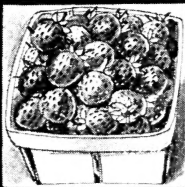


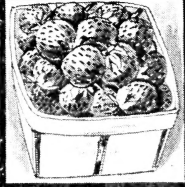
## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.

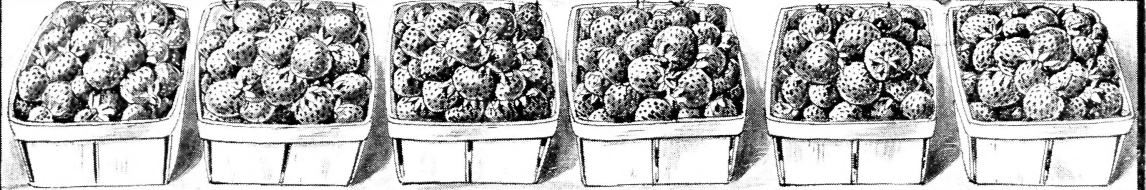




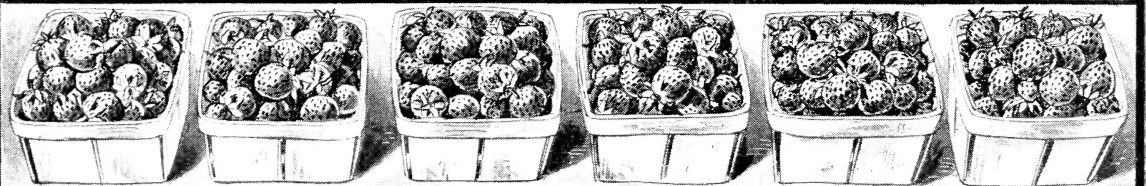
# CATALOGUE FOR 1911



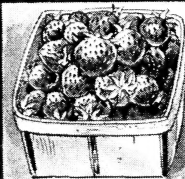
**KEYITT'S SYSTEM OF STRAWBERRY CULTURE,  
MY MESSAGE TO THE BERRY GROWERS, ONE QUART OF STRAWBERRIES TO EACH PLANT.**



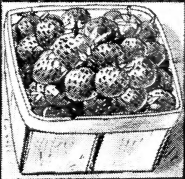
**EASIER TO GROW AND LESS CARE AND LABOR · PLANT ONE ACRE MY  
SYSTEM AND REAP AN ANNUAL HARVEST OF \$500.<sup>00</sup> TO \$1000.<sup>00</sup>**



**OR PLANT SEVERAL ACRES AND BECOME  
WEALTHY IN A FEW YEARS.**



**T. C. KEYITT,  
ATHENIA, NEW-JERSEY.**



# FALL-BEARING STRAWBERRIES AND HOW TO GROW THEM

**T**HERE are two classes of plants that are called fall-bearing. One class has very many varieties, that bear few berries in the fall, mostly on the new runners, some on the old plants, after fruiting in the spring, caused by certain climatic conditions, generally a dry time followed by warm, moist weather, which develops the fruit buds, out of season. These varieties seldom bear fruit in the fall on plants set the previous spring. I have never been able to get much of a crop from them, under the most favorable conditions, and none in ordinary seasons.

There are, at least, two varieties that bear fruit in the fall on plants set the previous spring, let the weather conditions be what they may. It is of these I wish more particularly to write, at this time, as they can be truly called fall-bearing. I shall describe each separately, as there is a marked difference in them.

First, I will describe the Pan-American, as that was the first one I ever found that was truly fall-bearing, in the true sense of the word. It is a staminate and does not require any other set with it to pollenate its blossoms. If set early in the spring, and all fruit stems picked off, it will continue to crown up and send out new fruit stems all summer. I usually pick the fruit stems up to July 15th to 20th, and then allow it to fruit. It sends out few runners. I usually remove the runners as soon as they have formed a few roots, two or three inches long. These I set out in good, rich soil about four inches apart in the row, rows eighteen inches apart, shading for a few days, then give good, clean cultivation the balance of the season, picking off all fruit stems as they appear. These are the plants that I usually sell in the spring. I find I can take better care of them away from the mother plant, and the old plants fruit better than when feeding a lot of layers. But if the young plants are left on the mother plant they will fruit heavily, thus weakening them for future usefulness. I think it would be better for the mother plant if taken off as soon as they appear, but as I want all the plants I can get, I save them.

All plants set for fruiting should be set early in the spring, twelve to fourteen inches apart in row, rows thirty inches apart. Give good, clean culture, which is easy as there are no new plants in the way. I use a fourteen tooth cultivator some, but do considerable with a Planet Jr. wheel hoe, after the plants get large.

Thirty days after you stop picking fruit stems, you can begin to pick fruit, and continue to pick fruit until it freezes hard enough to freeze the green berries. The fruit is as large at the last picking as at the first, as they continue to blossom all the fall and when winter comes will have green fruit and blossoms on.

To raise new plants, set some of the first new plants you can get. Set them in good soil, two feet apart in the row and rows three feet apart. Give good cultivation all the fall and the next spring. Be sure to pick off all the fruit stems, as they appear. Most of them will send out runners early and form strong plants. If any fail to do so, they will crown up and make from six to ten plants by dividing early the next spring for fruiting. I prefer these old, divided plants for fruiting to the young ones, because most of them will send out, in May or June, new roots above the old roots, which is very important in a fall-bearing variety, as these new roots do not become woody and die in August and September, as do the roots on the common strawberry plant and they need all the good, strong roots they can grow to mature the large crops they produce.

There is another way to produce new runner plants. Take out every other one of the plants fruited the previous year and cultivate the ground thoroughly, remove all fruit stems and you will get a very good row of new plants, but the fruit will not be as good as on plants divided and set in the spring before fruiting..





## BRINGING IN THE GOLDEN HARVEST



1911



The days will soon grow long with the memory of the promise of a golden harvest in June to every one who planted strawberry plants last spring according to my system. Each plant is going to tell a big story at fruiting time. It is not to be expected, however, that I can make any great impression to tell you, but I have this to say in my plea: If you have not enough other reasons, give my system a try out in a small way this spring, just for big berries and more of them in 1912. I offered as an evidence to the fruit growers at my field meeting, June, 1909, what restriction will do for a strawberry. Plant to combine in strength in one plant as ten or more now grown in the thick matted row. My system of culture is now well known. Plants are set in beds one foot apart each way; thus each square foot of the bed is occupied by a plant, the runners all cut off, so that each original plant retains its strength and develops a great root system

and crown. (See specimen plant, page 7.) There are combinations in all kinds of plant life. The last few years it remained for me to bring out the combination in the strawberry plant. The experience gained by careful study with the strawberry plant the past twenty years, how to give a plant generative power, how to strengthen a strawberry plant so as to get the best results, and how to reap enormous crops from a small space and how to retain a strawberry plant year after year, growing larger and better fruit, with increased productiveness, leaving the grower larger returns for his investment. I have asserted for years that the strawberry plants can be built up so as to give a larger yield of fruit, and by present knowledge I have every good reason to believe we may increase the yield.

Yours for choice strawberries and more of them,

T. C. KEVITT.



## IMPORTANT

Order just as soon as possible in order to ship your plants by freight and save you the express charges, which are usually heavy.

**Guarantee.** I guarantee plants ordered by mail or express to reach destination in a perfect and growing condition when promptly taken from the express office.

**ALL CLAIMS,** if any must be made on receipt of plants, I will not be responsible for plants that are allowed to lay at the express office for days. However, if there is a just claim I will only be too glad to rectify any loss with the customer.

**TERMS CASH** with the order or satisfactory security. If wanted C. O. D., one-half of the amount with the order; the balance to be paid on delivery.

