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JERRARD'S

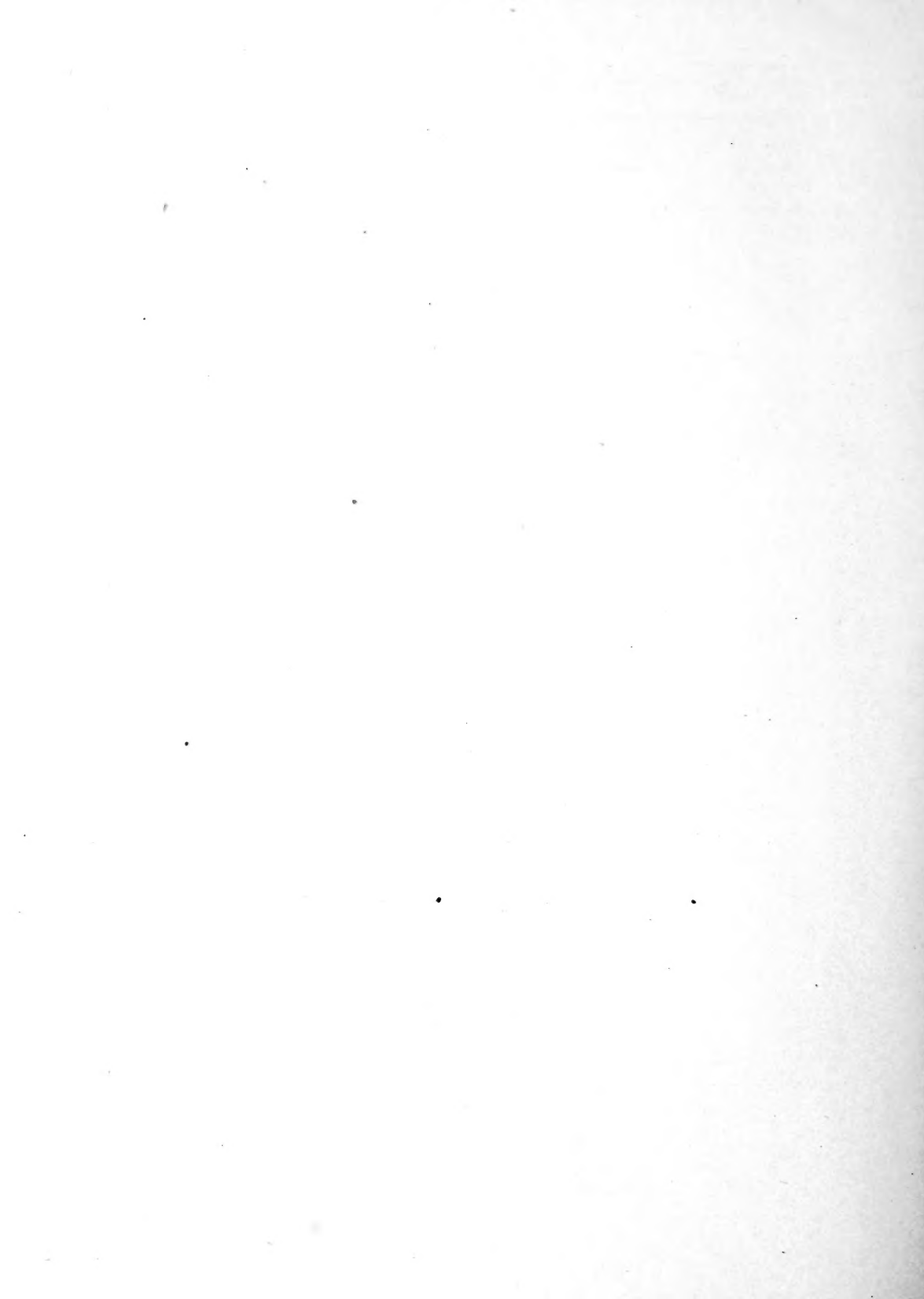
1912

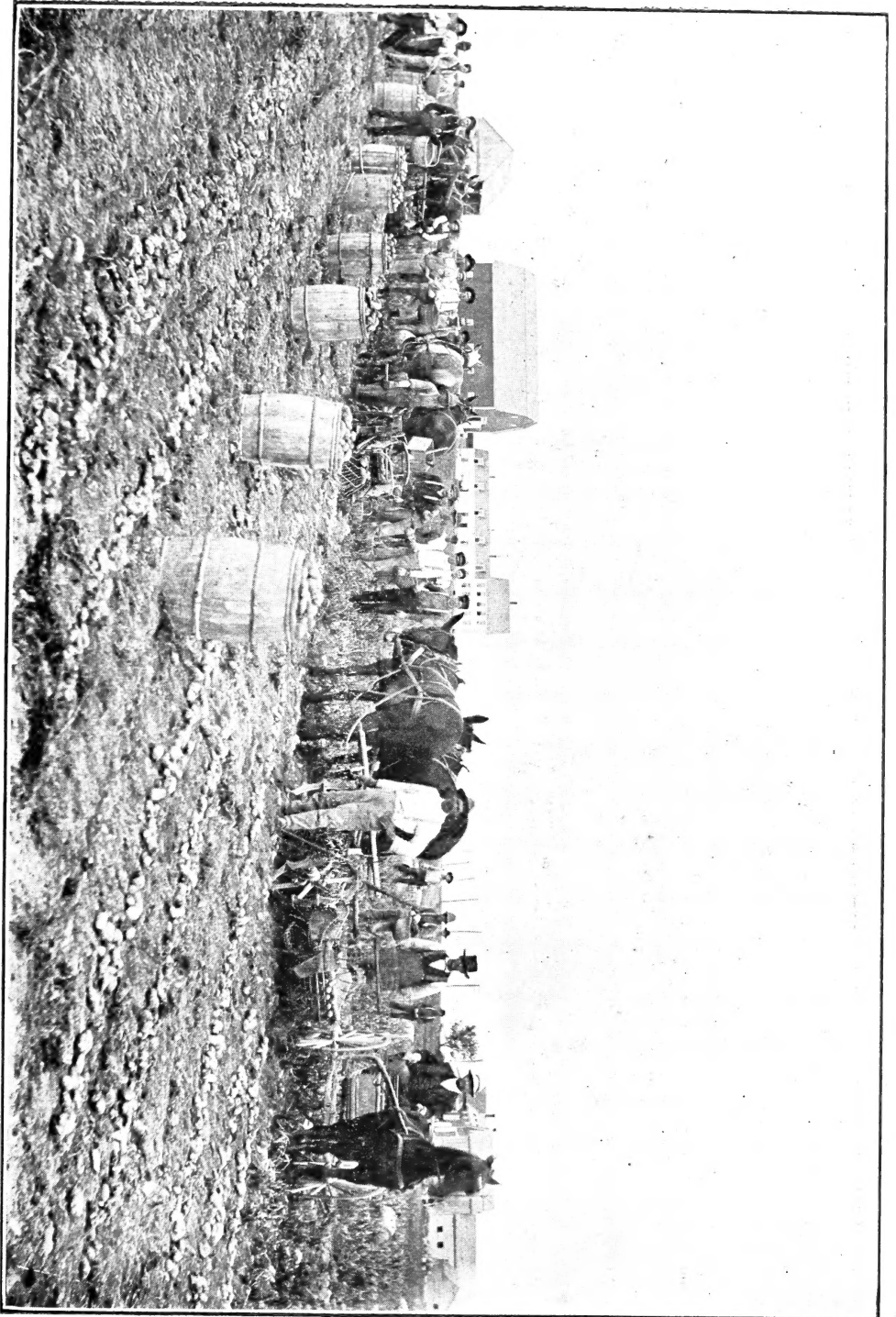
NEW YORK STATE
COLLEGE OF AGRICULTURE,
