

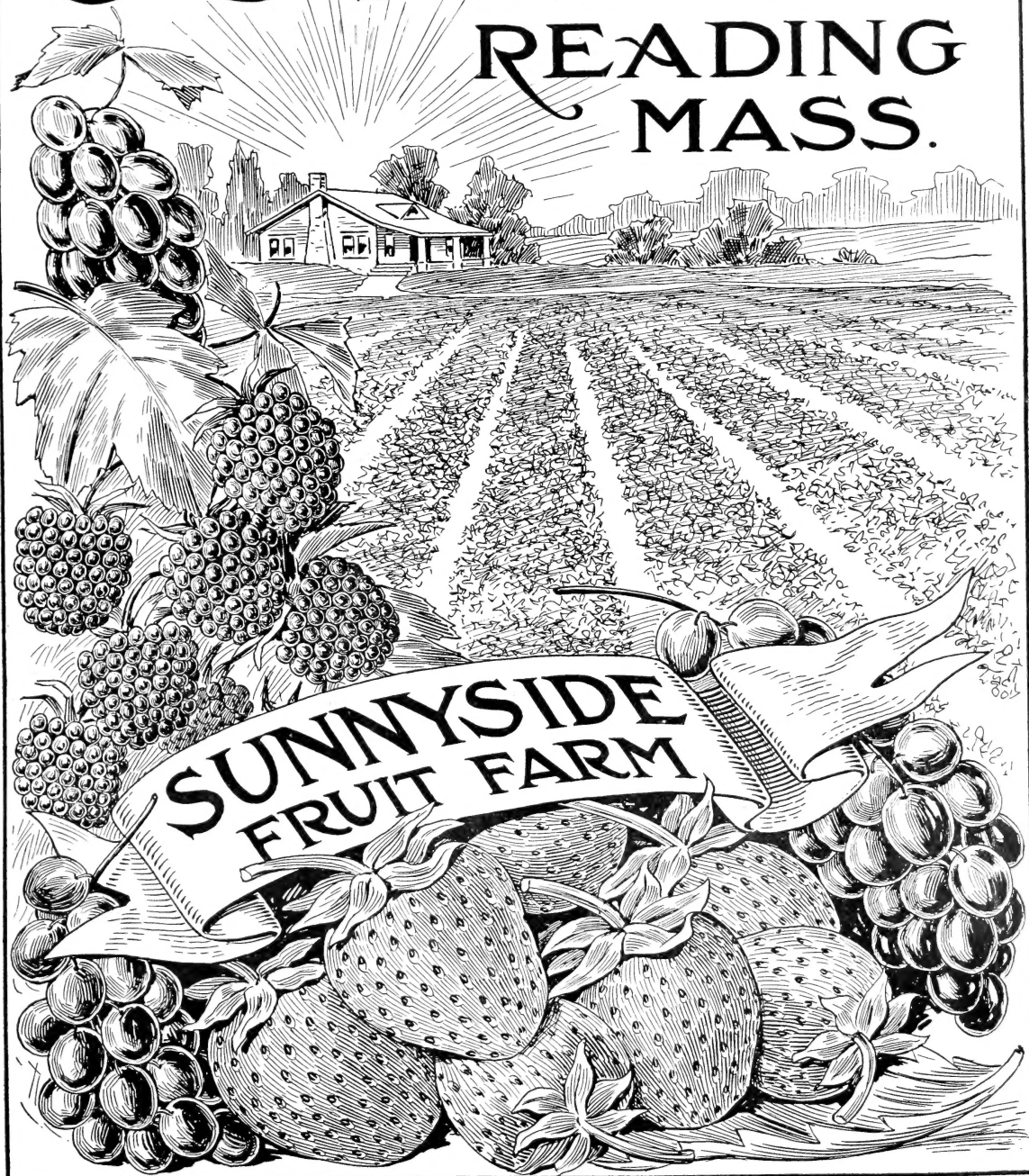
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SPRING 1913

U.S. Department of Agriculture,
Washington, D. C.
LIBRARY
C.S. PRATT

READING
MASS.



C. S. PRATT'S NURSERY, READING, MASS.



FORTY-THREE years ago I set out my first strawberry bed—one-fifth of an acre. How proud I was of it! Took more delight in it than a cat does with her first litter of kittens. My neighbors gave me lots of free advice—frankly told me that I would make more money to lay it down to grass. Next June I picked my first crop and retailed my first berries for 50 cents a quart. Got 980 quarts that season which returned me \$280. Mr. Know-it-all that advised me to grow grass hid behind the lighthouse.

I then leased three acres of low land too wet to grow strawberries on and lost money as easily as a man slides down a toboggan chute. The next move I made I leased very light, dry land, and lost again. I then leased twenty acres of low land near the Ipswich River but the land was not wet but a frosty location. I set eight acres and the next year I set seven more, and that year we had a late spring—frost that injured my berry crop very much. The next season I had fifteen acres to fruit, with a prospect of having 50,000 quarts of berries. The first week in June it was a sight good for sore eyes to see such a fine prospect for one that had the hard rubs. Well, didn't I feel rich! No one felt better than I. Then wicked Jack Frost came along again to vex me; said I was getting too big for my boots, and he purposed to take me off my high horse. Well, he kept his word. The morning of June 6, after my beds were all through blooming and the fruit set, he lit on me hard. The glass stood at sunrise six degrees below freezing. I knew it was all day with me—prospects blasted. I was sick at heart and blue as a whetstone. Had a touch of the double-breasted horrors.

I was \$2,000 in debt, with all prospect of paying it gone. I got 6,000 quarts. My creditors lit on me like June bugs. I let them have all that there was to have and then I was down and out. I never ought to have done it. I ought to have gone through bankruptcy, but I was too conscientious and too honest to do that. Most people would have thrown up the sponge and abandoned strawberry growing, but I never was built that way. I never like to throw up things. I had grit, so I threw my hat into the ring, as the FAMOUS BULL MOOSE SAID. I had the experience and \$2,000 debt, and for ten years I made a heroic struggle with my creditors hounding me for every cent they could get. I have known what it is to have a wife sick in bed with a little one and a sheriff at the door. At last I went through bankruptcy and threw people off my back. This is the only right thing to do. This will give a man a fair chance. Some day I shall pay my debts. I am not obliged to, for legally they are settled, but morally I owe them just the same.

**"The World goes up and the World goes down, the Sunshine follows the Rain,
Last Year's Slur and Last Year's Frown will never be mine again."**

If I could have the trade that really ought to come to me I could pay all my debts this season. If my prices are right, and if you have confidence in me and you can do as well by yourself, please give me your trade for 1913. I never had a finer stock of plants. They are grown on good, strong, sandy soil, well manured and are good, stocky plants. One other thing: they were all covered with two tons of hay per acre last fall and are sure of coming out all right in the spring.



LOTH TO LAY IT ASIDE



STRENGTH TO THE WASTE BASKET

C. S. PRATT'S NURSERY, READING, MASS.



FOLLOW THE CROWD

We guarantee all plants furnished by us to be first-class, true to name, and delivered in good condition when shipped by express.

We do not guarantee stock to grow, or results in any way. No complaint will be entertained that is not made immediately upon receipt of stock.

There are so many causes for failure over which we have no control that we can assume no responsibility after stock is delivered in good order. Poor soil, unfavorable weather, ignorant or careless culture—all contribute to failure and are beyond our control. Don't buy cheap plants simply because they are cheap. Thirty-five years ago I wanted to set 15,000 Wilson's Albany. I could buy these from the late J. P. Moore, Concord, Mass., for \$8.00 per 1,000, but I had them offered to me from a party in New York for \$5.00 per 1,000, and I bought the cheap ones. The result was that the plants were very badly mixed, with a very poor berry, so that I did not get more than one-half crop the next year. That was a time when berries sold at very high prices. For eight days running I took my fruit to market and sold it for \$9.60 per crate of 32 quarts. I calculate I lost \$500 by not having plants true to name.