**REMIT** by money order, registered letter or bank draft, postage stamps or express money order.

**TRUE TO NAME.** All my plant beds are labeled, showing the name of each variety, while I use every care to have all plants true to name and send just what is ordered, but in case a mixture should occur I will not be responsible for any sum greater than the cost of the plants should any prove otherwise than as represented.

**TIME OF SHIPMENT**—From March 1st to May 20th. Very often I can dig plants here in January for Southern shipments.

**I AM A SPECIALIST** in Strawberry plants. My entire attention is devoted to the growing and distributing of the best Strawberry plants. My aim is to send you only strong, young, thrifty plants that will yield a full crop 1912. I will gladly give any advice as to requirements so as to start you right. Describe your soil and I will name you varieties that will yield enormous crops of Strawberries.

### Reprint From Paterson Evening News, June 22, 1910

One of the most interesting places around this section of New Jersey is the Kevitt Strawberry Farm, at Athenia, N. J. Here Mr. Kevitt, after nineteen years of hard and intelligent work, has succeeded in perfecting a system of strawberry raising which entitles him to the title of the "Strawberry King." For miles around people flock to his place to buy the berries that he raises, as they are the largest and best fruit that can be had this side of California.

Mr. Kevitt has raised strawberries that weigh as much as two ounces each and are three inches long. This fruit, despite its enormous size, is sweet and luscious and is in great demand in the New York market. Mr. Kevitt does not run his farm, however, for the purpose of raising strawberries to sell, although he gets several hundred thousand quarts a year. His life's work has been the rearing of strawberry plants and their sale and he disposes of millions of plants each year.

Mr. Kevitt is now fifty years of age and has devoted the past two decades to the problem of strawberry raising. By skillful work he has been able to produce a number of varieties that are not found elsewhere. He has been awarded medals by the New

Jersey Horticultural Society and took a gold medal at the Pan-American exhibition.

By Mr. Kevitt's system, which is now being adopted all over the country, it is possible on a single acre of ground to raise 25,000 to 30,000 quarts of berries a year, which, when properly marketed, would provide a good living for the average family. Formerly it was only possible to raise 5,000 or 6,000 quarts at the most to an acre. Mr. Kevitt, by careful grafting of fruit, has been able to produce a strawberry plant which will bear fruit as late as November, and exceptionally large fruit at that.

Mr. Kevitt is always glad to have visitors call at his farm and to have them view the wonderful plants he has there. He issues a large catalogue, describing his berries and plants and it is a most valuable book and in high demand. He has been offered a sum of money running into the thousands for writing a series of expert articles on strawberry raising and will pen them during the coming winter. Mr. Kevitt has won a wonderful success in his chosen work and New Jersey may well be proud of him and the magnificent strawberries he has made possible.

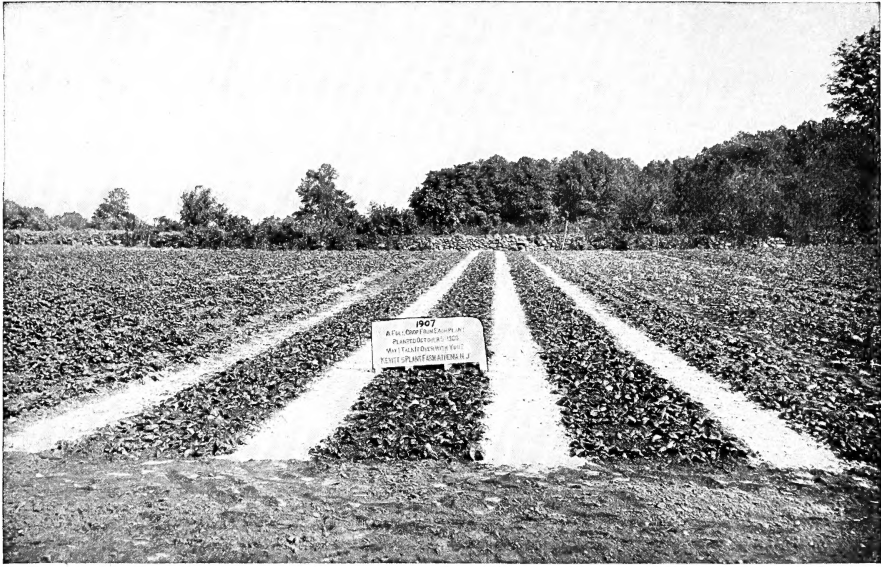
## PRICE-LIST OF STRAWBERRY PLANTS FROM NEW LAND

	By mail, postpaid.			By express, not paid.				
	12	50	100	25	100	500	1000	5000
Per Abington .....	\$0.25	\$0.40	\$0.75	\$0.20	\$0.50	\$1.60	\$3.00	\$13.00
Per Almo .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Armstrong .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Arnout .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Imp. Autumn .....	.40	1.00	1.75	.60	1.50	5.00	9.00	
Per Americus .....	2.50							
Per Bradley .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Bismark .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Chesapeake .....	.25	.75	1.25	.40	1.00	2.50	5.00	
Imp. Cardinal .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Chipman .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Climax .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Commonwealth .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Dickey .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Early Ozark .....	.40	1.00	1.75	.60	1.50	5.00	7.00	
Per Enhance .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Fendall .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Fremont .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Gov. Fort .....	1.50	6.00	10.00	1.60	7.00	30.00	50.00	
Per Gandy .....	.20	.30	.50	.15	.30	1.25	2.00	10.00
Imp. Gov. Rollin .....	.25	.40	.75	.20	.50	1.50	2.50	10.00
Per Gill .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Imp. Greenville .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Glen Mary .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Imp. Great Scott .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Golden Gate .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Heritage .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Howard .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Jessie .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Johnson's Early .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Kevitt's Wonder .....	.40	1.00	1.75	.30	1.00	3.00	5.00	23.00
Per Joe .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Imp. Kansas .....	.25	.40	.75	.20	.50	1.60	3.00	10.00
Per Marshall .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per May King .....	.25	.40	.75	.20	.40	1.25	2.00	10.00
Per Meade .....	.25	.40	.75	.20	.40	1.50	2.50	12.00
Per New York .....	.25	.40	.75	.20	.40	1.60	3.00	13.00
Per Oaks Early .....	.25	.40	.75	.20	.40	1.60	2.00	10.00
Per Oom Paul .....	.25	.40	.75	.20	.40	1.50	2.50	12.00
Per Oswego .....	.25	.40	.75	.20	.40	1.60	3.00	13.00
Per Parsons .....	.25	.40	.75	.20	.40	1.25	2.00	10.00
Per Penn Dutchman .....	.25	.40	.75	.20	.40	1.60	3.00	13.00
Imp. President .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Pan-American .....	1.50	5.00	9.00	2.00	6.00	25.00	40.00	200.00
Per Reliance .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Saratoga .....	.25	.40	.75	.20	.40	1.25	2.00	10.00
Imp. Sample .....	.25	.40	.75	.20	.40	1.50	2.75	13.00
Per Stevens, late C. .....	.20	.35	.50	.15	.25	1.00	1.75	8.00
Per Sharpless .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Three W W W. .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Twilley .....	.60	1.50	2.75	1.00	2.50			
Per Wm. Belt .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Warfield .....	.20	.30	.50	.15	.25	1.00	1.75	7.00
Per Uncle Jim .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Silver Coin .....	.50	1.00	1.50	.50	.75	3.00	5.00	
Per Francis .....	2.50							
Per Barrymore .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Tenn-Prolific .....	.25	.40	.75	.20	.50	1.25	2.00	10.00
Per Vicks Uncle Joe .....	.25	.40	.75	.20	.50	1.50	2.75	12.00
Per McKinley .....	.25	.40	.75	.20	.50	1.60	3.00	13.00
Per Bedarwood .....	.25	.40	.75	.20	.50	1.60	3.00	12.00
Per Productive, 6 plants for \$1.25; 12 plants for \$2.50; 100 plants for \$15.00								
Per Superb, 6 plants for \$2.50; 12 plants for \$5.00; by mail, postpaid.								