DEPARTMENT OF HORTICULTURE,
CORNELL UNIVERSITY,
ITHACA, N. Y.

JERRARD'S
CATALOGUE OF
SEED POTATOES
1912

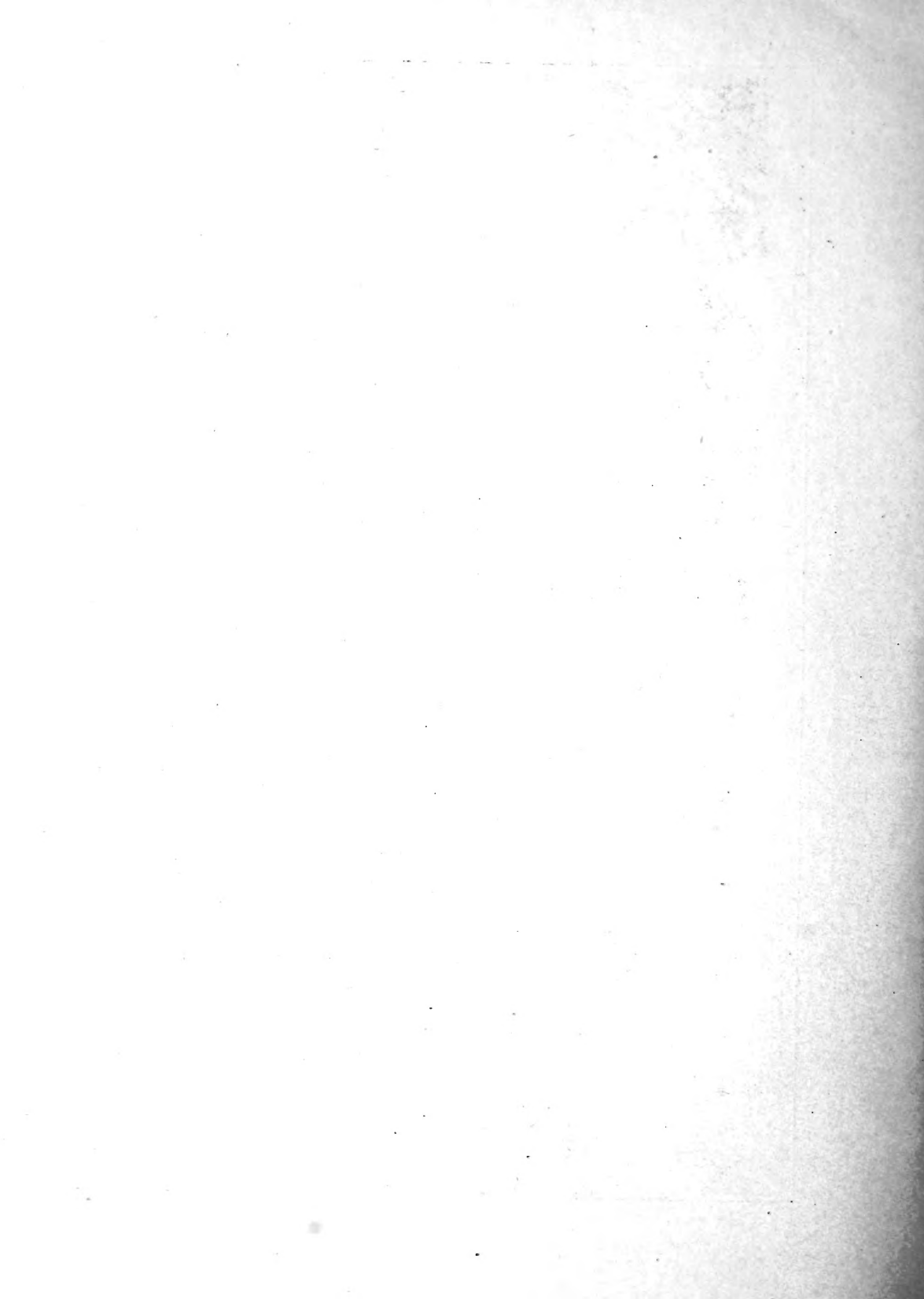
The Geo. W. P. Jerrard Co.