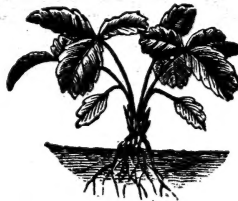
A GOOD HOME MARKET

The possibility of New England for the fruit growers' success is greater than any other part of the United States, because of its markets. In Massachusetts alone there are nearly 100 cities and towns with a population of 5,000 or more. There is not another state in the country, outside of New England, that can begin to compare with it. Prof. Shaler says: "New England is one of the most permanently fertile parts of the country, made so by the steady and gradual disintegration of her rocks and drift formations." Stay East, young man, stay East.

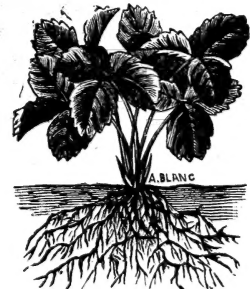
THREE WAYS OF SETTING A PLANT



PLANTED TOO DEEP



PLANTED TOO SHALLOW



RIGHT WAY

Be sure and press the soil firmly around the roots so that you can take hold of one leaf and pull it off without disturbing the plant. There are more plants lost by improper setting than by any other one cause. Do not, under any circumstances, allow the plants to fruit the first year they are set out; when they are well blossomed out go over the bed and pull all the buds and blossoms off, as it is all the plants can do the first season to make runners and get ready to fruit the next year. The first three commandments in successful fruit growing are:

Thou shalt not use poor plants.

Thou shalt not set plants carelessly.

Thou shalt not use ground until well fertilized and thoroughly prepared.

MY PLANTS ARE FIRST CLASS—NOT PEDIGREE

C. S. PRATT'S NURSERY, READING, MASS.



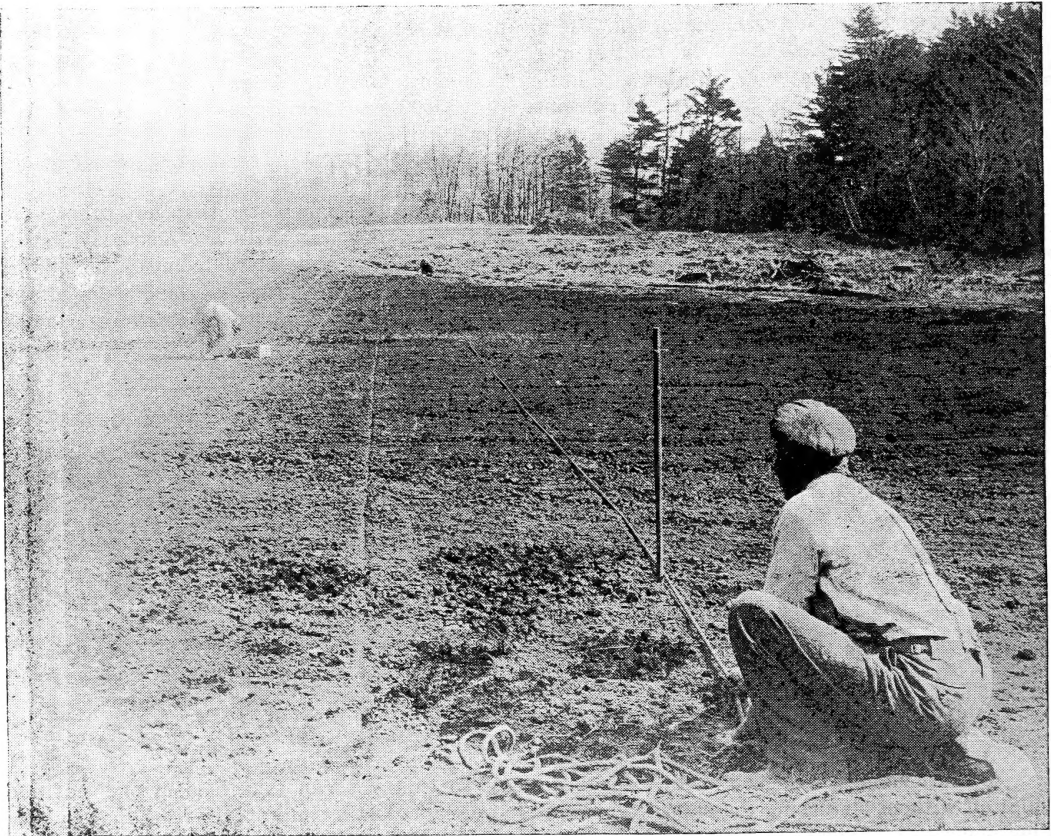
Flowers : 1 and 2 perfect ; 3 pistillate flower.

Strawberries are divided into two classes: Perfect or Staminate and Imperfect or Pistillate. You can tell them apart by their blossoms. The Meteor and Sample are the only two Pistillates I have and you must plant every fifth row with some Staminate variety.

Terms cash with order. No plants shipped C.O.D.

Six plants at dozen rates, 50 at 100 rate, 500 at 1000 rate.

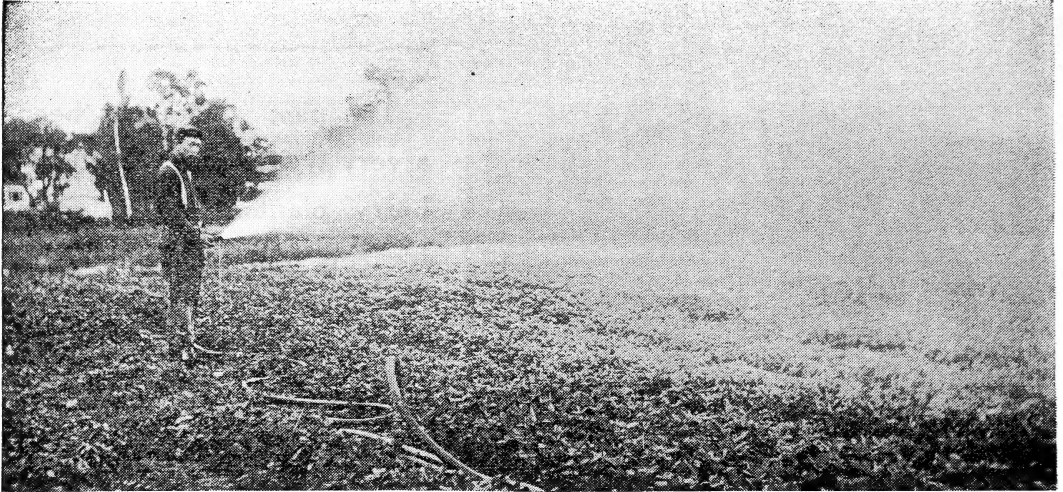
Please write your name plainly — so plain you can read it after the ink is dry



