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INDEXED.

**SOME FRUIT
WISDOM**



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Results of thirty years' test by The Continental Plant Co., Kittrell, N. C., whose chain of farms in the singularly varied soils of the North Carolina hills afford opportunity for these important tests unequalled on the Continent.

Add 25% or More to Your Strawberry Crop

It is a well-known fact that rust and obscure fungous diseases are every year robbing the strawberry growers of the whole country of at least that much of their gross returns. Not only of their profit, mind you, but of their whole product.

No crack, no corner of the land is free from these diseases. They cover the whole country like the dew. During the summer they make their presence known by the dead and diseased leaves, sapping the vigor and vitality of the plant. The result is that when fruiting time comes, the plant lacks stamina—backbone—to stand up to business. And no plant on earth, in proportion to its size, bears as heavy a crop as the strawberry—has as much strain put on it. Unless it is in perfect health the fruit suffers in proportion, both in quantity and quality. This effect is much increased by the peculiar manner in which the strawberry fruits. It fruits on a long stem. If there is rust or disease in the plant, it greedily seizes upon these tender fruit stems as soon as they appear, weakening them and cutting off nourishment from the berry.

As stated, these diseases are obscure. They don't proclaim their presence with a loud voice. But plant an acre in the ordinary run of plants and then another acre in plants free from this disease; pick and sell each separately and then count your dollars. That's your true logic.

It is as impossible to eradicate these diseases in the low, close-growing strawberry plant by spraying as it would be to extinguish a house afire on the inside by sprinkling water on the roof. Therefore, before setting we strip every plant to the bone. That is, every leaf is pulled down to the tiny, unopened bud, thus leaving nothing to harbor disease. The plant is then soused head and ears in a strong liquid fungicide and planted at once on fresh land. This is repeated every year. The result is that the plants we grow and sell are, when they leave us, free from these diseases, and no matter how prevalent they are with you—and they are everywhere—will be but little affected by them for the first year or two, and will bear more and better fruit than plants whose parents were not thus treated.

The Right Soil for Each Tree and Plant

THE RIGHT START IS HALF THE BATTLE

THE future worth or worthfulness of everything that grows depends tremendously on the start they get.

How shall we give the right start to plant and tree, and what is the right start. It is easy to give size. That is a mere matter of manure. And when carried to excess does positive harm. For the overgrown plant or tree is far less able to stand the shock of transplanting than one of proper size. But we hold no brief for the underling. Avoid that, too. Choose the stout, stocky medium size plant or tree.

The right start means the imparting of that mysterious gift which we call potentiality, and which means the latent power to produce results when the time comes.

Only when working hand in hand with nature can man bestow this gift. And Nature aids him in exact proportion as each species of plant and tree is grown in its own proper habitat. That is the soil and climate in which she first placed them when she called them into being. The nearer to these the plant or tree can spend its young life the abler it is to thrive in even the most unfavorable soils and climates. In other words the less suited your soil and climate to any plant or tree you wish to grow the more absolutely essential it is that you depend on plant or tree that has had this right start.

The Strawberry Plant.—Only yesterday, comparatively speaking, was the strawberry reduced to cultivation. It still stands so close to nature that healthy vigorous strawberry plants can as a rule be grown only on fresh lands, new grounds, soil that has not been contaminated with other crops. In all the fruit world no plant or tree in proportion to its size bears the heavy burden of fruit that the strawberry plant does. Only plants that have had this right start—that have been grown on new ground and under scientific cultivation have the vigor and freedom from disease to stand up under the strain.

The Peach Tree.—This fruit thrives through almost as vast a latitude and diversity of soil and climate as the strawberry does. That is the perfectly started tree does. For nothing is more susceptible to soil conditions than the young peach seedling. Only in stiff clay soil too hard for borers and insect enemies to disport themselves in does the peach seedling find that immunity from danger that enables it to grow unscathed smooth barked, clean limbed, ready to get down to business and to stick to it for twenty years or more. A peach tree grown with proper cultivation in such soil will begin to bear in two years after transplanting (Neva-Myss begins to bear at one year old), bear heavier and better crops, and the orchard will last longer than trees less favorably grown. Peach orchards are found thriving in all soils except those given to wetness. But the peach nursery, the home of the young peach tree, must be on stiff soil if good results are to follow.