Caribou, Maine





The above is a typical picture of Harvest Time among the potato fields of Aroostook County. This picture was taken on Neighbor McDougal's farm, which joins the farm of the Jerrard Co.



To Our Customers

Thirty years ago the firm of Geo. W. P. Jerrard Co. first started to send out reliable seeds to critical customers. The history of the firm's lifetime can be very briefly summed up in the words, "Earnest endeavor to please the public". In the course of these thirty years we have turned all of our time and attention to our one specialty, seed potatoes, and we have put forth all of our energy to send out to our customers seed potatoes that will prove sound, pure, true to name, and which will reflect credit on our famous potato country. Whether we have succeeded, we will let you judge by our long list of satisfied customers. That they are satisfied, we judge by their continuous patronage year after year. We wish to thank our old customers for their favors and we want a chance to convince all prospective customers that our seed potatoes possess all the qualities that we claim for them and that we meet all demands with square and honest dealings. Right here let us sound a warning to everyone who is interested in potato raising. This year there is a great potato shortage not only in New England but all over the United States and we believe that the spring of 1912 will see a demand for seed potatoes never before equalled. In order to obtain good results, it is absolutely necessary to have the seed as nearly perfect as possible and it should not be a question of price so much as a question of obtaining seed which is sound, pure, and true to name. This is the kind of seed which the Geo. W. P. Jerrard Co. sends out from Aroostook, the world-famous potato country. Try it and see if it is not worth all that we claim for it.

Why Our Seed Can Be Relied Upon

If we are unable to grow as many as we need to supply our customers we furnish the seed, and place them out under contract to be grown for us by the most reliable farmers and we keep an eye on them all through the growing season. In order to keep our seed pure year after year, we grow each season on our home farm of 250 acres a sufficient number of acres to give us all the seed we require for our next year's planting. These plots are carefully planted, each plot staked and numbered and a record made of each, so there could be no error if a stake should get removed.

They are carefully watched and their characteristics noted, and should any variety appear to have plants that look at all suspicious they are at once staked out and as they mature if they still do not resemble the original variety they are dug up and taken from the field, thus leaving the balance of the field pure and straight for our next year's planting. You will at once see this is expensive, requiring time and money, but it is the only way to maintain the standard of quality that we require for our trade.

We can say without fear of contradiction that we are the only Seed Farm in the country that follows this system.

Points to Be Observed in Planting Potatoes

The successful growing of the potato crop demands careful and conscientious work from start to finish. There are many details which, if neglected, mean partial failure, and which must be complied with to insure the fullest success. It is not practicable in a short article to hint at more than a few factors which enter into successful potato growing. Among the most important are the selection of the land; the preparation of the soil, including application of fertilizer; and care of crop during growing season.

The proper preparation of the soil is a matter of years and not a single season's planting. A soil in order to do the best must be an excellent tilth and with a high state of fertility. Such conditions can only be obtained by careful forethought and planning. The best possible seed-bed should be prepared so that the soil will be light and thoroughly pulverized to a depth of 5 or even 6 inches. In a soil thus prepared the planter will run easily.

Amount of Plant Food per Acre

Even on soil of high fertility it is found profitable to fertilize liberally. For a large crop the fertilizer should carry not less than 50 to 60 pounds of nitrogen, one third of which should be in the form of nitrate, not less than 60 pounds of available phosphoric acid and not less than 100 pounds of potash. About two thirds of this can best be applied in the drill at the time of planting, and the rest at first or second cultivation.

Planting and Cultivation

On the whole, medium sized potatoes cut in four pieces seem to be the best adapted for seed and planted at a fair depth. Not more than 1,000 or 1,200 pounds of a fertilizer should be applied in the drill at the time of planting. The drills are from 34 to 36 inches apart and the pieces are planted from 12 to 14 inches apart in the drill according to whether a small or gorgeous growing variety is used. All through the growing season the field should be kept free from weeds. Frequent running of the cultivator not merely keeps down the weeds, but it lets the air into the soil and prevents excessive loss of moisture by evaporation, and in every way seems beneficial to the crop. This should be kept up until the vines pretty nearly cover the ground. If weeds appear in the rows they should be removed by hand.

Spraying

Of everything that has to do with the care of the potato in its growing stage there is nothing that is so important as the spraying, both to prevent blight and to protect from the injury of insects. The following suggestions for fighting the enemies of the potato are taken from a circular of the Maine Agricultural Experiment Station which can be had on application to the station at Orono, Maine.

The larvæ or slugs of the Colorado beetle (potato bug) can be readily killed by poisons. These poisons can be best applied with water in the form of a fine spray just before the eggs hatch. The smaller the bug the easier it is killed.

How to Spray and When to Spray for Blight

Begin when the tops are 6 or 8 inches high and spray every ten days (or every week if the weather is very cloudy or rainy) until the last of August or the first of September, or later if necessary.

In any event the spraying must begin before the average observer will detect blight on the leaves, and the foliage must be kept coated with Bordeaux mixture up to the time the crop is harvested or the tops are killed by frost. Do not stop for rainy days, this is just the time when the late blight spores are formed in profusion and when infection must easily take place. It is possible for a spraying just before a rain, even though it is largely washed off, to do more actual good than any other during the entire season. Moreover properly prepared Bordeaux mixture if thoroughly applied will withstand washing if once thoroughly dried on the leaves. The best results are obtained when the mixture is forcibly applied in the form of a fine mist and not in course drops sprinkled over the foliage.

The nozzles should be so arranged and of sufficient number to cover the entire row at each application. Do not limit the amount applied per acre to an arbitrary number of gallons, but use enough at each application to thoroughly coat the foliage whether it requires 50, 100 or 150 gallons per acre. Use a pump powerful enough to develop a pressure of at least 60 pounds with all the nozzles open.