There is no doubt that we are going to be highly indebted to the labors of Mr. Cooper in these ever-bearers that are now in existence. (See page 8 for description and illustration.) These fall or ever-bearers are going to be the leaders in the strawberry kingdom

in a very few years. Try a few plants this spring.

Canadian customers must add 5 cents per dozen; 13 cents per 50, and 25 cents per 100, to prepay rate, as we have to pay double postage to Canada.



## KEVITT'S SYSTEM---Descriptions

From Close and Careful Observations Here in Northern New Jersey, I Find  
the Most Profitable Are

### GLEN MARY (perfect)

Of all strawberries I have ever grown the past twenty years I have never fruited any variety from which I have realized as much money as from the Glen Mary. The most important one to plant, and has shown like a meteor all these years, towering above all varieties. It is known to yield in the matted rows at the rate of fifteen thousand quarts of strawberries to the acre.

I don't know of any berry which will give as large a return for your investment as Glen Mary will, for the Middle West, for the New England States and the North West it is the ideal berry to grow. The berries are large, crimson color, rich, juicy and of high flavor. Is a good shipper. Plants are very thrifty growers.

Glen Mary should be one of the first on the list to plant as a money maker. Take my advice on this wonderful cropper.

### SAMPLE (imperfect)

One of the most profitable ones to grow; same as Glen Mary—will yield more quarts of strawberries per acre than any other variety. Sample should be planted by the inexperienced, the most trustworthy; the beginner should set out Sample—will start him on the road to success and will give him more faith and confidence in growing strawberries than any other; one of the most beautiful late strawberries; fruit large, bright red; plants are very thrifty growers, will grow on all kinds of soil, one of the popular. I fill more orders with Sample and Glen Mary than any other varieties.

### NEW YORK (perfect)

This is the only variety that I know of that does not require very rich soil. I find New York may be grown on light, gravelly soil. A few years ago I planted about one acre on a steep hillside where the good soil washed away with every rain, leaving nothing but a poor soil to feed the plants. The next season when in bearing this plot yielded four times as much fruit as New York, growing on the flat in good, rich soil.

I have fruited it extensively each season as one of the best for best results. It should be grown in the narrow matted rows; very productive; berries are very handsome; color, light crimson; deliciously rich and melting.

### STEVENS LATE CHAMPION (perfect)

One of the late productive varieties; this berry will succeed and yield large crops on a light, sandy soil. In South Jersey where the soil is light it grows to a perfection, and yields enormous crops of fruit. Here, on my heavy loam soil it seems to do equally as well. A large grower from South Jersey informed me that he received 12 cents per quart wholesale for Stevens. This berry no doubt has a wide range of soil where it will thrive and grow and yield abundant crops. Plants are very thrifty; berries somewhat like the Gandy, that is, the dark green hull; it yields four times as much fruit as the Gandy; it seems to do well, grown under my system. One of the very best late varieties to plant.

## GROWING STRAWBERRIES. MY SYSTEM IN OHIO.

The picture at Fig. 520 shows my late set strawberry patch. When I read your report of the Kevitt strawberry patch I went to work right away. I potted up plants first of

get my Planet Jr. plow through them now. To the right are a few plants that were set September 1st; if they had been a foot apart I could not have plowed them at all. If I



August. Plants were put in field August 15, 18 inches apart each way. I kept all runners off. The picture was taken middle of September. They are so large I cannot

can raise more berries on a quarter of an acre than on two acres, I am going to do it.

J. W. M., New Commerstown, Ohio.

### TWILLEY (perfect)

This new strawberry is the winner of the \$200.00 prize offered by Mr. Allen of Maryland. In plant growth it makes a large, vigorous foliage of a healthy, rich light green color. The plants are very large with large crowns; berries are very firm and solid. The season of ripening is medium-early. Not fruited on my grounds. From Mr. Allen's description will prove a valuable variety to grow under my system.

### SARATOGA (perfect)

A grand new strawberry from the Empire State. It is a cross between the Glen Mary and Sample. I have fruited the Saratoga the past season; it is all that the originator claimed, very productive. My observation is: It will yield enormous crops if plants are set out my system; plants are vigorous growers with dark green foliage; berries a deep red color; a firm shipper; ripens medium-late. It is worthy of planting as a commercial strawberry.

### AMERICUS (Perfect)

Plants medium-sized, foliage medium. A shade lighter in color than (Francis); has a good heavy root system; a fairly good plant maker; blossoms strongly staminate; fruit light red, heart-shaped; of fine texture; quality good; half the size of Brandywine; fruit stems stout, holding fruit well off the ground; has fruited here the past four years on spring set plants and new runners

from July to cold weather. It is not uncommon for a spring set plant to produce from six to twelve well loaded fruit stalks.

### FRANCIS (Perfect)

Plant medium-sized, foliage medium-sized and rough with a hard, glossy surface; root system medium; fruit medium to large, rather long; a nice, glossy red; quality sweet and good; a fair plant maker; a strong staminate; fruit stems long and cannot hold its load of fruit from the ground. A sure variety to fruit on new plants. Spring set plants fruit from July to cold weather.

### OSWEGO (Perfect).

The plants are large and vigorous, producing a sufficient number of young plants, while the old parent plants tend to bunch up much like the old Parker Earl. It is very distinct in growth. The berries are very large, bright crimson color and ripen about with the Sample. A variety that should be set out my system on account of its stooling habits.

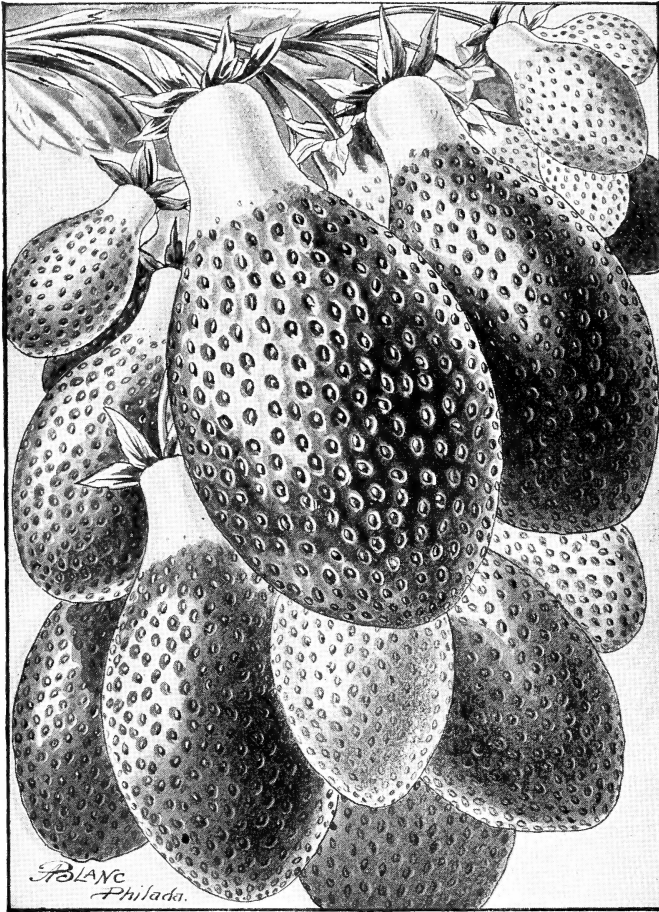
### FENDALL (Perfect)

The plant is strong and vigorous, clean, healthy. The berries are perfect beauties, rich in color, smooth and glossy, with long stems and very large cap. The plant and fruit are bound to command attention wherever seen. Very productive, a very valuable one to plant my system.