The Apple Tree.—The apple is also much of a cosmopolite. You find apple orchards flourishing

on a wide range of soils and through many degrees of latitude; though the finest applies have a penchant for the hills. Nevertheless the young apple tree is even more squeamish than the peach as to the soil it begins life in, no stiff soil for young apple tree or any hint of it. Such soil free from the enemies of the young peach tree is, strange to say, full of enemies of the young apple tree. The young apple tree is at its prime only when grown on thoroughly drained sandy loam, free from even a hint of sogginess, wetness. Only there will it grow free from crown gall and aphid, and strong and lusty.

Pear Trees require conditions almost opposite those of the apple. Only on moist peaty loam as found in freshly drained swamp land does the young pear tree root heavily and attain the vigor necessary to sustain the heavy crops of fruit to come by and by. For it is the nature of the pear to set an enormous crop of fruit and there must be a corresponding wealth of root growth to stand the strain and still leave vigor to ward off blight, almost the sole enemy of the pear.

Cherry Trees hate wet feet, even when old. When young they simply can not abide them. The cherry nursery must stand on a gravelly thoroughly drained soil or poor trees will result.

Grape Vines love sandy slopes, but not too dry.

Rose Bushes are exceedingly fastidious as to a starting place. It is only on dark, very rich clay that the young bushes store up the vigor that enables them to burst into an endless wealth of bloom the first year they are transplanted.

Evergreen Hedge Plants.—The Evergreen Privet revels in deep, alluvial soils. This is the soil of the native home on the Amoor River in Siberia.

Shade Trees.—The glorious umbrella tree had its origin in the deep moist lands of the southwest, and must have such in the nursery to get the start, that tells in the magic growth of the perfect tree. The native home of the maple is the deep rich moist land along streams, and only on soil of this nature can perfect maples be grown.

How Nature Fashioned a Nursery Region.—Geology has shown that the mountain chain that extends through North Carolina is the oldest in the world and among the most varied in composition as evidenced by the fact that this State affords the greatest variety of minerals than any other region on earth. These mountains, once vastly taller and broader than now, have worn down through the ages, forming the marvelously varied soils of the North Carolina hills, soils so varied that every tree and plant of the Temperate Zone finds in some of them its habitat, its own proper home. And just as this State surpasses all others in the variety of its stones and minerals, so does it surpass in the endless variety of its plants and trees. Its botany is as rich as its mineralogy.

Our mountains, once so tall that they shut out the rain-bearing air drift from the west, keeping all the region dry as Peru under the lee of the Andes, are now worn low enough not to seriously hinder the passage of the rain clouds, still remain a barrier agent, the intensely cold winds that make the winters of the region west of our mountains so severe. Our winters are also tempered by the

Gulf Stream which flows not far to the east of us. The result is that we do not hesitate to call.

Nature's Own Nursery Region.—A region blessed with almost an endless variety of soil in close juxtaposition; a climate in which a serious drought has never been known; and one while free from the extremes of winter cold and summer heat (the mountains also act as a barrier agent against the burning Sirroco like winds that often devastate the west) allows a long growing season for plant and tree to mature in, and an open fall, winter and spring in which to dig and ship them fresh from the ground.

Through this natural nursery region our chain of nursery farms, over a dozen in number, extend. Besides the above advantage our location is midway the country at about an average altitude. This gives our stock a scope of adaptability virtually co-extensive with the Union.

Now we do not claim that the above advantages are the "whole push"—that they will do it all. But we do claim what thirty years' test has proven that trees and plants grow here as we grow them, will do at least as well everywhere in the country as trees and plants grown anywhere and so much better than the general run of nursery stock, that it will pay you to sit up and take notice.

We ship plants and trees to every State in the Union, and to foreign countries.

Our Catalogue is free.

WHY NEVER STOP, THE GREAT EVER-BEARING STRAWBERRY CAN BE MADE TO PAY SUCH AMAZING PROFITS—
BECAUSE

It is a **Genuine, Unfailing, Ever-Bearer**, ripening most of its crop (and can be made to ripen all of it; see booklet) in the off season, when other strawberries are not to be had, and when they will even if passable, fetch almost any price, one has a mind to ask. In field or garden it fruits from early Spring to dead of winter. At the South, it can in ordinary winters be fruited also straight on through the cold months, if given a little straw protection in cold snaps.

It is the most exquisitely flavored of all fruits; so mild and wholesome, that even invalids and people who can eat no other fruit, except perhaps soft peaches or grapes, eat it, not only without harm but with marked benefit. Even in a market glutted with ordinary berries, it would bring a fancy price.

It is one of the most beautiful of berries; so large and brilliantly colored that it is its own advertisement.

