advantageously take the place of a shrub or dwarf tree so that each year you can pick quarts of delicious, juicy fruit for preserves and jelly instead of “just leaves.” The gooseberries that we are offering are all of the Poorman variety, which is very productive and not susceptible

to mildew. The fruit measures over an inch in length and almost one inch through, oval, pinkish-red when ripe, quality excellent, considered the best of the sixty-two varieties grown at the New York State Experimental Station, which in itself is highest recommendation.

We hope that each of our patrons will try out a few of these charming little trees some place about their grounds. Their beauty, charm and utility will return a great deal of pleasure and satisfaction for the effort expended in planting. If planted this Fall, these specimen tree gooseberries, which have already produced fruit in the Nursery row, will produce an abundance of fruit next summer.

These trees are three to four feet in height, branched and well rooted, \$3.00 each, \$30.00 per dozen. Each tree has its roots balled in moss to insure absolute safety in transportation.



# NATIVE RHODODENDRON — MT. LAUREL AZALEAS

*in carload quantities only*

For August and early autumn planting—whether you have one acre or one thousand acres you can make it a riot of bloom and color by the planting of native evergreen shrubs



**M**OST country estates and farms have pieces of woodland which could be beautified beyond the fondest dreams of the owners by a simple mass planting of native Rhododendrons, Azaleas, Mountain Laurel and Wood Plants. These are absolutely hardy in the coldest climates and give you a riot of bloom in the summer and gorgeous green foliage throughout the dreariness of winter. For this purpose, we are offering these plants at special low prices, in carload quantities only, one carload being sufficient as a general thing to beautify two acres of woodland. If desired, our Landscape Architect will be glad to supervise plantings or make sketches for proposed plantings.

We can start shipments about August 20th and continue until November 1st.

The following are the evergreen shrubs we recommend most highly for all around purposes on account of their beauty, ease of transplanting, adaptability and hardiness:

## **RHODODENDRON MAXIMUM**

**The Great American Rosebay**  
*Perfect Hardy in the Climate of Quebec*

**Rhododendron Maximum** is without doubt the noblest of American broad-leaved shrubs. It is found growing sparingly

in New England and New York, more abundantly in the Pennsylvania mountains. Its large, waxy white or delicately pink flowers appear in large trusses in July, the latest of all the Rhododendrons, greatly enhancing its ornamental value as a broad-leaved evergreen for finished landscape effect. This, with the **Kalmia Latifolia** and **Azalea**, are the three best broad-leaved evergreens for large plantations in woodlands, in the border and on the banks of streams and ponds.

**RHODODENDRON MAXIMUM, SPECIMEN CLUMPS 2 TO 4 FEET IN HEIGHT, 2 TO 4 FEET IN CIRCUMFERENCE, BIG, FINE SPECIMEN PLANTS WITH HEAVY BALL OF EARTH. PER CARLOAD OF TWO HUNDRED PLANTS—\$600.00 PER CAR.**

## **AZALEA LUTEA**

Also known as the Great Flame Azalea, the most regal of all the species, native or exotic. This is certainly the most gay and brilliant-flowering shrub yet known. No more striking landscape effect can be produced than a hillside of **Azalea Lutea** in full bloom. These **Azalea Lutea** are splendid clumps with a mass of buds and range in color from light sulphur-yellow to deep red.



**AZALEA LUTEA, SPECIMEN CLUMPS 2 TO 4 FEET IN HEIGHT, BIG FINE SPECIMEN PLANTS WITH HEAVY BALL OF EARTH. PER CARLOAD OF THREE HUNDRED PLANTS—\$1,000.00 PER CAR.**

**KALMIA LATIFOLIA  
Mountain Laurel**

**Kalmia Latifolia.** One of the grandest of our native, broad-leaved, evergreen shrubs. In cultivation it is a broad, thick shrub and, when in full bloom, of surpassing beauty. The wheel-shaped flowers in close terminal corymbs, pure white

to pink, appear in May or June in such profusion as almost to smother the foliage. Its thick shiny leaves, conspicuous the year round, make it a shrub of greatest value for massing. The hardiness of **Kalmia Latifolia** is beyond doubt, it being found sparingly in Nova Scotia and increasingly in abundance through New England and the Middle Atlantic states particularly in the higher altitudes, till the crest of the southern Alleghanies is reached.

**KALMIA LATIFOLIA, SPECIMEN CLUMPS 2 TO 4 FEET IN HEIGHT, BIG FINE SPECIMEN PLANTS WITH HEAVY BALL OF EARTH. PER CARLOAD OF TWO HUNDRED PLANTS—\$600.00 PER CAR.**

**MIXED CARS**

MIXED CARLOAD, CONSISTING OF:

100 RHODODENDRON MAXIMUM, as described above	} \$900.00 per car
100 AZALEA LUTEA, as described above	
100 KALMIA LATIFOLIA, as described above	
500 WOOD PLANTS ASSORTED	

All the above prices are F.O.B. Rochester and subject to a 10% discount for cash with order.

**LANDSCAPE DEPARTMENT**

**“That the grounds surrounding your home  
may be of unusual beauty the year 'round”**

**O**UR Landscape Department will appeal to all, whether owning a country home, city home or large estate; whether you have built or are building—or have just purchased your property. It consists of competent landscape engineers and architects of life-long experience in solving planting problems of all kinds and in practical work at the Nurseries, the main purpose being the most beautiful and harmonious surroundings for the least consistent expenditure. Our men are experts in shrub and evergreen planting—old-fashioned gardens and rockeries—in woodland planting with the arrangement of Mountain Laurel, Rhododendron and Azaleas—in the construction and planting of bridle-paths, artificial lakes, brooks, waterfalls, fountains and caverns—in the creation of new and unusual vistas and of novel landscape effects in all corners of your grounds.

This service is yours without cost; for we are primarily Nurserymen and wholly interested in the sale of the finest trees, shrubs and plants that can be supplied or procured. To further the sale of specimen Nursery stock of all kinds and to save our customers the tremendous loss and waste which comes from ill-thought-out arrangements or from inexperienced men, we have developed one of the best equipped, most unusual and most efficient landscape services in this country. Our experts are prepared to make professional visits for consultation and advice, to make surveys, plans and designs and to undertake the entire construction and carrying out of landscape work of all descriptions. Our charges for consultations are nominal, merely to cover the actual expense from either New York or Rochester, whichever point is nearest to your home.

The advantages of dealing with one concern for your entire work are great, as our pride is in the quality of the Nursery stock that we supply for landscape work and the ambition of our engineers is in making Mayo Service the finest and the Mayo trees and plants produce the best results that can be obtained.

We supervise personally all our landscape plantings and, if necessary, will furnish specially trained labor and equipment, relieving our customers of every care, bother or trouble in the planting and arrangement of their grounds. Correspondence with those having new grounds to lay out and plan, or unsatisfactory old grounds to make over, is solicited. Write or 'phone us for an appointment.

**Mayo Nurseries, Inc., Rochester, New York**

*Ellwanger & Barry Bldg.*