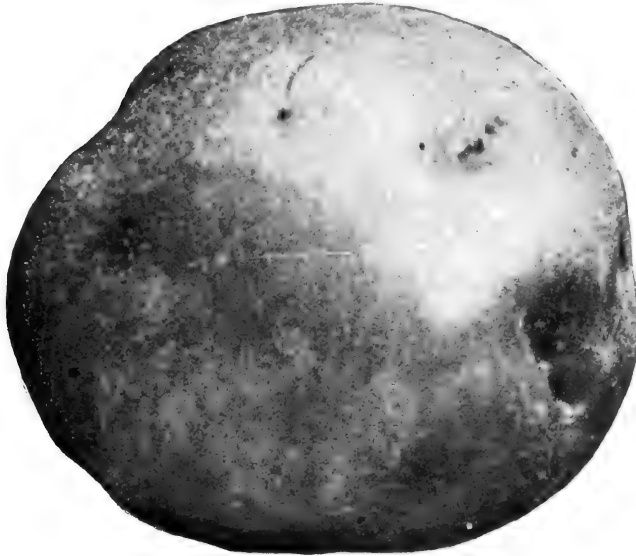
A good formula for blight is the following:

Copper Sulphate	5 pounds
Fresh Lime	5 pounds (Unslaked)
Water	50 gallons

An ordinary oil barrel holds 50 gallons.

The most convenient method of preparing Bordeaux mixture is to make stock solutions. For this purpose suspend 100 pounds of copper sulphate in a bag near the top of a 50 gallon barrel, filled with water, slake 100 pounds of stone lime in another 50 gallon barrel, dilute and strain and make up to 50 gallons. A gallon of either solution lime will be equivalent to 2 pounds of the sulphate or lime as the case may be. For a fifty-gallon tank of mixture the stock solution should be thoroughly stirred and then $2\frac{1}{2}$ gallons of each dipped out, diluted and mixed as described above. For a 100-gallon tank 5 gallons of each stock solution is used and each diluted to 50 gallons before mixing.

EARLY VARIETIES

*EARLIEST**TO**MATURE**Heaviest**Producer**Superior**Quality***The Early Surprise**

This extra early potato was introduced by us in 1903. It has been grown on our seed farms for the past nine seasons, and for the past five seasons by hundreds of our most successful farmers and market gardeners throughout New England and the Middle West. Wherever it has been tested, it has sustained the claims we have made for it and its popularity has grown to such an extent that now we are receiving orders for it in car lots. Although we introduced it nine years ago, we think the increasing demand and the steadily growing favor, in which it is held by everyone who tries it, warrants the place we give it, the first page.

It is the **earliest** of the earlies. Seldom do we find so many good qualities combine in one potato. Here we have one that will produce nearly, if not as many, marketable potatoes per acre as any of the later kinds. It is one of the earliest to mature, enabling you to secure the earliest market when new potatoes are in good demand and bringing the highest price, thus making it one of the best in all respects for early garden and field culture. The potatoes are pure white with clear, smooth skin, nearly round. It is a vigorous, upright grower with a medium sized top and purple blossoms. The tubers grow to a good size, close together, and an unusual number in the hill. The seed of this variety starts very quickly, grows rapidly, and the young shoots are strong and healthy. One very important feature of this variety is that the tubers are of very fine quality and will cook dry and mealy before they are fully grown, which is a valuable characteristic in a potato introduced for early market. In ripening it is more uniform than any other variety, every hill seeming to ripen at the same time. Potatoes of this variety were planted April 30th, and on June 9th tubers were removed from the hill that weighed eight ounces. Price, per barrel, \$4.75.



The above is a picture of a field of Petoskeys taken at harvest time.

The Petoskey

A grand new early potato. For many years the potato-raising public has been clamoring for something new in an early white potato and we think that now we have found a variety that has all the qualities desired. The Petoskey was introduced into Aroostook County by Mr. A. F. Ulrich of New Sweden, and we will give you the description as he gave it to us. It is a round, white potato, one of the very earliest to mature, a prolific producer, surpassed by none in quality, and, best of all, it withstands drought, blight, and all the diseases of the early varieties remarkably well. But its most distinctive feature, and this we wish to impress upon you, is the fact that it is a white potato. Several of the progressive farmers of Aroostook County have tested the Petoskey and have found that it has all the qualities described here. Mr. Ulrich and his neighbors make great claims for the potato, stating that it is at least two weeks earlier than the Irish Cobbler, a potato which it resembles very much, and that it will produce equally as well as any of the later varieties. By them it is proclaimed to be beyond all doubt the best potato planted in this famous potato country. A few dollars invested in this seed will return many fold. Price, per barrel, \$4.75.



The above picture was taken in the midst of a forty-acre field of Aroostook Wonders. You will notice the presence of the women, who take as much interest in the yield and price of potatoes as the men folks and who often lend valuable assistance at harvest time.

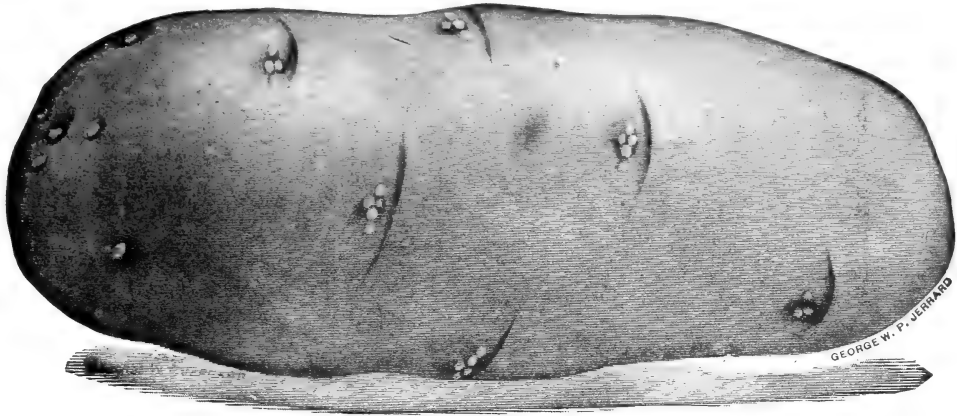
The Aroostook Wonder

The Aroostook Wonder, introduced by us for the first time in 1908, was originated several years ago by one of Caribou's prominent farmers and since that time has been raised by him and its characteristics carefully noted both by him and the Jerrard Co. The yield has been more remarkable each year. This potato without any doubt has proven itself a standard variety and is fast becoming very popular. No one will make a mistake in trying a few of the seed.