## KEVITT'S WONDER

At my field meeting June, 1909, a large number of eminent fruit growers made critical examinations and comparisons with the different varieties in bearing at that time in regards to certain points, especially to productiveness, firmness, size and flavor and invariably found Kevitt's Wonder one of the very best strawberries on my ground. That is, covering every point of merit a berry or high rank, exceedingly beyond the limit for productiveness, for firmness, for color, for flavor and shape of the berries which was a striking feature, was pronounced as the ideal strawberry. For years I have sown strawberry seed, trying to improve on our long list by hybridizing a plant that possesses the power to produce a berry parting freely from the calyx; a berry that contains no acid; a berry that has very few seeds, that is mild and sweet; a plant that will yield a heavy load of fruit; a berry that may be shipped to distant markets and arrive in a perfect, sound condition.



KEVITT'S WONDER.

### ALMO (perfect)

One of the most productive and one of the most profitable berries to plant that I know of; one of the most profuse bearers on my grounds today. This was the verdict at my Field Day, June, 1909. Plants are very robust and thrifty growers; foliage a light green; berries a rich, glossy red, each berry looks as if varnished. The berries are not as rich in flavor as we would wish. I will say, grow Almo and if you are not pleased in regards to yields and don't grow larger crops of strawberries than any other variety, I will return money paid for plants. The returns from one acre in Almo is enormous. One of the most valuable varieties to grow my system. Ripens early.

### VERY FINE PLANTS.

Rosemont, Pa., Aug. 22, 1910.

Mr. Kevitt,

Dear Sir—I received the strawberry plants today in fine condition. Very fine plants. Thank you for the same.

Yours truly,

DAVID AIKEN.

### OOM PAUL (perfect)

The most valuable strawberry now growing to pollinize imperfect blossoms. This great berry was introduced by me some years ago and today it is listed as one of the leaders of the country over. Plants are robust growers, making young plants freely. The berries are luscious and of immense size; they are very firm for so large a berry; in general it is wedge shape; flesh dark red all through; the green calyx adds to the attractiveness of the fruit; in productiveness it is truly a marvel both in size and quantity. The splendid large berries are borne on stiff stout stems.



**PRESIDENT** (perfect)

One of the high class berries. The berries are almost round like an apple; one of the rich colored strawberries; looks as if the berries were varnished. I don't know of any berry that can compete with President for beauty and size. Plants are of the largest in size, very healthy; not a very profitable one, that is, it yields about as much fruit as the Gandy. I find the older the plant is the more fruit it yields. If an exhibit berry is desired for a public show the President should be grown.

Grown under my system it is a winner for yield.



SPECIMEN PLANT GROWN BY MY SYSTEM, ONE YEAR OLD.

Charlotte, N. Y., July 12, 1910.

Dear Mr. Kevitt.

Your plants are fine. Have bought pedigree plants lately but are no good.

Yours sincerely,

S. G. DAVIS.

**CLIMAX** (perfect)

One of the profitable early berries, very productive. Same as Glen Mary and Sample; yields more fruit than any other early variety. A remarkable feature of the plant is that it builds up more fruit crowns than most other varieties. Berries are perfect in shape, of a rich dark shade; plants are very thrifty. A valuable one to grow my system.

**WM. BELT** (perfect)

Will produce enormous crops; in same class as Glen Mary, very often the first berries to ripen. Will measure over 8 inches. The color is deep, glossy red all over, one of the best to ship to distant markets. All things considered, it is one of the best varieties to grow, one of the best flavored strawberries, very valuable to grow my system.

**MARSHALL** (perfect)

Always considered the best flavored. For years Mr. H. W. Collingwood, (Editor) of Rural New Yorker, claims it will grow one quart of strawberries to each plant. When grown under my system, as an exhibition berry and for the home garden, it is peerless. It is the first of the extra early to ripen, although of great size the fruit is rarely mis-shapen, the color is rich, glossy crimson that every one admires, the surface color running well into the flesh and the quality is far above the average as to productiveness; it will not yield as large a crop as some varieties.

**CHESAPEAKE** (perfect)

The winner as one of the best flavored strawberries now grown. On my plant farm, members of the New Jersey Horticultural Society claimed Chesapeake, in the highest degree beyond all others, as one of the best in flavor, shape, size, color and in appearance at my Field Day Meeting in June, 1909. Chesapeake berries sold at 25 and 50 per quart, going to show our American people will pay the price if they can get choice berries. My observation of the Chesapeake the past two seasons: I find the plants very thrifty growers; the berries are perfect in shape and color when good and ripe; rather dark, somewhat like the Marshall; flavor of the very best; not as productive as I would wish, but will yield twice as much as Gandy; ripens a few days in advance of Gandy. I have confidence that the Chesapeake berries will bring from 3 to 5 cents more per quart than any other berry; a very valuable one to grow where one wishes exceptional good flavor.

Armenia, N. Y., Oct. 14, 1910.

Dear Mr. Kevitt.

The strawberry plants you sent me arrived all O. K. and planted. They look well.

Yours faithfully,

A. ALLEN.



## PAN-AMERICAN--It fruits on new runners and old plants at same time.

A strawberry plant that produced a large and continuous crop of fine strawberries from August until winter. It fruits on new runners and old plants; is a strong grower

ent from any other strawberry; the yield in the Fall to each plant is equal to any standard variety in June. It will revolutionize the strawberry industry for the Southern



From beginning to the end of the growing season Pan-American is persistent in sending up fruit stems from the very first the plants are set out, and continue to bloom and bear till Fall. The Pan-American has now been tested over a wide range and found to be a true everbearing strawberry and is far beyond the conception of mankind in that nature has produced a strawberry plant from which ripe strawberries may be picked every day during the growing season. Pan-American will yield from 3,000 to 4,000 quarts of strawberries to the acre during July, August, September and October, very often as late as November. From \$10.00 to \$15.00 may be realized each day during the three months of August, September and October, from one acre of Pan-American. It will yield all I claim. Just received a letter from Mr. Cooper, the originator, saying during the season of 1906, he picked and sold 29 crates of strawberries. This fruit was picked from one-half acre. The first crate was picked August 1, 1906, the last crate, October 25, 1906. No doubt you will be sceptical and say this is impossible. There is no humbug about Pan-American; it will yield all I claim and bring you more money per acre than any other growing crop on the farm; get a start with this phenomenal plant, secure a few plants and increase your stock as fast as possible and when you once have an acre you will agree with me that the above results may be obtained. Pan-American is a surprise in every way, its habits are differ-

States, in California and the Pacific Coast, where the frost could not kill the blossoms and prevent fruiting in November and later. I believe it would be a profitable variety to grow because berries could be depended upon for fancy hotel trade in early winter, when they would bring from 50 cents to \$1.00 per quart for fancy Pan-American strawberries. During August and the Fall months will sell for 20 to 50 cents per quart in almost any market. From all indications, the Pan-American would be a profitable variety to grow in pots under glass for table decoration at Christmas time, when each pot plant filled with ripe fruit would readily sell at \$1.00 each pot plant. Don't plant this variety my system, as all young plants that grow during July and August bear fruit in the Fall, as well as the parent plant. I don't know of any other growing crop that will lead you on to wealth as quick as one acre of Pan-American strawberries will, unless it is some of Rockhill's New Creations.

### THEY ARE THE BEST.

Yaphank, N. Y., Aug. 28, 1910.

J. C. Kevitt, Athenia, N. J.

Dear Sir—Plants received O. K. and they are the best plants and were packed better than any I ever saw. If they do not grow it will not be your fault, for the extras hope to send you another order in the spring.

Yours truly,

JAMES E. COOMES.



## A JUNE DAY ON KEVITT'S PLANT FARM

### GANDY (perfect)

One of the best and firmest shipping strawberries that I know of, if a grower wishes a strawberry to ship to remote or distant markets he should plant Gandy. I don't know of any strawberry that is as firm as Gandy for long shipments and arrive in a perfect condition. I find it grows best on a heavy, strong, loam soil. I would advise growers to retain Gandy at least three or four years before renewing. My experience with Gandy as well as other varieties—that is, the older the plant the larger the yield as to productiveness. It is not as large a cropper as some others.