ROWS STRAIGHT AND EQUAL DISTANCE

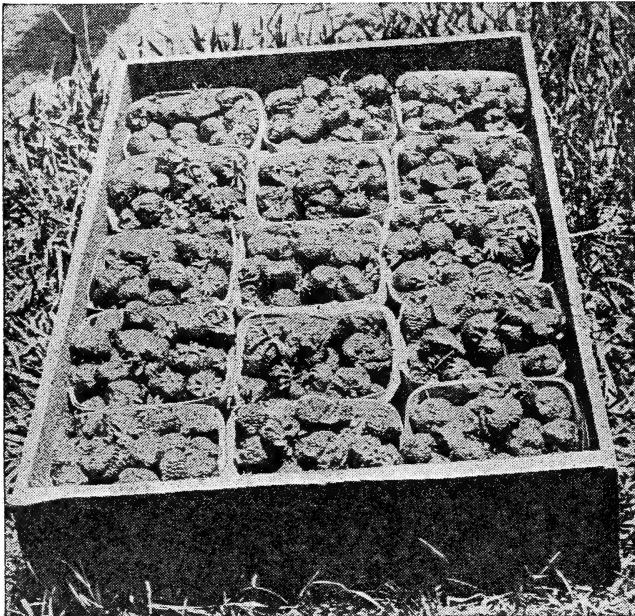
One wants to have his rows straight and equal distance apart. I set my rows 42 inches apart and the plants 15 inches apart in the rows. I have a rope 300 feet long and a man with me and we each have a stick 42 inches long. We stretch the rope, which is a good, heavy 7-8 inch in diameter, when we wish the first row to be straight, and then one will draw it a little and then the other will draw it back. Then we will measure off for another row and repeat it. This will leave a straight mark and one that will not be washed out no matter how hard it rains. The land should be planked or rolled before you mark it off.

C. S. PRATT'S NURSERY, READING, MASS.



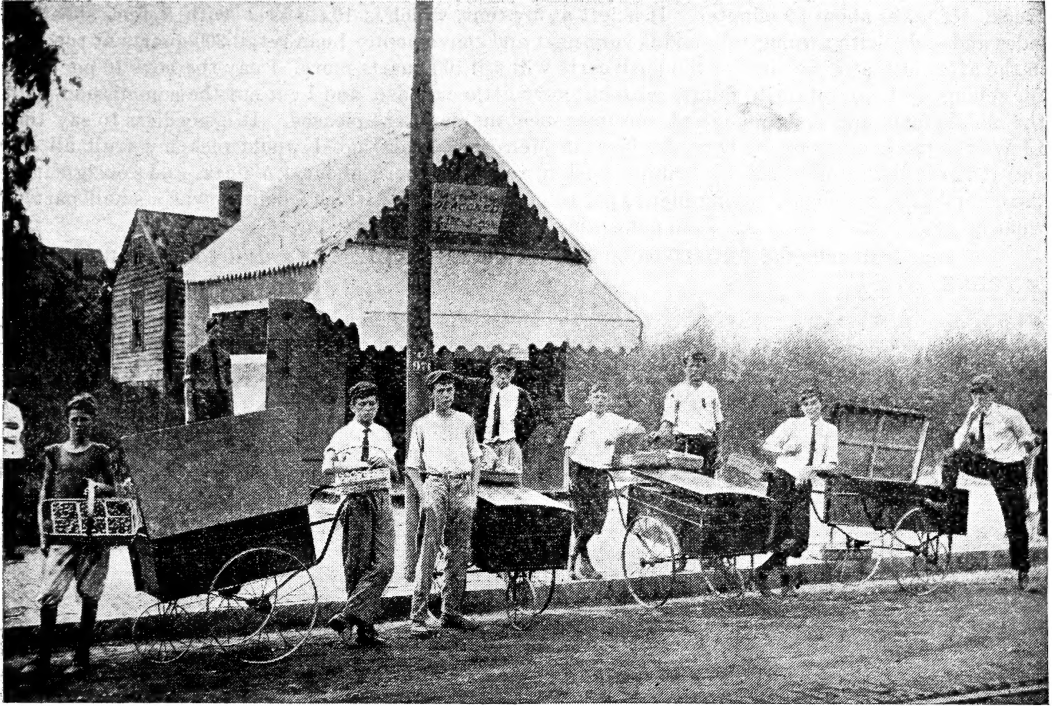
I water my fruiting beds with 1 inch hose which puts on about 25 gallons per minute with 100 feet head town water which cost me 30 cents per 1000 gallons—a price too high unless one has got some fancy fruit to help out. Ten cents per 1000 is all that one ought to pay — all he can afford to pay. I commence to water in the morning at 4 o'clock and water until 8 o'clock, then commence at 5 o'clock in the afternoon and water until 9 o'clock, which is the best time to do it.

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To understand rightly what kind of man you are dealing with, and what the real nature of his business is, you must look over his past life and see what he has done.  
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I market my fruit in trays holding 15 quarts. They are made out of 1-2 inch stock and are 28 inches long, 17 inches wide, 4 1-2 inches deep inside measure. The trays have covers that fit inside with cleats on them so as not to rest on the fruit. The trays are stained a light green which makes the fruit show up great. One can fill the baskets rounding full and not have the fruit jammed, and will reach the customer in fine shape and sell well.

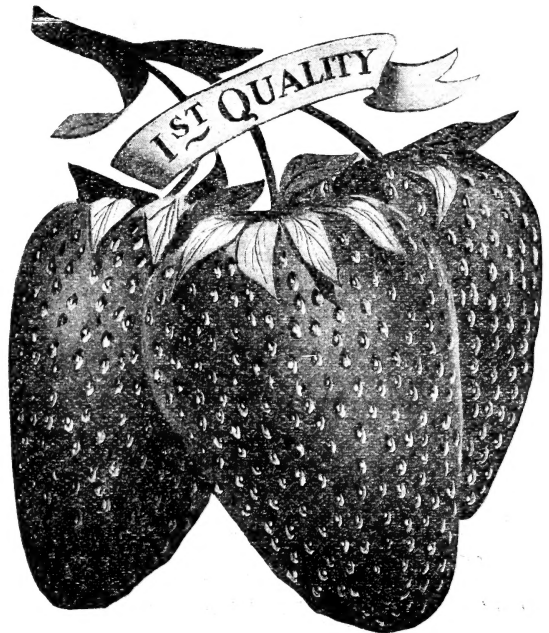
C. S. PRATT'S NURSERY, READING, MASS.



This is my headquarters in the City of Melrose, a place of 15,000 inhabitants. Here are nine Melrose High School boys that sell my berries every afternoon

1st Quality (S) It will surely take the place of the Marshall for a family berry. Will produce five times as much from the same space of ground as the Marshall. Great cropper, fine shape, and colors well. This is the berry for your own use. Too good to sell but just right to give one's best friends. We have never heard of a person who did not immediately become enthusiastic over the 1ST QUALITY. There is something—that indescribable something—about its flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seems to tire of it. Always a treat when you are ready to eat. The more I see of this berry the better I like it. There is not a berry in existence that will begin to throw out the number of quarts from the same amount of ground as this will. The second year's fruiting the fruit will be nearly as fine as from a new bed.‡