It is a smooth, round potato, eyes small and even with the surface so that there is but little waste in paring. The skin is thin and of a creamy white, the flesh is fine grained, of a pure, pearly whiteness and contains so much starch that it cooks dry and mealy. Most of the early sorts are watery when new and first dug but the Aroostook Wonder, when a marketable size, is dry and floury retaining its delicious flavor all through the winter.

It grows very rapidly. When planted side by side with other early varieties the difference in its growth can be noticed in a few days. The vines are strong and sturdy with exceptionally luxuriant, deep green foliage, making a healthy growth when all other varieties are cut down by blight. Unlike other early potatoes the tops do not die down readily but remain green long after the potatoes are ripe. We predict for this potato a great future. The potato raisers for some time have been looking for an early potato that would withstand blight and that would yield equal to the later varieties. We have it now in the Aroostook Wonder.

Plant a few of this remarkable potato and give it a fair trial. Price, per barrel, \$4.25.



The Early Harvest

The Early Harvest potato originated in the town of Kenduskeag, Penobscot County, Maine, and was introduced by us in 1893 as an **exceedingly** early white potato of **finest quality**. During the few years we have been selling it, we have sent it everywhere in America, and, in a small way, all over the world, and in every state and clime it has pleased.

It is, in fact, a vigorous new seedling, full of life and strength, and proves not only one of the **very earliest** to mature, but it is a **large yielder** as well. A very strong point of superiority in the Early Harvest is that it bears shipping very early in the fall, when the weather is hot, better than any other kind, and arrives at its destination, after long distance carrying, almost as **bright** and **sound** as when **dug** out of the ground; so it is an exceptionally valuable potato for very early marketing, and a good one for home use. Color is white, usually showing a fine netting of the skin, which is an indication of fine quality; its cooking qualities are of the best, being white, dry, fine grained and very mealy. No potato stands higher in the estimation of practical market gardeners than the Early Harvest. Price, per barrel, \$4.25.

Early Michigan

Resembles the Early Harvest and like it is an extra good yielder and fine quality. Price, per barrel, \$4.00.

Irish Cobbler

Great claims have been made for this potato. It is confidently asserted by some seedmen that it will outyield all other early kinds and is a close second to any of the later varieties. Quality, the best; color, a pure, creamy white; shape nearly round, and smooth. Foliage, dark green; vines, very stocky; withstands drouth remarkably well. In some sections it is fast taking the place of other early kinds. This is a variety you can plant liberally of and feel confident of a large crop of very early, fine quality potatoes. Price, per barrel, \$4.25.



The Dew Drop

While this is not one of our introduction it is one that we can fully recommend as being an extra good variety. It is spoken of by many as the earliest and best. We find it an excellent early potato.

It has quite a heavy top for so early a variety but the tubers are good size and cook dry and floury early in the season. It is pure white, eyes even with the surface, and is a good strong grower and yields a heavy crop ready to catch the early market. Price, per barrel, \$3.75.

Early Ohio

One of the **earliest** potatoes on the market. Many market gardeners prefer this potato to any other for with **good care** it will give excellent returns of very early potatoes of the finest quality.

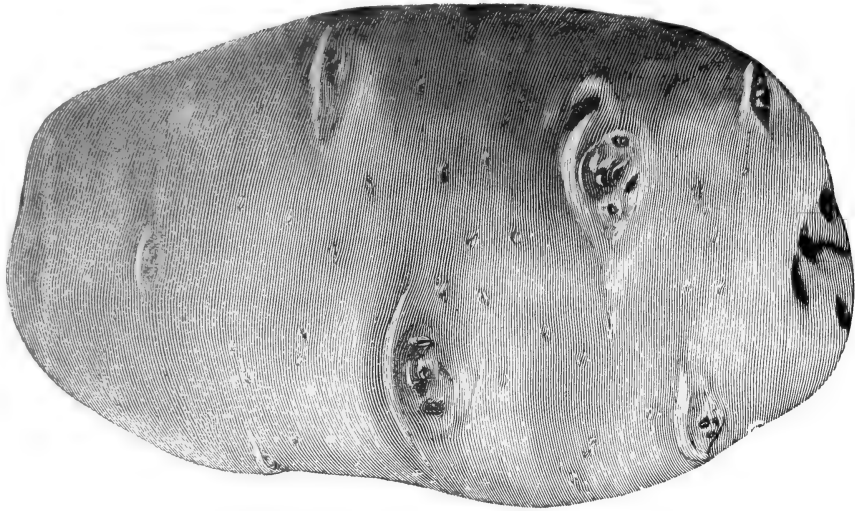
They are rose color, good shape, rather oval, not too long, eyes level with the surface; the flesh is white, dry and mealy. One of the very best for early markets, they will stand high cultivation better than many early potatoes. They are free from rot even when grown where a liberal application of barn dressing has been made. Price, per barrel, \$4.00.

Early Six Weeks

A new, extra early potato, introduced in 1892. It proves to be of fine quality for early use, and on this account is desirable to grow in a small way, at least for first early. Tubers are medium to large size, round oblong in shape, eyes mostly even with the surface, skin light pink. Price, per barrel, \$4.00.

Early Punitan

Quick grower, flesh white, fine grained, and mealy when cooked. Excellent eating potatoes. Price, per barrel, \$4.00.