### GOVERNOR FORT (perfect)

Prominent among the varieties. Kevitt's phenomenal new seedling strawberry, of high rank or improved Glen Mary; is the result of a cross between the Glen Mary and Sample. Governor Fort originated season 1906, on my plant farm. The berry takes after the Sample in shape and color; for flavor and productiveness it takes after its parent the Glen Mary. I have been striving hard and strenuously for a number of years to obtain a strawberry with the same generative fruit producing power as the Glen Mary and to eliminate the objectionable white tip and the hard stringy core so frequently found in the Glen Mary. Governor Fort is coreless and rich in flavor, the berries literally melt in your mouth. The plants grow enormous clusters of strawberries, some of the fruit stems grow one foot long and each stem filled with from eight to ten perfectly shaped strawberries. The plants are exceedingly robust; ripens later than any other variety

and yields twice as much fruit as its parent, Glen Mary; stronger foliage, will build up more fruit crowns; it will resist drought longer than any other on account of its long fibrous root system. At my Field Meeting, 1909, Mr. E. S. Black, President of the New Jersey Horticulture Society; Mr. E. B. Brackett, Pomologist of the Department of Agriculture, Washington, D. C.; Dr. J. B. Ward, a veteran grower and member of the New Jersey Horticulture Society, all claimed Governor Fort one of the most productive, the most phenomenal strawberry that they had ever seen, and the prophecy of others—that it is the coming late productive variety. Plants require a very rich soil. My observation the past five seasons—it has not changed since nature first produced it, the first season when the young plant was only six months old it revealed great fruit producing strength. I will offer Governor Fort with a guarantee if the plants don't yield more fruit, better grower, ripen later, and yield more strawberries per plant than any other strawberry plant, I will return your money. Only 2,000 plants will be sold this season.

### ONE FOOT APART.

Lincoln, Neb., August 20, 1910.  
Mr. T. C. Kevitt, Athenia, N. J.

Dear Sir—I want to thank you for strong, well rooted strawberry plants that arrived in good condition and are now planted one foot apart, and if they do not furnish us some berries next year it certainly will be from no fault of yours.

Yours very truly,

WM. M. CLARK.



## THE AUTUMN

### THE AUTUMN (imperfect)

Is a seedling of the Pan-American and is a genuine Fall bearing strawberry. Plants set with the fruit stems removed up to July 1, will crown up and bear fruit in August and continue to bear until cold weather. It is a pistulate and requires Pan-American plants or some other Fall bearing staminate set with them to pollinize them. The berries of medium size and dark red clear through and of fine flavor.

### THREE W'S.

This berry is a chance seedling and possesses many points of excellence. The foliage is beautiful, clean and healthy, dark green in color, and very attractive, a prom-

ising variety, Fruit is uniformly large, fine quality and very productive, covering a long season from medium early to late.

### HERITAGE (perfect flowering)

This seedling, a New Jersey production, has been grown by the originator, who pronounces this the most valuable strawberry ever produced. So surpassingly superior that some of the growers have discarded all other sorts. The plant is very large. It is very deep rooting—drought and disease resisting and a prodigious yielder—from mid-season until very late of unusually large and beautiful berries of a dark shining crimson color. The flesh is solid, of fine texture and its delicious flavor is unsurpassed.

New Brunswick, N. J., Aug. 15, 1910.

Mr. T. C. Kevitt,

Dear Sir—Today I received the (Gov. Fort) plants. They are certainly fine.

Very truly yours,

WM. T. WOERNER.

Plainville, Mass., June 20, 1910.

T. C. Kevitt.

Dear Sir—Please send me 12 (Pan-American.) The plants bought of you in the fall, 1907, gave entire satisfaction.

O. P. BROWN.

Emmitsburg, Md., Aug. 20th, 1910.

Mr. T. C. Kevitt,

Dear Sir—The strawberry plants ordered from you arrived in very good condition and are so well rooted that they cannot help growing with any kind of attention. Accept my thanks for the extras sent.

Yours, etc.,

E. L. ROWE.

### NOTICE.

Twenty years is my record of growing and supplying the fruit growers with choice strawberry plants, keeping up with the times in all relations and every branch of science as related to strawberry culture. In all these years very few complaints have come in. The knowledge of these facts should be worth something to my patrons. It should be self evident that there could be no such continuity of business if it was not based upon sound and firm business principles. I have endeavored to be honest and fair in all my dealings and to give full value for money sent. Even if you are 1,000 miles away, you will always receive the same treatment as if you visited my farm.

TICE C. KEVITT,

Athenia, New Jersey.

# KEVITT'S LONG SEASON COLLECTIONS

Composed of the under mentioned choice varieties—early, extra early, mid-season, late, extra-late. Any one of these collections will give you a good try out, and find out what variety is apt to grow best on your soil. A chance to secure some of the best new kinds at a very reasonable rate. All plants in these collections are sent by mail, postpaid.

**Collection A**—12 Almo, 12 Heritage, 12 Kevitt's Wonder, 12 Autumn, all for \$1.00.

**Collection B**—12 Silver Coin, 12 Golden Gate, 12 Fendall, 12 Almo, 12 Autumn, all for \$1.00.

**Collection C**—12 Joe, 12 Oswego, 12 Heritage, 12 Kevitt's Wonder, all for \$1.00.

**Collection D**—12 Oak's Early, 12 Almo, 12 Penn-Dutchman, 12 Chesapeake, 12 Kevitt's Wonder, all for \$1.00.

**Collection E**—12 Three W's, 12 Saratoga, 12 Silver Coin, 12 Autumn, all for \$1.00.

**Collection F**—12 Glen Mary, 12 Almo, 18 Heritage, 12 Stevens' Late, 12 Sample, 12 Heritage, all for \$1.00.

**Collection G**—12 Gov. Fort, 12 Twilley, 12 Kevitt's Wonder, 12 Autumn, all for \$1.75.

**Collection H**—One of the best for the home garden—25 Chesapeake, 25 Glen Mary, 25 Almo, 25 Sample, 25 Autumn, all for \$1.00.

**Collection I**—25 Kevitt's Wonder, 25 Silver Coin, 25 Almo, 25 Saratoga, all for \$1.00.

**Collection J**—12 Kevitt's Wonder, 12 Stevens' Late Champion, 12 Almo, 12 Glen Mary, 12 Sample, 12 Gandy, 12 Heritage, 12 Joe, 12 Climax, 12 New York, 12 Oom Paul, 12 Oswego, 12 Autumn, 12 Silver Coin, 12 Twilley, 12 Pan-American, 12 Productive, 12 Wm. Belt, 12 Three W's, 12 Chesapeake, 12 Warfield, all for \$8.00, postpaid.

Express collections, receiver to pay express charges. Every plant in these collections are the same strong rooted plants as if you bought from the regular list.

**Collection K**—12 Heritage, 12 Autumn, 12 Fenfall, 12 Kevitt's Wonder, 18 Chesapeake, 12 Oswego, 12 Silver Coin, 12 Joe, 12 Gov. Fort, 12 Twilley, 12 Saratoga, 12 Cardinal, all for \$3.50.

**Collection L**—25 Glen Mary, 25 Climax, 25 Warfield, 25 Climax, 25 Sample, 25 Stevens' Late Champion, 25 Almo, 25 New York, 25 Gandy, 25 Oom Paul, 25 Autumn, 25 President, 25 Kevitt's Wonder, all for \$3.00.

**Collection M**—50 Glen Mary, 50 Climax, 50 Stevens' Late Champion, 50 Warfield, 50 Sample, 50 Almo, 50 Gandy, 50 New York, 50 Kevitt's Wonder, 50 Oom Paul, all for \$2.75.

