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6271 Capital by 1914

AN AUTUMN APPLE

Of Extraordinary Merit



(Reduced from natural size)

Waldron Beauty

Appearance Attracts
Quality Retains Friends

The WALDRON BEAUTY has both
appearance and quality



“IT’S A SURE WINNER”

WALDRON BEAUTY

*Enough Better Than Others
to Make It a Winner*



TIME is a great producer of changes and improvements in almost every line of activity, and particularly so in the horticultural kingdom. Were it not so, we would not now be enjoying the many benefits accruing from the various new and improved varieties of fruit in the different lines, which are listed in the catalogues published by different nurserymen. It is on account of this law of progress that we are able at this time to bring before the public a new apple of more than ordinary merit. This new apple originated on the farm of G. W. Waldron, who lives near Oregon City, Oregon, and believing that the man who discovered this excellent new apple should be associated with its future history and share in the honor which will undoubtedly come to it by way of the pleasures and financial benefits it will impart to those who give it a place in their gardens and orchards, we have decided to let it carry the name of its originator, hence, it has been named the WALDRON BEAUTY.

DESCRIPTION

The WALDRON BEAUTY belongs to the same family of apple as the Fameuse and McIntosh Red, as is indicated by its extremely white, delicious meat and its beautiful red skin. It is, however, much larger than the average Snow apple, making an average four and one-half tier grade. In color, the Waldron Beauty is practically covered with red, some parts having a full red, particularly on the sunny side which takes a most beautiful polish, while

the under side of the apple will have a light covering of red with a greenish yellow background. The accompanying illustration of this apple as shown on the first cover of this booklet was taken from the actual fruit, and was, we feel safe in saying, the most perfect and attractive apple we ever saw. A good sample of the WALDRON BEAUTY will, we believe, elicit favorable comment from most people.

The WALDRON BEAUTY is a very profuse bearer, as the accompanying illustration amply verifies, the fruit being well distributed over the entire tree. The fruit matures in the Willamette Valley the latter part of September, and will keep firm and nice until the latter part of November or the fore part of December. In higher altitudes it would mature later and thus extend the season. Mr. Waldron has exhibited this fruit at fairs for the past three or four years, where it has always attracted more than ordinary attention.

READ WHAT MR. WALDRON HAS TO SAY

Several years ago I grafted some seedling trees and there was one that failed to grow, so I left it as a seedling. When it bore fruit the apples were of such fine quality and color that I was glad I had left it.



The tree is of vigorous upright growth, and is as free from disease as the average majority of apple trees. I have exhibited them at the Clackamas County Fair for four years, and they always attract a great deal of attention, and wherever I sell them the buyer always wants more. It is a good bearer, with the apples well distributed singly over the tree, and the quality is hard to beat.

[Signed] G. W. WALDRON

"SILVERMEAD FARM"

Oregon City, Oregon, February 1, 1911



WHAT OTHER PEOPLE THINK OF THE WALDRON BEAUTY

"The sample of the 'Waldron Beauty' apple which you sent me was certainly very fine; the flavor was very good—excellent, and I think it ought to rank with other fine apples, if not first."

Cashmere, Washington
October 9, 1910

[Signed] J. M. FRANCISCO

"Your sample box of apples, 'Waldron Beauty,' came in. They are certainly very nice for autumn apples. It seems to us if the growers would grow this apple to come in right after the Gravenstein, it would be quite popular. It is certainly well named. We like the flavor of it and we believe it will be quite a popular apple."

Portland, Oregon
October 8, 1910

[Signed] PAGE & SON

"The sample of your new seedling apple, 'Waldron Beauty,' has been received, and I like it very much indeed. Its color is very attractive, flesh, snowy white, its eating qualities excellent and core almost solid meat. I think it should be propagated at least until its commercial value is learned."

Roosevelt, Washington
September 26, 1910

[Signed] J. R. SHEPARD

"I beg to acknowledge receipt of your favor of the 23d inst., also the new apple 'Waldron Beauty.' In my judgment this new apple is in every way worthy of propagation. It is certainly a splendid fall apple both for quality and appearance."