Clark's Pride

This potato in no way resembles Clark's No. 1. Several years ago Mr. Clark himself, who lives in Aroostook valley close by the banks of the rolling waters of that famous river, presented us with a peck of this seed, making the claims at the time that he originated the variety. We planted them and have continued to plant them ever since. At that time they were under development, today they are in their prime, and are a safe potato to plant, yielding very heavily when well cared for and are ready to market very early. Price, per barrel, \$4.00.

The New Queen

No doubt many will receive our catalogue this season for the first time, and for their benefit we will say that the New Queen was introduced by us in 1884 as the earliest potato in cultivation at that time. This was many years ago. During these years we have sold tens of thousands of barrels of them, which from the first seemed to surprise and delight every one who saw them.

The New Queen was indeed a marvellous new potato and after these many years it is still eagerly sought after by the best of farmers and market gardeners everywhere. The call is so great for this excellent potato that many unscrupulous dealers are inclined to substitute later varieties which resemble the Queen in color and shape that it is always safer to buy of reliable growers of pure seed. Price, per barrel, \$4.00.

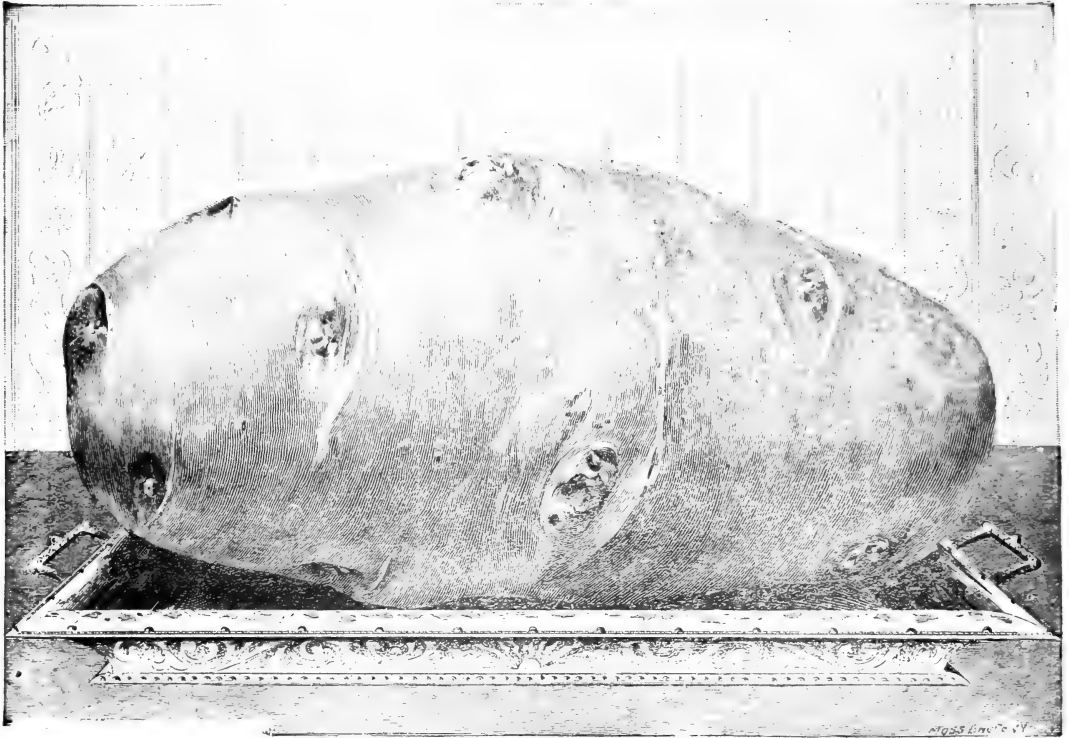
Early Bovee

An extra early variety, closely resembles the New Queen in shape and color, of good size, producing but few small tubers, and of best quality. Price, per barrel, \$4.00.

Ensign Bagley

Introduced by S. D. Woodruff & Sons of Conn. Extra early, pure white, ripens about the same time as the New Queen and Clark's Pride. Price, per barrel, \$4.00.

ROSE VARIETIES



The Early Norther. (Introduced by us in 1892.)

During the years this potato has been before the public we have sold thousands of barrels of them, and every year sell more and more. This is because it is a very prolific yielder, of excellent quality for table uses, smooth, handsome, and a good keeper, and, last but not least, it looks precisely like its illustrious parent, the famous old Early Rose, than which no potato was ever higher in the esteem of both the farmer and the consumer. Price, per barrel, \$4.00.

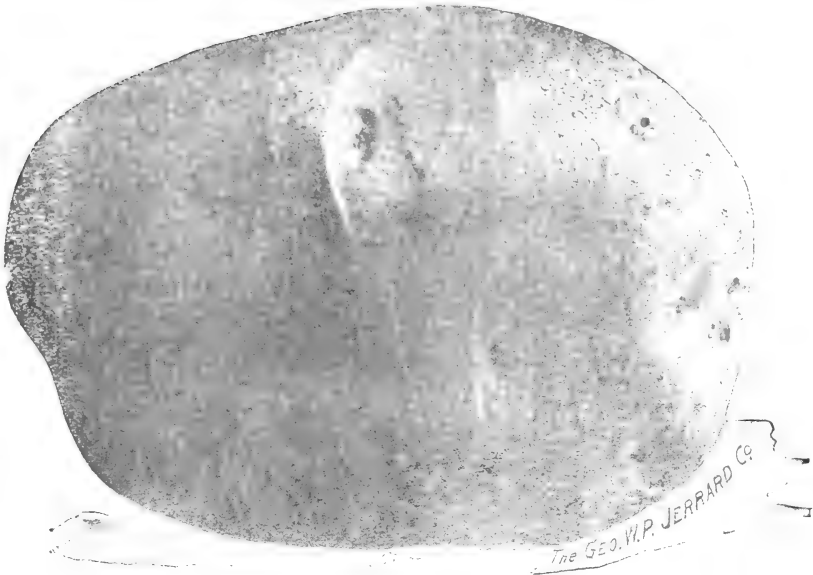
The Northern Beauty

The Northern Beauty was originated by us on our experimental farm in 1894. During the spring of 1896 it was sent into every quarter of the United States and Canada. It has given such good results, producing enormous crops of smooth, handsome, light flesh colored tubers, that we do not hesitate to offer it to our customers as the best Rose variety introduced since the introduction of the renowned Early Norther by us in 1892. There is no Rose variety on the market to-day that is giving such universal satisfaction as the Northern Beauty.