**Collection N**—50 Heritage, 50 Three W's, 50 Chesapeake, 50 Almo, 50 Fenfall, 50 Golden Gate, 50 Uncle Jim, 50 President, 50 Glen Mary, 50 Sample, all for \$2.00.

**Collection O**—Home garden collection—This one will give you strawberries from June till late Fall, one of the best to plant in your garden. This collection will give you ripe strawberries and strawberry shortcake for five months: 50 Glen Mary, 50 Almo, 50 Stevens' Late Champion, 50 Autumn, 50 Pan-American, all for \$3.75.

**Collection P**—Just right number to plant one-half acre, in rows 3½ feet apart, 18 inches, in rows, suitable for shipping or home use: 1,000 Stevens' Late Champion, 1,000 Glen Mary, 1,000 Almo, 1,000 Wm. Belt, all for \$9.00.

**Collection Q**—Half acre collection, the very best shipping varieties: 1,000 Stevens' Late Champion, 1,000 Glen Mary, 1,000 Gandy, all for \$7.50.

**Collection U**—Half acre collection, early and late varieties: 2,000 Glen, Mary, 2,000 Stevens' Late Champion, all for \$10.00.

**Collection R**—One acre collection: 3,000 Glen Mary, 1,000 Stevens' Late Champion, 1,000 Climax, 1,000 Almo, 1,000 Sample, all for \$16.00.

**Collection S**—One acre collection: 3,500 Glen Mary, 3,500 Stevens' Late Champion, all for \$15.00.

**Collection T**—2,000 Glen Mary, 2,000 Stevens' Late Champion, 2,000 Almo, all for \$13.00.

**Collection 5**—3,000 Glen Mary, 3,000 Stevens' Late Champion, 3,000 Sample, 3,000 Climax, all for \$24.00.

**Collection 6**—5,000 Glen Mary, 5,000 Wm. Belt, 5,000 Stevens' Late Champion, all for \$30.00.

**Collection 7**—5,000 Almo, 5,000 Stevens' Late Champion, 5,000 Glen Mary, 5,000 Climax, 5,000 Wm. Belt, all for \$50.00.

**Collection 8**—Try out of 25 leading new and old choice standard varieties, as an experiment to find out what is apt to be best on your soil; 12 Autumn, 12 Almo, 12 Armstrong, 12 Arnout, 12 Chesapeake, 12 Cardinal, 12 Climax, 12 Fenfall, 12 Gov. Fort, 12 Great Scott, 12 Golden Gate, 12 Heritage, 12 Kevitt's Wonder, 12 Joe, 12 Oswego, 12 Three W's, 12 Silver Coin, 12 Pan-American, 12 Twilley, 12 Americus, 12 Francis, 12 Productive, 12 Superb, all for \$12.00 by express. If you wish this collection by mail, send \$1.50 extra.



## Plants of (Productive) in Bearing October

New York, Oct. 1, 1910.

T. C. Kevitt.

Dear Sir—In reply to yours would say I expect to offer seedling No. 6 next spring; also a new seedling, a fall bearer; it is a good strong staminate, the best fall berry I ever saw; makes plants freely. Would be glad to arrange with you for the sale of these.

Yours truly,

SAMUEL COOPER.

Mr. Cooper, the man who discovered and gave to the world the Pan-American strawberry, the first real ever-bearer ever originated that gave any promise of commercial value, is not content with achievement, but since has been energetically striving to find a seedling that is a better runner maker than the parent. The accompanying illustration shows Mr. Cooper's remarkable new seedling, named Productive, which Mr. Cooper has placed in my hands and which will be offered for the first time.

### Prices for Productive:

6 plants for.....	\$1.25
12 plants for.....	\$2.50
25 plants for.....	\$4.00
50 plants for.....	\$7.50
100 plants for.....	\$15.00

(By mail, postpaid.)

Superb, Cooper's best ever-bearer, one of the best, is offered for the first time. All

plants are direct from the originator's ground and will be sent by mail, postpaid:

6 plants for.....	\$2.50
12 plants for.....	\$5.00
100 plants for.....	\$40.00

New York, Dec. 5, 1910.

T. C. Kevitt,

Athenia, New Jersey.

I send you today a photograph of Productive, which was taken July 4, 1910. The two plants were 14 inches apart in the rows. They were set in May, 1909, and bore a good crop in the Fall of 1909, and were allowed to fruit again spring, 1910, to see what they would do. I expect to use Productive largely for my main crop of berries. It is the most productive I have ever seen. I do not care to sell over 2,000 plants, as I wish to set largely of it.

Yours truly,

SAMUEL COOPER.

Cooper's strain of fall-bearing strawberries are truly marvelous. First the Pan-American and Autumn, both of them ever-bearers and true. You can invariably count upon the vines to be filled with bloom and fruit from early June and continue till late November, in the months of August, September and October. Especially in October, the Pan-American plants yield as much fruit as any standard variety does in June. They have been looked upon as toys or novelties by a large number of growers. Such is not the case. The Pan-American and Autumn

are of great commercial value and are going to be grown largely when better known. Now Mr. Cooper has originated two other fall bearers, the "Superb" and "Productive," the best of all fall bearers. The stock of Productive is limited. I bought all that Mr. Cooper could spare. Be sure and send in your order early.

T. C. KEVITT.

New York, Dec. 9, 1910.

T. C. Kevitt,

Athenia, New Jersey.

Dear Sir—In replying to your favor of the 5th, would say the Productive is a pistillate. It bore the heaviest crop on spring set plants in the fall of 1909 of any variety I had, and the plants bore a bumper crop in July, 1910. The photograph I sent you was two plants in the rows. I cut the leaves off the last of July and they bore quite a crop this fall, making three crops in 18 months from setting. The Superb is a staminate, not as productive, but larger and much better every way, to my notion a strictly fancy berry.

I remain yours truly,

SAMUEL COOPER.

**RHUBARB ROOTS.**

Every home garden should have a few hills of Mammoth Rhubarb. A few have found great profits from buying roots in the spring, growing them one summer in very rich soil so as to establish a lot of crowns on each plant, and in the fall packing these roots solidly together in a cool, dark cellar, with rich earth between. In March and early April, six weeks before Rhubarb can be had from the open ground, beautifully pink, tender stalks two or more feet high can be cut and marketed at fancy prices. In this way many an old unused cellar, or a portion of any house cellar, can be made to give a fine cash income with little or no trouble or expense. When marketing season is over divide the roots and plant in open ground to build up crowns for next winter's fruitage. There is money in cellar grown Rhubarb. Superb Victoria roots, \$1.00 per doz., \$4.00 per 100; 300 or more roots at \$3.00 per 100.

**PERFECT (versus) Imperfect Flowering.**

Imperfect flowering must have a row of perfect flowering sort among them or better plant fourth row perfect so as to pollenize the blossoms.

Farm Journal, Philadelphia, Pa.,

June 13, 1910.

My Dear Mr. Kevitt—Mr. Jenkins and I often think of the pleasant morning we spent at your place and desire to express our thanks for your courtesy to us.

Very truly yours,

WALTER ANDREWS.

**WORTHY OF RECOMMENDATION**

United States Department of Agriculture, Bureau of Plant Industry.

Washington, D. C. Feb. 8, 1910.

Mr. T. C. Kevitt, Athenia, N. J.

Dear Mr. Kevitt—In visiting your strawberry grounds last summer I was highly pleased with the success which you had attained in your method of culture. The Governor Fort variety stood out very prominent among the varieties. It is of large size, very fine in appearance, dark crimson and of excellent quality.

**THE KEVITT'S WONDER**

is too well known for me to add anything to its already well established character, as it has been thoroughly tested and has proved to be one of the best strawberries.