25c. doz., 75c. per 100, \$6 per 1,000



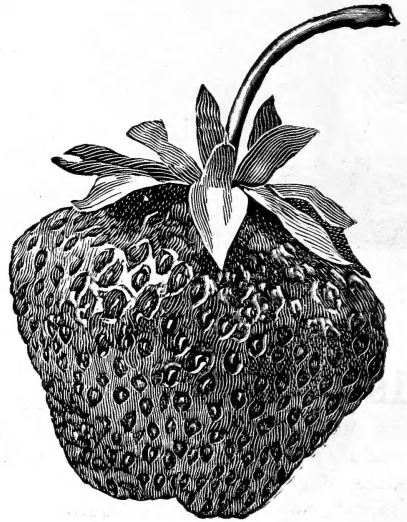
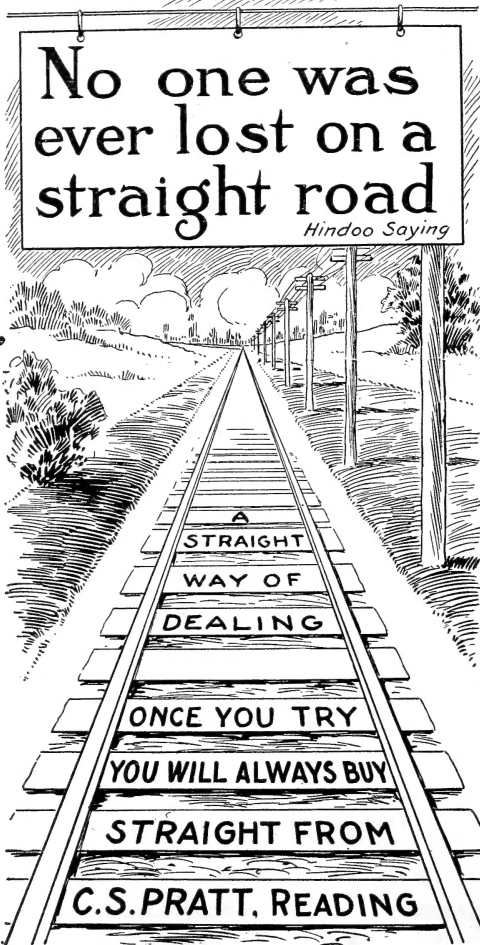
C. S. PRATT'S NURSERY, READING, MASS.

I pick my fruit in the forenoon and ship it to Melrose, six miles from my place, by an auto truck. It takes about 30 minutes. It is left at my tent, which is 10x15 feet with 8 feet sheathed sides and ends, with awning top, and is very neat and convenient. I can retail 300 quarts at the tent in the afternoon and each one of the push carts will sell 100 quarts more. I pay the boys 10 per cent. for selling, so I can retail 700 quarts with but very little expense, and I cut out the commission man, the middle man, and the grower and consumer meet and both are pleased. It is needless to say that I have the inside track of the berry business in Melrose. Years ago I would pick my fruit all day and at 12 o'clock at night start a team to Boston, reaching there about 4 o'clock, and consign it to the commission merchant, paying him 10 per cent. for selling it, which I believe was a small part of what he got for it sometimes. I am not selling my fruit that way today.

If your fruit sells the **PROFIT** belongs to the **COMMISSION MAN**. If it doesn't sell the **LOSS** is **YOURS**.

Glen Mary (S) With some growers this is their standby and enormously productive; large fruit and a good market berry. I get sold out of plants every season. 25c. dozen, 75c. per 100, \$5 per 1000.

Marshall (S) Finest family berry, shy bearer. 25c. dozen, \$1 per 100.



Golden Gate

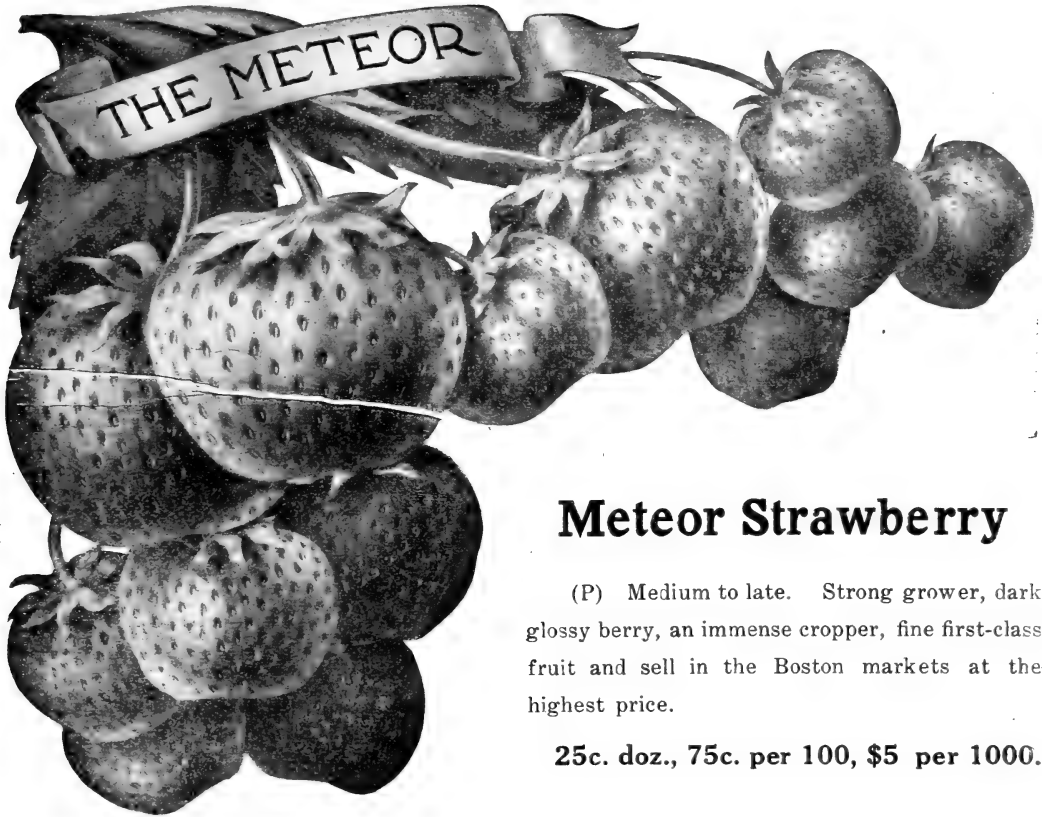
(S) Quality is A No. 1. In market it sells for the highest price. A fine cropper and is a safe berry to plant. 25c. dozen, 75c. per 100, \$5 per 1000

Greenwood Strawberry

(S) I got this variety from a party who has grown strawberries forty-five years, a man in whose judgment I have great confidence, and who I believe would not make a statement that was not strictly honest. He says it is the finest berry he ever saw. Nothing ever came near yielding the amount of fruit it does. Of pot grown plants set in August, a good many yielded a full qt. to a plant the following June. Fruit of largest size. Limited stock of plants. Only \$1.00 per dozen.

C. S. PRATT'S NURSERY, READING, MASS.

Early Ozark (S) This is by all odds the meanest berry in existence. No man will ever care to eat more than one berry, and yet it is one of the finest market berries, and one can just coin money growing it. I commenced to pick them last year 10 days before I did the King Edward and Sample. I got three good pickings of this before I did from the others. I had them in the market selling at the same time New Jersey berries were selling. They are good size and fine shape and very, very firm. Quarts, quarts, quarts, and they hold out picking as long as any berry I ever had. All they are good for is to sell. **25c. doz., 75c. per 100, \$5 per 1000.**