It is frost-proof.—That is proof to ordinary fall frost. This enables it to fruit far into the cold weather, it being not an unusual thing to find an abundance of berries that have ripened so late that the snow has covered them, and you rake it off and gather the fruit.

It is drought-proof.—The plant is so vigorous and hardy that the fiercest heat and drought of the Summer which would kill many varieties outright,

has no effect on Never Stop, except to check the fruiting or cause the berries to ripen somewhat undersize. But as soon as it passes and the weather gets cooler, the berries, while through the worst of it have never lost their delicious flavor and beautiful color, are again as fine as ever.

It is one of the heaviest of bearers.—By repeated test a parent plant and the young ones it puts out, will under high culture bear at least a quart of berries during the season. Planted in rows three feet apart and eighteen inches apart in the row, an acre holds about 10,000 plants. This would make ten thousand quarts to the acre, which at 25 cents per quart, surely not an excessive price for such fruit in the bare season, makes \$2,500 or at that rate per acre. And don't forget that you could get the full crop the year that you plant. All other kinds take two years.

It bears a full crop the first year that it is planted. To get a full crop from other kinds, they have to be planted at least a year ahead. Never Stop begins to bloom and bear as soon as planted. Planted at the South during fall or winter, it will, with very little straw protection in cold snaps, ripen some berries all through ordinary winter weather. A very cold spell will check it for a while, but with the return of milder weather, it gets to bearing again. With the open weather of Spring, it gets into full bearing and soon begins to put out runners and root new plants. These young plants behave in the most amazing manner. Instead of waiting a twelve month, as all others do, they are no sooner well rooted than lo and behold! they join the parent plant and get squarely down to blooming and bearing. And at it they keep

blooming and fruiting, fruiting and blooming till dead winter forces a reluctant stop. This habit of the young plant to fruit is unique and one of the most wonderful things in nature.

Strawberries the year round on three feet square.—This unique variety can be grown in earth filled barrels, as shown in cut. Thus grown it forms the most surprisingly beautiful ornament for yard or garden in summer, or greenhouse, or sunny conservatory in winter or summer. It begins to bloom and fruit as soon as planted, and soon the barrel is transformed as if by magic, into a solid mound of emeralds, pearls and rubies, foliage, fruit and flowers, and at it, it keeps winter and summer with short intermissions.

100 plants, just right number for garden or barrel, \$2.50 delivered free, with booklet, making success certain.

CONDITIONS OF SALE AND GUARANTEE OF NEVER-STOP STRAWBERRY

Sold only on conditions that the buyer will neither give away, sell or in anyway dispose of any of the plants, new or old. He has a right to propagate all he wishes for his own use. Guaranteed to be a large, deep-red, delicious berry, and a genuine everbearer—fruiting in field or garden from early spring to late fall or winter. The plants pass unharmed through heat and drought, that kill most kinds outright. The only effect it has on the Never-Stop being to check the fruiting, but this is resumed with the advent of cooler and more favorable weather. Should the above not prove true, the money paid for plants will be refunded.

NEVA-MYSS OR EARLY WONDER NEVER MISSES A CROP AND PAYS ENOR- MOUS PROFITS

Because it ripens in May before any other kind begins to turn. Is large, brilliantly colored, fine flavored. Then, having no rival, it corners the market.

There is no dark mystery about the fact that this wonderful peach has never failed to bear a full crop. We have fruited it nine years. All other kinds miss as often as they hit, if not oftener. It is simply the outcome of a cross between an early-ripening variety and a late persistent bloomer—one of the lucky crosses that nature makes at long, long, intervals—once in many billion times. The result is that it usually blooms after killing frosts are over. But even should repeated late frosts kill down many of the blooms, there are always enough left to make a full crop of fruit.

Another peculiarity of the **Neva-Myss** is that it has a habit of retaining for a long time its shuck or collar. That is the dried butt of the bloom. This undoubtedly serves to protect from frost and other harm.

Another important factor is its intense and matchless vigor and vitality. This quality is, of course, what prompts it to bloom so heavily and persistently, and it must have no small influence on its power of resisting cold and harm in other forms. The strong and lusty escape many dangers to which the weak succumb.

It is this intense vigor that enables **Neva-Myss** to thrive and bear heavy crops in all soils and in climates where all other kinds fail entirely. It is

undoubtedly the chief factor in bringing it into bearing so much younger than other kinds, and in preventing harm in resulting from this precocity.