**HIGHLY PLEASED.**

I was highly pleased with your method of culture and will say that you have a system of cultivation well worthy of recommendation to strawberry growers.

**GLEN MARY**

was a very prominent berry on your place and several others, but my notes I took on the grounds that day were lost.

Yours very truly,

G. B. BRACKETT, Pomologist.

**Number of Plants Required to Set an Acre of Ground at a Given Distance.**

Rows 24 in. apart, plants 12 in. in row,	21,780
" 30 " " 12 " "	17,424
" 36 " " 12 " "	14,520
" 42 " " 12 " "	12,446
" 48 " " 12 " "	10,898
" 24 " " 15 " "	17,424
" 30 " " 15 " "	13,900
" 36 " " 15 " "	11,016
" 42 " " 15 " "	9,973
" 48 " " 15 " "	8,712
" 24 " " 18 " "	14,520
" 30 " " 18 " "	11,610
" 36 " " 18 " "	9,030
" 42 " " 18 " "	8,207
" 48 " " 18 " "	7,260
" 24 " " 24 " "	10,390
" 30 " " 24 " "	8,712
" 36 " " 24 " "	7,200
" 42 " " 24 " "	6,220
" 48 " " 24 " "	5,445
" 24 " " 30 " "	8,712
" 30 " " 30 " "	6,900
" 36 " " 30 " "	5,898
" 42 " " 30 " "	4,970
" 48 " " 30 " "	4,350

Ludlow, Vt., April 24, 1910.

T. C. Kevitt.

Dear Sir—The plants ordered came in fine shape and have been set under your system. Thanking you for the fine plants.

Yours truly,

GEORGE B. RAND.

## BUSH FRUITS

I will offer from a reliable Western New York State grower a choice variety of currants, blackberries, raspberries, gooseberries and grape-vines, shipped direct from grower.

### CURRENT

#### Red

	12 by mail	50 by express	100 by express
	2 year old plant		
Cherry .....	\$1.00	\$3.75	\$7.00
Fay's Prolific .....	1.00	3.75	7.00
President .....	1.00	3.75	7.00
Pomona .....	1.00	3.75	7.00
Red Cross .....	1.00	3.75	7.00
Perfection .....	2.50	....	....

### CURRENT

#### Black

Champion .....	1.00	3.75	7.00
Naples .....	1.00	3.75	7.00
Lees' Prolific .....	1.00	3.75	7.00

### GOOSEBERRIES

#### Red

Houghton .....	1.00	3.75	7.00
Industry .....	3.00	7.00	15.00
Red Jacket Joselyn...	1.50	6.50	12.00

### GOOSEBERRIES

#### White and Yellow.

Chautauqua .....	3.00	8.00	15.00
Columbus .....	2.50	6.00	11.00
Downing .....	2.00	5.00	9.00
Smith .....	2.00	5.00	9.00

### BLACKBERRIES.

Blowers .....	.50	2.20	4.00
Early Harvest .....	.50	2.00	4.00
Eldorado .....	.50	2.50	4.50
Ward .....	.50	2.50	4.00
Snyder .....	.50	2.00	2.50
Lucretia Dewberry...	.50	2.50	2.00

### RASPBERRIES

#### Red

Cuthbert .....	.50	2.00	3.00
Columbian .....	.50	2.50	3.00
Early King .....	.50	2.00	3.00
Marlboro .....	.50	2.00	2.50

### RASPBERRIES

#### Black

Black Diamond .....	.50	2.00	3.00
Cumberland .....	.50	2.50	4.00
Gregg .....	.50	2.00	2.50
Kansas .....	.50	2.00	3.00

## St. Regis Ever-bearing The "Early 'Till Late" Raspberry

"Raspberries for four months! That's what you get when you plant St. Regis—this new everbearing variety. Moreover, they are not only raspberries, but raspberries of the very highest grade—in size, in brilliant, crimson color, in firmness, in flavor.

The variety has been aptly termed "the early 'till late variety"; for it is the first red raspberry to give ripe fruit, while it continues to produce berries without intermission until late in October.

St. Regis is of pure American blood and of iron-clad hardihood; the canes enduring the severest cold uninjured and are wonderfully prolific. Unlike Belle de Fontenay, Henrietta, Marvel of Four Seasons and all other so styled overbearing red raspberries that have preceded it (and many others that are not overbearing), its foliage never suffers by sunburn or scald; nor is its growth impaired by the heat and drought of summer.

In addition to the bright crimson color and large size of the fruit, it is so firm and rich in sugar that it will stand shipping two hundred miles, arriving in market in first class order; and it can readily be kept in perfect condition for several days after being gathered. In brief, it is such a marvel as to size, beauty and excellence, it has been given the name of St. Regis; the finest hotel in the world, with guests who are the most fastidious and discriminating of all epicures.

The merits of this truly reliable, everbearing raspberry may be summarized as follows:

1. It is the earliest of all red raspberries; beginning to ripen at Monmouth from June 15th to 20th—just as the strawberry crop is waning.

2. It is wonderfully prolific; the first or main crop being far greater than that of any other red variety known (equaling the most prolific black cap or purple cane sort).

3. It gives a crop of fruit all summer and autumn, fruiting on the old canes in generous quantities until late in August. By this date, berries begin to ripen upon the young, i. e., current year's canes, which continue to produce berries in increasing numbers until late autumn; in fact until severe frosts occur.

No one will ever regret planting the St. Regis, and the sooner you get them the better, as you will have to have them sooner or later.

#### Prices of Plants:

25 cents each by mail, postpaid. 12 by mail, postpaid, \$2.00; 100 by express for \$15.00.

## Kevitt's System the Best



## KEVITT'S TRANSPLANTED PLANTS

Will yield a fair crop of strawberries in June if planted early. The varieties are Glen Mary, Almo, Sample, Kevitt's Wonder, Climax, Wm. Belt, New York, Heritage, Stevens' Late Champion, President, Chesapeake, Silver Coin and Bismark. Each plant holds a ball of earth and start to grow at once. \$1.00 per 100 plants; 500 for \$4.00; 1,000 for \$7.00.

## PLENTY OF LIFE.

Lancaster, Lancashire, England,

Dec. 5, 1910.

Mr. T. C. Kevitt, Athenia, N. J.

I received the strawberry plants this morning parcel post, all right; plenty of life in the roots and crowns. Must say I am well pleased with the plants. God bless you.

ROBERT JENKINSON.

June 13th, 1910.

T. C. Kevitt, Athenia, N. J.

Dear Sir—Your 1910 catalogue was received and well studied, also a later catalogue just came a few days ago, and as I kept the first one for reference and consultation the second was passed on to friends. We are much interested in your system, but having only a small plot of ground and renting that, did not see our way clear to try your system this spring. I mean to keep posted, and if more favorably located another year will remember you. Thanking you for plan of beds and books. Yours sincerely,

MRS. HATTIE A. FOX,  
Box 153, Belgrade, Neb.

## BRIEF DIRECTIONS.

Strawberries should have a rich soil for the best results. Plough the soil good and deep, apply well-rotted manure, at the rate of twenty-five tons to the acre, late in the Fall; cover the plants with manure to a depth of two inches; in early spring rake the coarse manure from the plants, let the fine manure remain, which will act as a mulch to keep the berries clean and prevent weeds from growing.

Marietta N. Y., April 4, 1910.

Mr. C. T. Kevitt, Athenia, N. J.

Dear Sir—Strawberry plants here and set. I have had plants from nearly every known dealer or grower, even of the celebrated pedigree stock, but must say that yours are the best and finest rooted plants I ever received and the extra are beyond the number put in by any other. Thanking you most heartily.

G. M. DOOLITTLE.

Ridgefield Park, N. J., July 18, 1910.

Mr. T. C. Kevitt, Athenia, N. J.