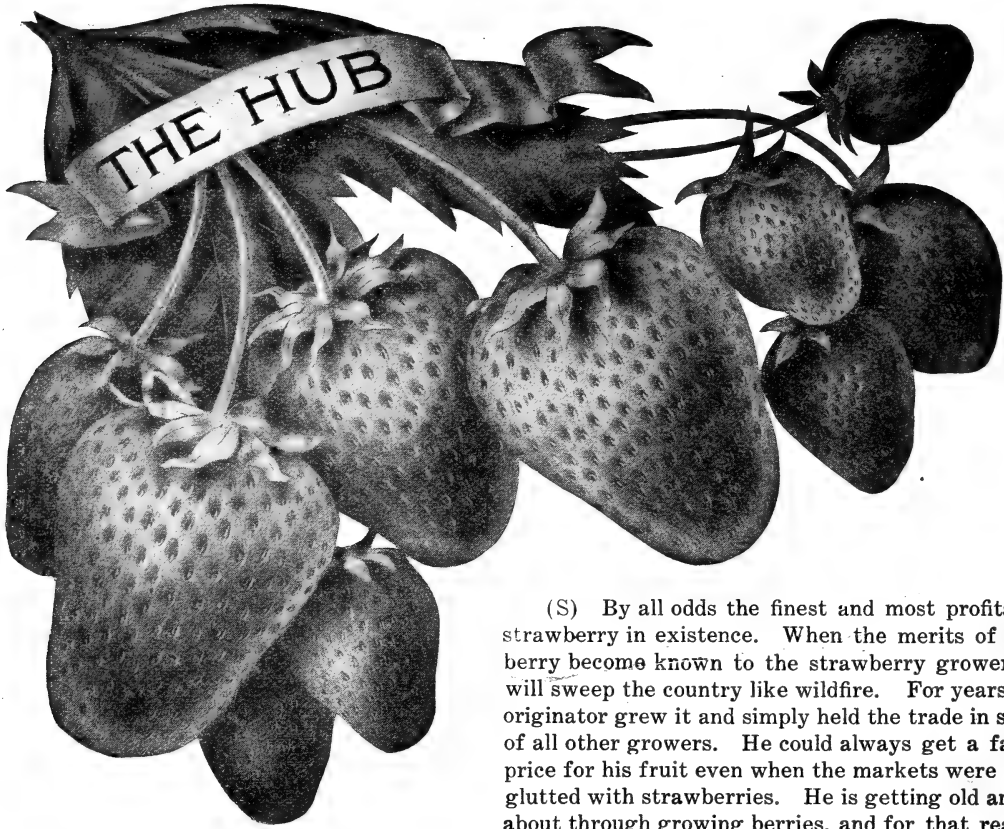
Meteor Strawberry

(P) Medium to late. Strong grower, dark glossy berry, an immense cropper, fine first-class fruit and sell in the Boston markets at the highest price.

25c. doz., 75c. per 100, \$5 per 1000.

U. S. King Edward (S) It is the rich man's berry, poor man's berry, lazy man's berry and the marketman's berry. If one wishes to grow the largest number of quarts to the acre, and has to sell at low prices, this is the berry to grow every time. It is not one of those large, coarse, over-large berries, but of uniform size throughout the season; indeed, every berry looks as though they were all run in the same mould. They are a very attractive light scarlet color. A crate of this fruit is about as fine a thing as one could possibly ask for. The looks alone would sell them. They stand up great, a berry marketmen like to handle. The plant is a strong staminate variety and is just loaded with fruit. **Quarts, quarts, quarts,** as thick as cultivated cranberries. **It is a mortgage lifter.** Unfortunately, there are two strawberries by the name of King Edward. One originated in England and the best one in America. You want the U. S. King Edward because it is the **best.** **25c. dozen, 75c. per 100, \$5 per 1000**

Read first inside cover page and not make the mistakes that I did



(S) By all odds the finest and most profitable strawberry in existence. When the merits of this berry become known to the strawberry growers it will sweep the country like wildfire. For years the originator grew it and simply held the trade in spite of all other growers. He could always get a fancy price for his fruit even when the markets were just glutted with strawberries. He is getting old and is about through growing berries, and for that reason

and that alone is why I am able to offer it to my customers this season. A strong staminate or perfect flower, fine shape, and one of the handsomest of strawberries; flavor as good as the Marshall; more productive than the Golden Gate. It makes but very few plants and the price of plants will never be as low as standard varieties. 50c. dozen, \$2.50 per 100, \$20 per 1000.



You can
count them
on three
fingers



Sample
GOOD

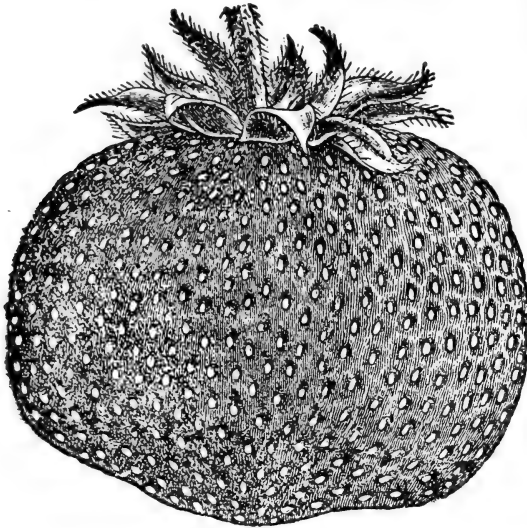
King Edward
BETTER

1st Quality
BEST



Go East, go West, go where you may, you cannot find three better berries for a new beginner. They are all sure croppers, and will throw out quarts, quarts, quarts, for the grower.

C. S. PRATT'S NURSERY, READING, MASS.



RYCKMAN

15 Strawberries to the Qt.

\$500 FROM HALF AN ACRE

That is the Record of the RYCKMAN STRAWBERRY Under Ordinary Farm Culture

Its great size and productiveness, thrifty growth, and delicious flavor make it one of the most valuable berries ever grown for business purposes. Many extensive growers say that it produces even larger crops the second year than it does the first. It is also noted as an extremely valuable variety for poor soils and for fruiting continuously on the same ground for several years. It is perfect flowering and mid-season. Personally I know nothing about this berry. The plants are all in the hands of the originator and all orders I receive will be mailed to him and be shipped to my customers direct from headquarters. 50c. dozen, \$1.50 per 100, \$6 per 1000.

Mixed Plants \$4 per 1000 These plants will be taken up where two varieties come together and are fine for any one to set for fruit. You stand a chance of getting some of my newest and highest-priced plants at a bargain. If you wish simply to grow a crop of fruit these are as good as anything you can buy. I have only a few thousand to sell, anyway.



The following testimonial is from a Boscawen, N. H., grower: "These berries are the nicest raised in this town. Plants came from C. S. Pratt, Reading, Mass."

C. S. PRATT'S NURSERY, READING, MASS.

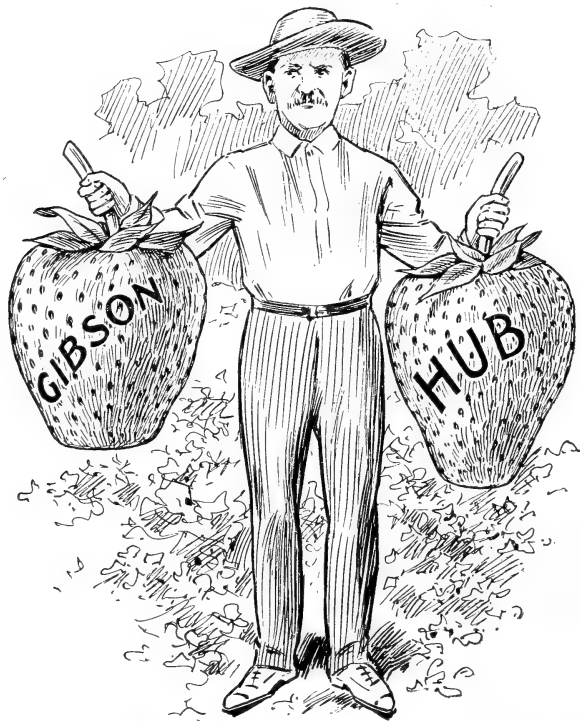
Sample (P) There never was a variety put on the market that took a stand right in front of the procession and held it as long as the Sample did. It is as fine now as when I first introduced it. It is one of the very best pistillate kinds in cultivation. The plant is large and healthy and makes plenty of runners. However close to each other the plants may stand in the bed, every one will bear. The plant is well anchored by a great mass of roots which insure it against drought and frost. It is a great bearer of large, roundish berries, dark red to the centre, moderately firm, and of good quality. The fruit is large to the close of the season; late. Remember, I am headquarters for this berry, and you are sure of getting plants true to name. It never fruited as well with me as it did last season. There was not a berry on my place that stood the drought as well as this. It just threw out the berries. **Quarts, quarts, quarts.** This and the U. S. King Edward are two safe berries for a new beginner to plant. **25c. dozen, 75c. per 100, \$5 per 1000.**