Vancouver, B. C.
September 27, 1910

[Signed] L. G. MONROE

From these unprejudiced statements you can get a very accurate conception of the real qualities and merits of the Waldron Beauty, and we can add our testimony to the high quality and attractiveness of this splendid new apple, which we believe will make for itself a position in the ranks of autumn apples, equal to that held by the Yellow Newtown Pippin in the winter sorts.

Just stop and consider a moment the scarcity of really good autumn apples, and we think you will agree that there is a big field for an apple of the Waldron Beauty type. Besides, remember, this is not an apple that must be put on the market in your nearest town,—you can ship it hundreds of miles and put it on the markets of the central states. For a fruit-stand apple it has no competitor. Ninety-nine planters out of every hundred who plant apple trees, select winter apples—don't you think it would be well to deviate just a little from the crowded path and try an attractive autumn apple? If you do, just try the WALDRON BEAUTY.

On account of having a limited supply of trees, which is necessarily due to the source of scions being scarce, we will be compelled to limit the number of trees sold on any one order this year. If you are planting a new orchard you should have at least a dozen Waldron Beauties on your list, and if your orchard is already planted, you no doubt can find space for at least half a dozen. Your assortment will not be complete without it, and they are not expensive, considering you can get first-class one-year-old trees on strong three-year-old roots for only

\$1.00 per tree in single lots, or \$10.00 per dozen.
Half dozen at dozen rates.

All trees guaranteed clean, healthy, and true to name

HOW TO ORDER

If our salesman calls, place your order with him; if he misses you, just fill in the following form, tearing off on the double line and mail to us, and your trees will be shipped at the best time. You don't pay for the trees until you receive them; then, if they are shipped to our regular deliveryman, pay him; otherwise remit direct to us.

ORDER BLANK

Date

CAPITAL CITY NURSERY CO.

Salem, Oregon

Gentlemen: Please ship to me at the best planting time for this section.....Waldron Beauty Apple trees, for which I agree to pay you when delivered at..... the sum of \$.....

(My R. R. Station)

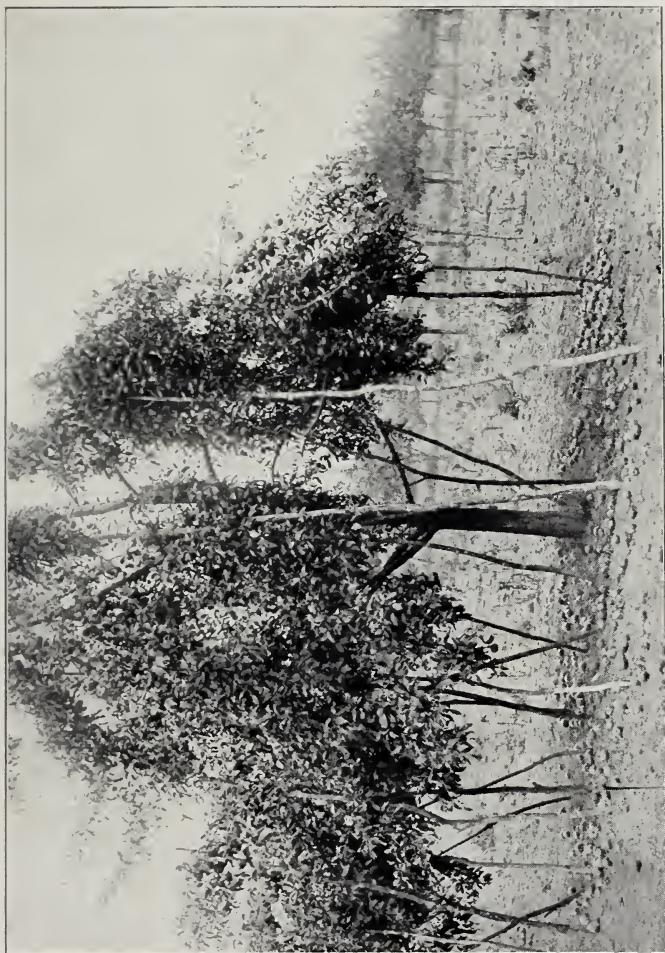
Signed

P. O. Address

State

Address all communications to the

CAPITAL CITY NURSERY CO.
SALEM, OREGON



The Waldron Beauty in action

DON'T FORGET THE
CAPITAL CITY NURSERY CO.
SALEM, OREGON