Neva-Myss begins to fruit at one, fruits heavily at three, and bears full crop at four years' old. See testimonials in our catalogue (pages 16 and 28), as to this fact, and that it thrives even in the Coastal regions of the South, where other peaches fail, and also as to the almost incredible profits being derived from it. Regular orchardists are making \$5.00 a tree on it wholesale, while smaller growers, with fancy local markets, are netting \$15.00 a tree.

Bear in mind that Neva-Myss stands clear outside the list of the common run of early peaches. They are small, tasteless and pale colored. Neva-Myss is deep red, large and of fine flavor. Six trees delivered free anywhere \$2.50, with booklet telling how to grow to perfection.

CONDITIONS OF SALE AND GUARANTEE OF NEVA-MYSS PEACH TREES

Sold only on conditions that the buyer will not sell, give away, or in anywise dispose of any trees bought, and that he will never propagate or allow to be propagated any trees therefrom. Neva-Myss is guaranteed to be the earliest of all peaches, and to be large, brilliantly colored and finely flavored. But it sets such an enormous crop of fruit some seasons that unless thinned the peaches will not reach their full size or finest color. If not as represented, we will refund amount paid for trees. If required, we will furnish affidavit that we have fruited this peach for nine years and they have never failed to bear a good crop.

APPLE TREES

Grown as all ours are on the natural soil of the apple, will come into bearing one to two years earlier than the common run of trees.

The apple is both food-and medicine. Just as fast as the people at large awake to the fact that nearly all diseases are the result of accumulation of toxic poison in the system, and that the malic acid of the apple is the most potent known agent in counteracting and expelling this acid, just from that time will the use of the apple extend and increase, and just as fast as they come to see how easily and cheaply it can be grown, just that fast will all land owners find room for an orchard, or lacking room for that, will utilize odd corners and waste strips of land along fences for that purpose. With a few years cultivation as a start an apple tree can take care of itself, though nothing gives bigger returns for the attention it gets.

Some argue that it is cheaper to buy apples. But the fact is that the average family that depends upon buying apples or any other kind of fruit gets on the whole but little of it. The surest and the cheapest way is to grow it at home whenever possible.

While a regular orchardist whose product must compete in quantity, quality and looks on the great markets of the country must seek the best apple land, this indispensable fruit can be grown for home use or local market in practically all climates, and on all soils not too wet to produce staple crops.

By the following method an apple orchard, large or small, may be brought into full bearing absolutely without cost. Set the apple trees thirty

feet apart each way—between each apple tree set a peach tree, and also between each row of apple trees set a row of peach trees 15 feet apart. This will give 49 apple trees and 147 peach trees to the acre. Then between each row of peach trees plant four rows of strawberries. Let the rows be $2\frac{1}{2}$ feet apart and the plants 12 inches in the row. (Never-Stop should be 18 inches apart, allowing young plants to set which will begin to bear as soon as rooted). Thus set apple trees, peach trees and strawberry plants can be cultivated by the same ploughing and hoeing. Fertilizer applied to the strawberry plants (they should always be liberally fertilized, no matter where planted and of the right kind as shown in our manual), will in due time benefit also the peaches and later the apples.

Three crops of strawberries can thus be grown before the peach trees crowd them out or, if the Never-Stop is planted which bears a heavy crop the first year, four crops of berries. This will pay the total expense incurred to date and leave a profit. By then the peach trees are bearing freely (the Neva-Myss bearing at two years old), and long before they have to be cut out to give the apple trees full room, usually in about ten years, will have paid all expenses incurred and leave a profit. Then you have in hand an apple orchard without cost.

First-class apple trees grown on the natural soil of the apple, as all ours are, will come into bearing in four or five years, one or two years ahead of trees less favorably grown.