Fall-Bearing Strawberries

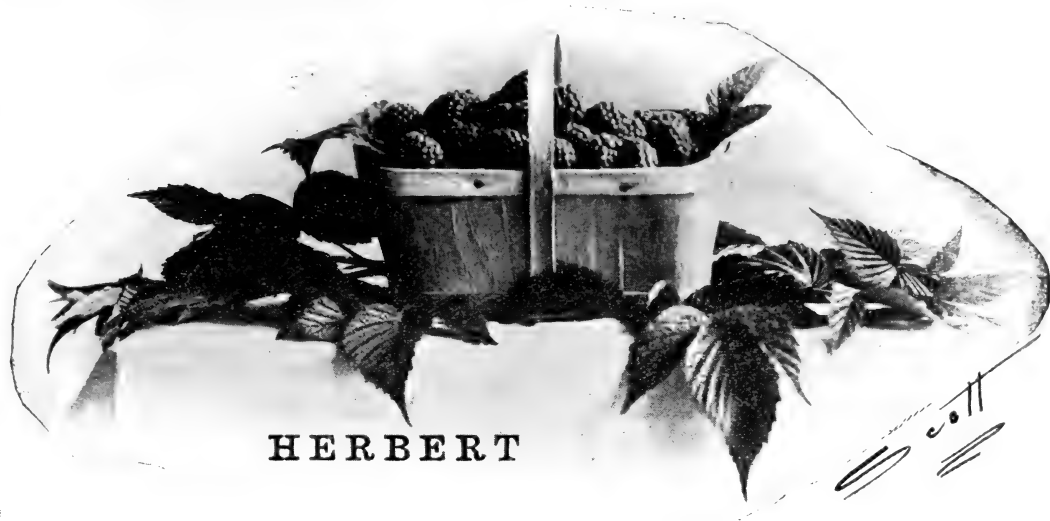
Yes, we have them, but don't lose your head and set largely of them thinking that you will get rich quick. They will never supercede the June ripening sorts. You can't crowd one fruit onto another. It is well enough to grow a few fall-bearing berries for your own table but don't try to grow them for the market. **IT WON'T PAY.**

Productive (P) Plants are very large. It makes plenty of runners which fruit the first year. Good size, light red, very firm. One of the most productive of the fall-bearing berries. Plants should not be set nearer than 30x18 inches. **\$1.50 per dozen.**

Americus (S) Plant medium sized, foliage medium, a shade lighter in color than the Francis, has a good heavy root system, a fairly good plant maker, blossoms strongly staminate, fruit light red, heart shaped, of fine texture, good quality, half the size of Brandywine, fruit-stems stout, holding fruit well off the ground, has fruited 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. **\$1.50 per dozen.**



DO NOT FAIL TO SET SOME OF THESE TWO BERRIES



HERBERT


Pint Basket Taken July 20, 1912. Take Note of the Size of the Berries

I have discovered the best raspberry ever grown. It is a giant, as sweet as honey, and as delicate in flavor as a maiden's kiss. It is as big as the end of a man's thumb and fingers, and a man's great toe, if his toe is not too large. It is not one of your coarse, tasteless things that grow on stunted vines among choking weeds. The berry is of fine texture, remarkably juicy, rich in color and keeping qualities, and a wonderful yielder. If you live near a large town, no crop grown will return more dollars and cents. It will average twice the yield that the strawberry will, and will sell for twice the amount. The raspberry did not sell for less than **10 cents per pint basket** last season, at wholesale, in the Boston market. With a yield of 8,000 quarts, 16,000 pints per acre, such a crop is richer than a gold mine in the Klondike—and will not have any freeze in it, either.

Remember, you must live near a ready market in order to be able to sell in the afternoon what you pick in the forenoon. Then the money will roll in like the torrent of a Niagara and will not come drivelling in as it does from many crops. The **Herbert** will sell for the same price day in and day out; there will be no glut in the market, as is so often the case with the strawberry, forcing the price down to the vanishing point and sending you home dead broke. Take the Herbert Raspberry to the market and you will go home with a pocketbook stuffed as full as a stuffed goose.

One acre of the **Herbert** will yield larger returns than one and half acres of the best strawberry ever grown. The Herbert will stand the New England winter where the thermometer goes up to the sweating point and then **DOWN, DOWN** to the freezing point of Iceland.

I am living within eight miles of eighty-seven thousand people. That is a market. Come and look at my five acre patch of the Herbert, then look at ten acres more added this year. Come when the berries are ripe and bring your vocabulary of exclamations. The Herbert will astonish you, but the money it will make will astonish you more and delight your wife. Forty years of strawberries have not made me rich, but the Herbert promises to do so. If you are a young man, set out an acre of the Herbert, keep your hoe busy, in two years marry the best girl you can tie up to (if you are worthy) and live off the constant inflow of **MONEY FROM THE HERBERT RASPBERRY.**

It's 10  to 1

That I will make more clean profit out of the Herbert Raspberry the next three years than I have made out of the Strawberry the last 43 years

HERBERT RASPBERRY

The Herbert Raspberry is a chance seedling that sprang up in 1887 in the garden of R. B. Whyte, one of the most prominent and best known horticulturists in the City of Ottawa, Canada. It has undergone a thorough test beside all the other varieties, as well as the later introductions, and has completely outclassed them all. It has been thoroughly tested, not only by the originator who, although a most scrupulous and conscientious man, may be accused of over-zealousness, but also by several experimental stations as the **greatest yielding and finest all-round raspberry in existence.**

I have no hesitation in saying that there has never been a raspberry put on the market in the United States or Canada that has proven so universally successful as the Herbert. From all over the continent—North, South, East, West—comes most flattering accounts



of its behavior from the most uninterested authorities in each of the two countries. Kansas is the only state from which we get a report detrimental to this great berry, one man there reporting that it was not hardy in that state. There may be something in the climate of that state that kills a plant that is hardy in Peace River Territory, where the thermometer goes to 59 degrees below zero; but the fact that thousands of spurious plants have been sold, some even by one of the largest nurseries on the continent, led me to believe that the plants grown in Kansas were not true Herberts. Twelve plants were mailed to the Government Experimenter at Fort Vermillion, Peace River Territory, 400 miles directly north of Edmonton, Alberta, in the spring of 1908, 1100 miles nearer the North Pole than Boston. After travelling nearly 3000 miles by train in a mail bag, they had 700 miles to go by team on the trail, which left them very late in arriving, and in not the best condition, but four plants survived and made a nice growth, which stood that winter and had about a pint of fine fruit the next summer. The thermometer there registered 51 degrees below zero in December and 59 below in January and February.

From Bulletin No. 56 by W. T. Macoun, horticulturist at the Central Experimental Farm at Ottawa, I take the following lists of yields, which is the average from 12 plants for three years:

Herbert	36 lbs. 7 3-4 oz.
Turner	15 lbs. 13 oz.
Herstine	14 lbs. 4 oz.
Columbian	11 lbs. 9 1-4 oz.
Marlboro	7 lbs. 12 1-2 oz.
Loudon	7 lbs. 12 oz.
Shaffer	6 lbs. 10 1-2 oz.
King	5 lbs. 15 oz.
Golden Queen	4 lbs. 15 1-2 oz.