The Pan-American strawberry plants you sold me September, 1909, and which I planted the same day, are now bearing fruit. The wonder about these plants is that they bear blossoms and fruit on the runners. Would you kindly advise me just how and when I can transplant the runner plants, if they blossom and fruit continuously as they appear to do now.

Yours very truly,

CHAS. H. H. GORMAN.

## New Jersey State Board of Agriculture

### OFFICE OF THE STATE ENTOMOLOGIST

No. 591910

New Brunswick, N. J., October 3, 1910.

THIS IS TO CERTIFY that I have caused the strawberry nursery stock grown by T. C. KEVITT, at Athenia, in Passaic County, to be inspected in accordance with Chapter 249 of the Laws of New Jersey for 1903. Such plants have been found apparently free from San Jose Scale and other dangerously injurious insect pests, and seemingly in healthy condition.

Per E. L. D

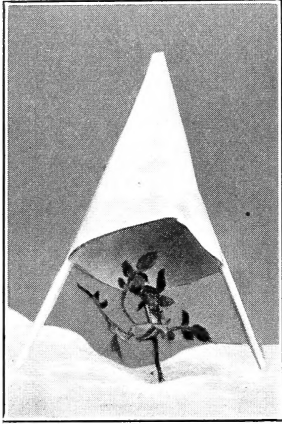
JOHN B. SMITH,

State Entomologist.

## TRY KEVITT'S SYSTEM AND GET RESULTS

# THE PERFECT PLANT PROTECTOR

KEVITT'S METHOD.



A greenhouse for every plant. It guards your tender plants during the cold days and frosty nights of early Spring. All young plants need some protection on account of the great change from the warm hot bed to the open cold soil of the garden or field. The change from the warm atmosphere to the cold one is so severe that the plant is almost at a standstill for at least two or three weeks, when no perceptible growth is visible. All this is changed by the use of my protector. It gives the plant a dry, warm air inside, same as a plant growing under glass. On cold, frosty days the plant should remain covered, as the protection affords plenty of light and heat to the growing plant.

Can you realize the importance of picking ripe strawberries, tomatoes, as well as other crops, at least two weeks earlier, when prices are high? By using the protector you are able to do this, and also save at least 60 per cent. of your plants that die from heat or cold.

## THE PRICES ARE AS FOLLOWS:

Per dozen, by mail.....	\$0.25
Lots of 25, by mail.....	0.50
Lots of 50, by mail.....	1.00
Lots of 100, by mail.....	1.75
Lots of 1,000, by express, per hundred.....	1.60
Lots of 10,000, by express, per hundred.....	1.45
Lots of 20,000 and over, per hundred.....	1.30

Write for Sample.

The "AUTUMN" is a pistillate and should be set in alternate rows with the Pan-American. It is a seedling of the Pan-American but, unlike it, if set in the fall, giving it plenty of room and good cultivation, removing all fruit stems the next spring, it will make a host of new plants that are small at first, but when set the next spring in the rows for fruiting will be larger in August than the Pan-American, and should be set fifteen inches apart in the row. The fruit stems should be removed in the spring. Unlike the Pan-American, it will not blossom

again until about the 15th of July, and will blossom heavily for about six weeks and then spend all its energies ripening its load of fruit. All runners should be kept off the fruiting row. This plant does not fruit much on the new runners. The berries are not quite as large as the Pan-American, but better shape and color.

I have sold berries for the last four years, at from fifteen cents for the culls to fifty cents per quart for the best. The demand is much greater than the supply.

## STATEMENT

Of all strawberries the "AUTUMN" is the most productive if grown under my system. In June I guarantee it will yield over 25,000 quarts of strawberries to the acre the second season after planting, or I will return money paid for plants.

**T. C. KEVITT**

**Athenia, New Jersey**



## Reprint from Rural New Yorker, July 3, 1909

### FIELD DAY MEETING, JUNE 16, 1909, AT MY PLANT FARM

**BIG BERRY CROP.**—I promised to go to T. C. Kevitt's place on June 16 and see if he could make good on his great berry growing claim. Kevitt set this date over six months ago and said he would show plants each carrying a quart of berries and planted so close together that there would be a crop of 50,000 quarts on an acre. That is the claim as I stated it to the crowd on Kevitt's place. It was a bold thing for a man to tell six months ahead what he can do, and I think most of us went there expecting to find a goods many ifs and buts about it.

Kevitt has about 11 acres in berries. Some are grown for plants, others are newly set and still others not planted on the system he advocates. There were about two acres which he offered as evidence of what he can do. As is now well known, these plants are set in beds. Each bed contains five rows one foot apart with the plants set one foot apart in the row. Thus each square foot of the bed is occupied by a plant. The runners are all cut off so that each original plant retains its strength and develops a great root and crown. Between the beds are alleys wide enough for a careful picker to stand in and reach over into the bed. The best part of the field was a patch of Glen Mary, which was originally set October 6, 1906, and this was the place we took for the test. All who knew the Glen Mary realized that it could not be in full fruiting at this date. There were a few large, ripe berries on each plant and 100 or more green ones ranging all the way from those just forming from the blossom to those all ready to color. We took a sample plant on one of the outside rows—not the best we could find by any means. All the berries, green and ripe, were taken

off this plant. There were more than 150 of them and they more than filled a quart basket. It was evident that 30 or 40 of these small green berries would, if left on the plant, grow to full size. I should say that about 40 average Glen Mary strawberries would fill a basket. This plant was selected and picked in the presence of such men as Judge Blair, of Jersey City; Dr. Ward, of the New Jersey Horticultural Society, and prominent fruit men from all over. I called upon the company publicly to say then and there if that acre was good for 50,000 quarts. I also talked with at least 50 persons privately. I could not get anyone to say that he ever saw more fruit on an acre. It was admitted generally that the plant which we selected and picked would, with a reasonable amount of moisture, ripen nearly or quite two baskets of berries. We did not, of course, count the missing plants, but there were, I should judge, between 40,000 and 45,000 plants on the acre. Some of the plants on the inside rows, especially where they had made a rank growth, were not as well fruited as the outside rows, but there was a good set of fruit on all. The picking will cover nearly or quite three weeks, so, of course, I cannot give the actual number of baskets taken from the acre. On the next day, June 17, Kevitt expected to take about 12,000 quarts from the entire field.

I have asserted for years that the strawberry plant can be built up so as to give a larger yield of fruit and by present knowledge I have every good reason to believe we may increase the yield.—Yours for choice strawberries and more of them,

T. C. KEVITT.

# "SURPRISE"

**A** NEW STRAWBERRY, a new creation, a strawberry of a new type. The berry is the result of years of effort to secure a strawberry plant that would yield and continue to bear fruit the entire season. It was a surprise to me in every way to find a strawberry plant last July, 1910, less than four months old, from seed filled with blooms and ripe strawberries, the only plant from a numerous batch of 2,000 hybrid seedlings under test, was found this unique plant, which was at once recognized as the grand prize, and has at last been produced by nature's own way. The combinations of this plant resulted from the crosses of (Autumn) and the (Pan-American) both of them everbearers. The "Surprise" is the first generation among the ever-bearing varieties which yields bumper crops on the young runner



"SURPRISE"

plants; the young plants all through the summer and fall months yields as big a crop of strawberries as the parent plant does. In June while the parent plant is in bearing the runners start to grow plants, and they in turn start to bloom and bear fruit same as the parent plant, and continue to make plants and bloom and bear fruit till late in the fall. The parent plant continues to bloom and bear fruit the entire growing season; the plants are very thrifty growers, making young plants freely. The berries are medium in size, dark scarlet color and are of exceptional fine flavor. During the past twenty years of labor and care in growing seedlings, this is the surprise of all strawberry plants that yields and continues to bear fruit the entire growing season.

No plants will be offered this season as the stock is limited.

Originated 1910, on my grounds.

**T. C. KEVITT**

**Athenia, New Jersey**