It is of the Early Rose type, light flesh color, not quite so long, a little inclined to be flat, eyes quite even with the surface, an excellent shape for cooking, for which purpose it has no superior among the Rose varieties. It is fully as early as the old Early Rose and a more robust grower. Price, per barrel, \$4.00.

IXL

Rose variety, ten days to two weeks later than the Early Norther, strong grower, a good yielder and quality good. Price, per barrel, \$4.00.



Spaulding Rose No. 4

This potato is very late, of a flat oval shape, of Rose variety, and perfectly white inside. It withstands rust remarkably well and continues to grow until the frost comes. It is planted for a main cropper. Last year from ten acres of land we harvested 1,141 barrels of merchantable potatoes. Price, per barrel, \$4.00.

Prolific Rose

One of the heaviest yielders of all the Rose seedlings. A little later than the Early Rose, shape similar, color about the same. Price, per barrel, \$4.00.

Early Rose

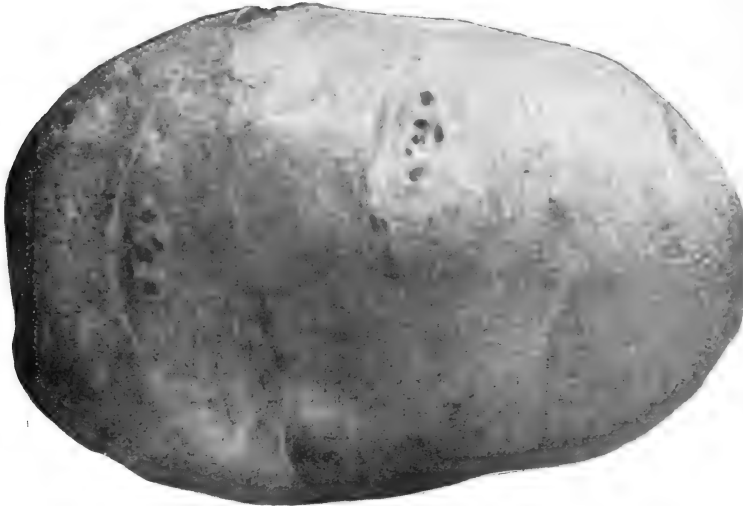
Is too well known to need any description. We have a large and very fine stock of the old standard Rose. Price, per barrel, \$4.00.

Crown Jewel

For a number of years this has been a favorite potato of the Southern market gardeners. Its chief point of favor is its early maturity. The top is large and bushy and does not easily blight. A very desirable potato for garden and other early uses. Price, per barrel, \$4.00.

IMPORTANT. Positively we refuse to ship orders received after the 5th of April. We reserve the right to refuse to ship orders, should we be all out of the variety received in same. See the last page.

LATER VARIETIES



The Green Mountain

The Green Mountain potato has proven a very valuable variety for late crops. It has been in our city market as a table potato for several years, and when well grown has invariably brought an extra price over other kinds. It is a fair, white-skinned potato of flat, oval form, very smooth and handsome. In the field it grows strong and rampant with large, healthy foliage. Its season of ripening is late, and we have found it not prone to decay either in the field or cellar. On the whole we are led by our experiences with the Green Mountain potato to pronounce it an excellent one for late crops. Price, per barrel, ~~\$3.50~~ \$4.00

Delaware

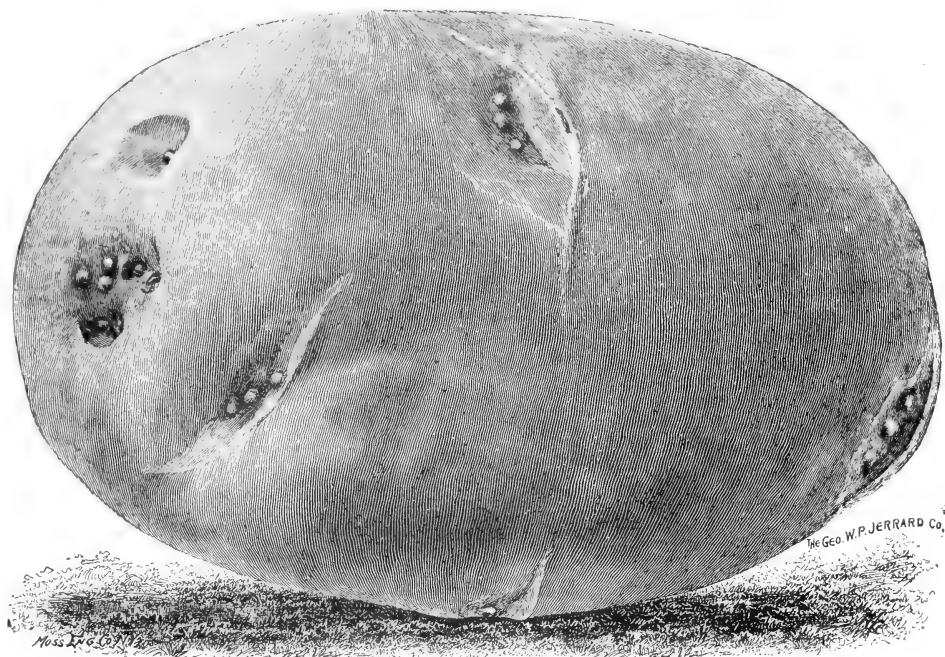
Succeeds well in all soils. A valuable combination of size, yield and quality. White throughout. Large, oval, good quality, good keeper. Time of ripening, medium late. Price, per barrel, ~~\$3.75~~ \$4.25