(Cuthbert has been a failure, owing to winter injury to the canes)

From this table we see the enormous superiority in yield of Herbert over all other varieties. Prof. Bailey, one of the best authorities in the world, places the average crop of raspberries per acre at from 54 to 100 bushels. Estimating the average yield, as reported by 56 growers, Card found the average to be 69 bushels per acre. But at the Experimental Farm, Ottawa, in 1904, Herbert produced at the rate of 319 bushels and 26 lbs. per acre, or nearly five times as much as the average. This is simply wonderful. Imagine a pile of raspberries twice as large as the average crop of potatoes coming off the same amount of ground. My stock is absolutely pure. I got my original plants from headquarters in Canada. **Price of Plants, 50c per dozen, \$2.50 per 100, \$12 per 1000.** Raspberries are a better paying crop than the strawberry.



A Very Valuable New Red Raspberry. It is in a Class by Itself and no Fruit Grower Can Afford to be Without It. Our Plants are Pure Stock.

Look Out for Substitutes of this Variety.

Raspberries for four months! That's what you get when you plant St. Regis—the new ever-bearing 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. 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 200 miles, arriving at market in first-class order; and it can readily be kept in perfect condition for several days after being gathered. **\$1 per dozen, \$5 per 100.**

A Few Things a Fruit Grower has to be Thankful For :

That we may have a ride without paying for it.

That we know where our boys and girls are at night.

That we need not worry about the house rent or fuel bills.

That business depressions are powerless to make us cold or hungry.

That we may raise most of our living in our own gardens.

That we have the opportunity to give our boys and girls a start in the world if we desire to.

That we have many days off—between chores—which the working man in town cannot afford.

That we may entertain our friends without having to cut down our family living expenses for the next week in consequence.

That we have long, uninterrupted winter evenings in which to read and study and weld the family ties so strongly they will never break.

That we need not be stupid, or ignorant, or uninteresting unless we choose, for there are many things for us to learn in our country homes.

C. S. PRATT'S NURSERY, READING, MASS.



HIMALAYA GIANT BERRY

The Himalaya vine looks like a blackberry vine and the fruit tastes like a blackberry, still the plant has the nature of a tree or a grapevine in that the wood does not die down every year as with raspberries and blackberries, but continues to bear fruit right along year after year and is as long lived as a peach or pear.

One thing that greatly impresses me is the enormous growth that the Himalaya plants make. One can almost see them grow, making 20 feet of growth a season. A person in riding past a three year old patch of Himalaya plants would think he was looking at a grape arbor, for the plants make such a growth that they have to be trained up on wires just as grapes are and cover the wires even more thickly than grapes. One would think this would be a disadvantage in picking the ripe fruit, but this is not the case, as the berries cluster around on the outside of the vines and not in among the briars.

I have only had this berry one year and this is the first winter, so I cannot tell about its hardiness. It is claimed to stand 30 degrees below and that is cold enough. Plants ready to mail the last of May. **Plants \$1.50 per dozen.**

JUST KEEP ON KEEPIN' ON

If the day looks kinder gloomy
An' your chance is kinder slim—
If the situation's puzzlin'
An' the prospect's awful grim,
An' perplexities keep pressin'
Till all hope is nearly gone,
Jus' bristle up, and grit you teeth,
An' keep on keepin' on.

“Give me the man who can hold on
when others let go; who pushes ahead
when others turn back; who stiffens up
when others weaken; who advances
when others retreat; who knows no
such word as ‘can’t’ or ‘give up;’ and I
will show you a man who will win in
the end, no matter what opposes him,
no matter what obstacles confront
him.”

Two Country Boys

One goes to the city to be chained down to a life job at \$18 per week with no better prospect ahead. In time marries; hires a tenement in a flat. **What a life!**

The other stays at home and lives like a prince. Goes and comes when he likes and is his own boss; lives in his own house. **He lives!**

If, instead of farm boys and men going to cities and mills, they would go to a nursery or orchard and learn the business, they would soon be able to start for themselves, and become independently rich a good deal quicker than they possibly could in any other work. And if, instead of struggling on in a city with an income that is too small, people would buy a place in the country and grow fruits, they would find life easier, healthier and happier, and would be able to provide good home for themselves.

There is an enormous growing demand for fine fruit all over the world, while the production is



actually no more than holding its own. Many a lawyer, judge, merchant and professional man wishes he had a place in the country, knew what to plant, and how to go about it so that he could make an independent living there. These people are tired of city life and realize that there is something better for them on the green and brown hills.

Every person strives for two things: money and luxury. A fruit grower has both. He grows something that the public needs. He may dress in overalls yet be the envy of a National Bank President.

When a man is rich and making lots of money he has many friends. But when he is poor, the first of these friends may give him a loaf of bread, but I doubt that the second will. So it's up to you to be a judge of your own affairs, to do your own thinking, and to put yourself in such a position that you will be in no danger of starving some day, physically, morally or mentally. Get a business you can be proud of; make your business your hobby; and you will make money and be happy.

C. S. PRATT'S NURSERY, READING, MASS.

TABLE OF DISTANCES

To show at a glance the number of hills or plants contained in an acre of land, at any given distance from each other, from 40 feet by 40 feet, to 1 foot by 1 foot, omitting fractions. Dividing the amount by 160, will show the number for 1 rod.

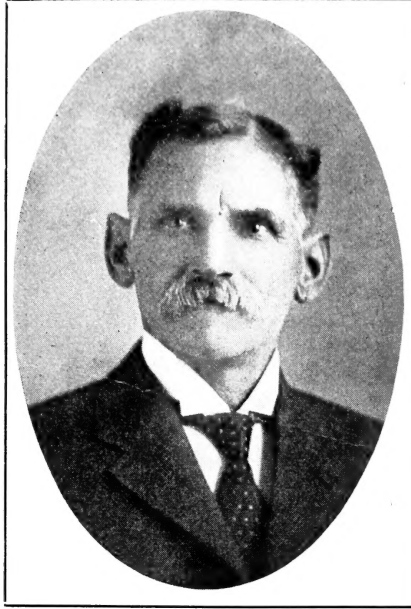
Feet	Feet	Per Acre	Feet	Feet	Per Acre	Feet	Feet	Per Acre	Feet	Feet	Per Acre
40	by 40	27	11	by 5	792	5 6	by 1 6	5280	3 3	by 3 0	4818
39	.. 39	28	10	.. 10	435	—	.. 1 0	7920	—	.. 2 9	4882
38	.. 38	30	—	.. 8	544	5 0	.. 5 0	†1742	—	.. 2 6	5361
37	.. 37	31	—	.. 6	726	—	.. 4 6	1936	—	.. 2 3	5956
36	.. 36	33	—	.. 5	871	—	.. 4 0	2178	—	.. 2 0	6701
35	.. 35	35	—	.. 4	1089	—	.. 3 0	2904	—	.. 1 9	7658
34	.. 34	37	—	.. 3	1452	—	.. 2 6	3484	—	.. 1 6	8935
33	.. 33	40	—	.. 2	2178	—	.. 2 0	4356	—	.. 1 3	10722
32	.. 32	42	—	.. 1	4356	—	.. 1 6	5808	—	.. 1 0	13403
31	.. 31	45	9	.. 9	537	—	.. 1 0	8712	3 0	.. 3 0	4840
30	.. 30	48	—	.. 8	605	4 6	.. 4 6	2151	—	.. 2 9	5289
29	.. 29	51	—	.. 6	806	—	.. 4 0	2420	—	.. 2 6	5808
28	.. 28	55	—	.. 5	968	—	.. 3 6	2765	—	.. 2 3	6453
27	.. 27	59	—	.. 4	1210	—	.. 3 0	3226	—	.. 2 0	7260
26	.. 26	64	—	.. 3	1613	—	.. 2 6	3872	—	.. 1 9	8297
25	.. 25	69	—	.. 2	2420	—	.. 2 0	4840	—	.. 1 6	9680
24	.. 24	75	—	.. 1	4840	—	.. 1 6	6453	—	.. 1 3	11616
23	.. 23	82	8	.. 8	680	—	.. 1 0	9680	—	.. 1 0	14520
22	.. 22	90	—	.. 6	905	4 0	.. 4 0	2722	2 9	.. 2 9	5760
21	.. 21	98	—	.. 5	1089	—	.. 3 9	2904	—	.. 2 6	6336
20	.. 20	108	—	.. 4	1361	—	.. 3 6	3111	—	.. 2 3	7040
—	.. 15	145	—	.. 3	1815	—	.. 3 3	3350	—	.. 2 0	7920
—	.. 10	217	—	.. 2	1722	—	.. 3 0	3630	—	.. 1 9	9051
—	.. 5	435	—	.. 1	5445	—	.. 2 6	4356	—	.. 1 6	10560
19	.. 19	120	7	.. 7 0	888	—	.. 2 3	4840	—	.. 1 3	12672
—	.. 15	152	—	.. 6 6	957	—	.. 2 0	5445	—	.. 1 0	15840
—	.. 10	229	—	.. 6 0	1037	—	.. 1 9	6222	2 6	.. 2 6	6969
—	.. 5	458	—	.. 5 0	1244	—	.. 1 6	7260	—	.. 2 3	7740
18	.. 18	134	—	.. 4 6	1382	—	.. 1 3	8712	—	.. 2 0	8712
—	.. 15	161	—	.. 4 0	1555	—	.. 1 0	10890	—	.. 1 9	9950
—	.. 10	242	—	.. 3 6	1777	3 9	.. 3 9	3097	—	.. 1 6	11616
—	.. 5	484	—	.. 3 0	2074	—	.. 3 6	3318	—	.. 1 3	13939
17	.. 17	150	—	.. 2 6	2489	—	.. 3 3	3574	—	.. 1 0	17424
—	.. 15	170	—	.. 2 0	3111	—	.. 3 0	3872	2 3	.. 2 3	8604
—	.. 10	256	—	.. 1 6	4148	3 9	.. 2 9	4224	—	.. 2 0	9680
—	.. 5	512	—	.. 1 0	6222	—	.. 2 6	4646	—	.. 1 9	11062
16	.. 16	170	6	.. 6 0	1210	—	.. 2 3	5162	—	.. 1 6	12906
—	.. 15	175	—	.. 5 6	1320	—	.. 2 0	5808	—	.. 1 3	15488
—	.. 10	272	—	.. 5 0	1452	—	.. 1 9	6637	—	.. 1 0	19360
—	.. 5	544	—	.. 4 6	1613	—	.. 1 6	7744	2 0	.. 2 0	10890
15	.. 15	193	—	.. 4 0	1815	—	.. 1 3	9272	—	.. 1 9	12445
—	.. 10	290	—	.. 3 6	2074	—	.. 1 0	11616	—	.. 1 6	14520
—	.. 5	580	—	.. 3 0	*2420	3 6	.. 3 6	3535	—	.. 1 3	17424
14	.. 14	222	—	.. 2 6	2904	—	.. 3 3	3829	—	.. 1 0	21780
—	.. 10	311	—	.. 2 0	3630	—	.. 3 0	4148	1 9	.. 1 9	14223
—	.. 5	622	—	.. 1 6	4840	—	.. 2 9	4525	—	.. 1 6	16594
13	.. 13	257	—	.. 1 0	7260	—	.. 2 6	4978	—	.. 1 3	19913
—	.. 10	335	5 6	.. 5 6	1417	—	.. 2 3	5531	—	.. 1 0	24454
—	.. 5	670	—	.. 5 0	1584	—	.. 2 0	6222	1 6	.. 1 6	19360
12	.. 12	302	—	.. 4 6	1760	—	.. 1 9	7111	—	.. 1 3	23232
—	.. 10	363	—	.. 4 0	1980	—	.. 1 6	†8297	—	.. 1 0	29040
—	.. 5	720	—	.. 3 6	2262	—	.. 1 3	9956	1 3	.. 1 3	27878
11	.. 11	360	—	.. 3 0	2640	—	.. 1 0	12445	—	.. 1 0	34848
—	.. 10	396	—	.. 2 0	3960	3 3	.. 3 3	4124	1 0	.. 1 0	43560

* Raspberries

† Currants

‡ Strawberries

THIS IS PRATT!



STRAWBERRY PRATT

CHARLES S. PRATT - READING, MASS.

**Pratt is not good looking, but his plants are: and
they are better than they look---so is Pratt!**

Pratt is good natured: you will be if you trade with

P R A T T

THE COMMONWEALTH OF MASSACHUSETTS—STATE BOARD OF AGRICULTURE

Official Certificate No. 21

BOSTON, AUGUST 26, 1912.

To WHOM IT MAY CONCERN:—This is to certify that I have this 22d day of August completed the inspection of the nursery stock of C. S. Pratt, grown at Reading, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or garden.

This certificate is good until August 1, 1913.

Inspected by L. S. McLane and W. S. Regan.

(Signed) H. T. FERNALD, Inspector.

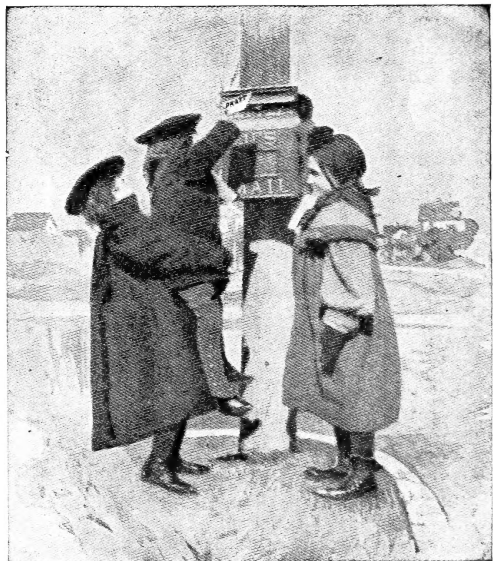


Gibson (S) Last but not least. I have only fruited this in a small way but I believe it is one of the most promising berries now before the public. The following is from one who has fruited it.

The Gibson commences to ripen with the Dunlap and continues well into the season of the later varieties, which is an indication of its strong vitality. The fruit stems are large and strong and the dark green foliage is ample protection for the blossoms and fruit. It is a perfect blooming variety. The fruit is large and regular in shape and continues large to the end of the season. In color it is a rich red all over, the meat also being red. The calyx is large and green. Not a speck of rust on it.

As a shipper it hasn't a superior, being so firm that it will carry to the most distant markets in the best of condition. We have never seen a variety that makes such a sturdy growth as this one. In standing and looking over a patch set with Gibson and other varieties you can pick it out at a glance by its healthy, luxuriant foliage. The new plants are also exceptionally strong and well rooted, as you who bought some of this variety from us last season know. Taken altogether the Gibson is an ideal variety of a size, shape and color capable of commanding the highest price in any market and of a sturdiness able to withstand the drawbacks peculiar to every section.

Price for strong plants: 25c. doz., \$1 per 100, \$6 per 1000.



THE END