Norcross

A late potato but a heavy yielder. The tops grow very large, shading the ground so that the weeds do not have as much chance to grow, thus making it easier to take care of. Withstands blight to an excellent degree and is very suitable for the main cropper. Price, per barrel, ~~\$4.00~~ \$4.25

Manum's Enormous

Late, tubers large, very white, producing bountiful crops of merchantable potatoes. Price, per barrel, ~~\$3.75~~ \$4.25



Carman No. 1

A close rival of the Green Mountain. Originated by Mr. Elbert Carman, late editor of the *Rural New Yorker*. Has been very popular wherever grown. Shape round or globular, skin white, shallow eyes; not inclined to rot in field or cellar; of excellent quality. Late in ripening but yields large crops of fine marketable potatoes. Price, per barrel, ~~\$3.75~~ \$4.25

Sir Walter Raleigh

Generally spoken of as "Mr. Carman's best," and that is what we call it. With our growers it has made the very best continuous record of all our varieties for yield, size, smoothness, and handsome appearance. Good large size, hardly ever any small ones, nearly round in shape, but flattened, just what is most desired now; skin pure white, thin and transparent, eyes few and very shallow; potatoes never prongy and never scabby, almost blight-proof, a sure yielder where others fail, in clay soil and all other soils.

Sir Walter Raleigh was first introduced in 1897. We have had it from the first, and it is now just in its prime. We cannot see that it has begun to deteriorate at all. On the other hand we think we have improved it. Price, per barrel, ~~\$3.75~~ \$4.25

Rural New Yorker

Mid-season. Tubers smooth, large and white; quality and yield good, extra good. Price, per barrel, ~~\$3.75~~ \$4.25



Vermont Gold Coin

A Very Profitable All-around Main Crop Potato.

A main-crop variety, introduced by Burpee in 1903, with a very strong endorsement from the veteran potato specialist, Mr. E. L. Coy. Mr. Coy figured the yield a third more than Carman, Rural, Empire State, etc. It is a very strong grower, vines very large, with deep green foliage covering the ground. The potato is pure white in color with netted skin. It is as smooth as the Rural type varieties, but of rather better quality, cooking up dry and mealy even when very large and overgrown. As a cropper it is a leader.

The above picture was taken July 10th when the potatoes were in full bloom. The first days in October we harvested 1,500 barrels from eleven acres' planting. Price, per barrel, ~~\$5.75~~ \$4.25

Renew your seeds and secure earlier maturity and greater productiveness. Buy the best seed potatoes that grow, shipped to you direct from Aroostook, the home of the potato.

How to Send Money. Send money by Post-office Money Order made payable at Caribou, or Bank Draft or Express Money Order. Or if none of these facilities are conveniently at hand it may be sent by registered letter. We warrant money to reach us safely when sent by either of the above named ways. Be sure to write your **name** and **address** very plainly. We have no way of knowing your address unless you send it to us. We receive orders every year without name or state, then the sender kicks because he does not receive goods ordered.

We make our prices Net, f. o. b., Caribou, Maine, without discount. Prices in this catalogue apply to orders of one to five barrels.

Our special low freight rates from Caribou to Boston. Commencing the 10th of March we run special through cars over the railroads as far as Boston until April 5th. By this service we give our customers the lowest carload freight rates on all orders, large and small, as far as that point. We have an agent in Boston who takes the carloads in hand upon their arrival there, and sees to the safe delivery of each lot at its proper railroad station, steamboat landing or express office to go on to its destination.

<p>Freight from CARIBOU to BOSTON, MASS.</p> <p>Per Barrel,.....50 cts.</p>	<p>This rate does not include transfer at BOSTON, which costs 25 cts. for Five Barrels or less; and 5 cts. for Each Barrel or Parcel over five.</p>
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We begin to ship seed potatoes to Southern and Middle points the 10th of March and work north as fast as the season will permit until the 5th of April.

Positively, we do not ship orders received after the 5th of April, and this year, owing to the scarcity of some of the varieties of seed potatoes, we shall have to reserve the right to refuse to ship orders, should we be all out of the variety specified in same. So it is to your advantage to get your order in early.

All potatoes are shipped in barrels unless otherwise ordered. For barreling we use tight new barrels of our own make and fill them so they will not rattle. We shake them well and then with a screw press put the head down where it belongs. We do not sell half barrels, bushels or pecks nor can we put two kinds in a barrel.

Barrels and sacks contain 165 pounds net. Potatoes ordered shipped in sacks 20 cts. per barrel less than catalogue quotations. While the cost in barrels is a little more, they reach our customers in a much nicer condition, as those in sacks are liable to get more or less bruised in transit. If your potatoes do not reach you in good condition, notify us at once. We send out nothing but fine, sound stock. (We ship in warm cars to Boston.)

Money promptly refunded. If we are sold out of any variety of seed potatoes that are ordered, we will not substitute any other variety unless instructed to do so, but return the money paid without delay.

We are not infallible, mistakes will sometimes occur in spite of all we can do to prevent them. Please notify us of any errors that may occur in filling orders and we will promptly and cheerfully correct them.



We do not ship goods C. O. D.
 We do not prepay freight.
 We do not guarantee the crop in any way.

The Geo. W. P. Jerrard Co.
 Caribou, Maine

THE GEO. W. P. JERRARD CO.
CARIBOU, MAINE







From

Highest Quality, Seed Potatoes,
Early Surprise, Aroostook Wonder,
and Northern Beauty.

Quality Counts.

CATALOGUE FREE.



*The Geo. W. P. Jerrard Co.,
Caribou,
Maine.*