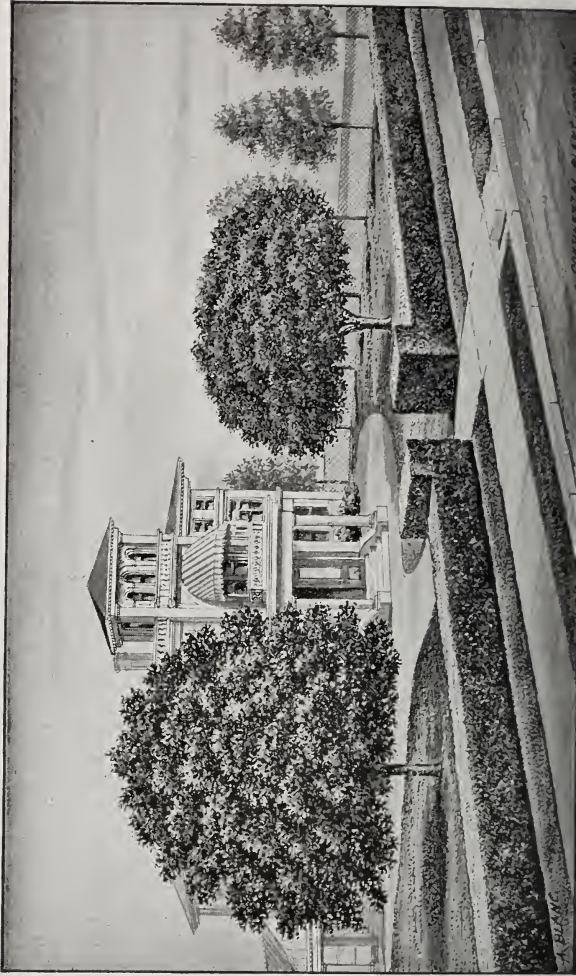
Cut on following page shows the grand ornamental value of Evergreen Hedge, of Maple and Umbrella Tree. Hedge can be pruned much less formal if desired, and any height up to ten feet to serve as screen or wind-break.

PERFECT EVERGREEN HEDGE THE FIRST YEAR

The immense ornamental and therefore pecuniary value of hedges and trees is no longer a matter of question with any home owner. Nor does the average man stand so much on the cost as it is a trifle compared with the increase in value a place thereby gets. It is more apt to be the length of time that it takes to get results of his labor and expenditure and the uncertainty of getting them at all.

But with heavily-rooted plants like ours (We grow the plants on soil identical with that of its habitat on the Armour River in Siberia), results are as sure as if he planted a hill of beans, and as quick. Yes, as quick! A few months instead of a few years as formerly.

Open a trench as deep and as broad as you can afford, the bigger the better, but certainly not less than 12 inches deep and 18 inches wide. Set the plants, Armour River or California Privet, deep—they are rarely or never set deep enough—deep enough to have plenty of the limbs in the ground. In filling the trench use only the rich top soil, scattering all of the clay afar. Use this rich soil to come immediately around the roots. Then fill the trench with well-rotted stable manure, taking care that none comes next to the roots. If fresh manure has to be used take all the more pains to keep it from the roots. For



quickest results water freely and often, if the weather turns dry in spring or early summer. Cultivate often.

Thus treated it will be fully 18 inches high in June. It should then be cut back about 12 inches and also trimmed on the sides.

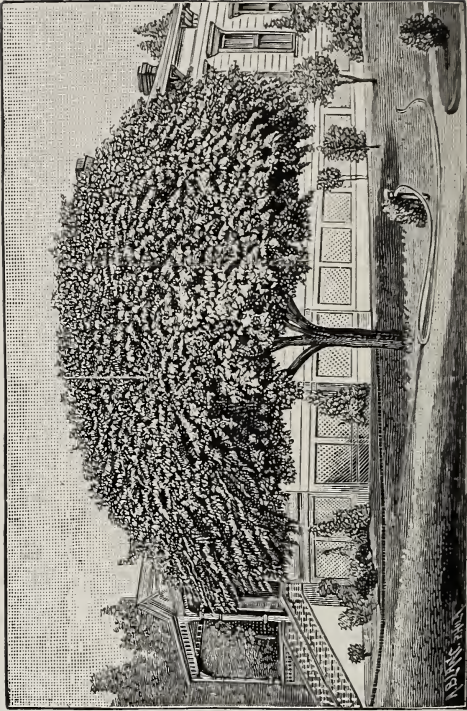
In July the above instructions followed, it will reach a sufficient height and width to prune back into a 2½-foot hedge about 18 inches thick.

You now have a hedge solid as a wall. Thence forward it will really need no more care, except to prune to keep it in shape. Special shears can be bought for this purpose, making the pruning quick and easy.

First-class plants \$3.50 per hundred; \$30.00 per thousand, buyer paying transportation charges.

SPLENDID ROSES THE FIRST YEAR

With our hardy field-grown plants, grown on specially adapted soil, an endless profusion of the most magnificent roses can be grown the first year of planting. Plant about as directed for hedge plants, but do not set as deep—just a little deeper than they originally grow, and not less than 4 feet apart. A trench one foot wide and one foot deep will suffice for roses. One dozen large bushes delivered for \$2.50—white, yellow, red, pink. State how many of each color you wish, and we will send them in the grandest roses that grows.



UMBRELLA TREE

Handsomest tree on the planet, and with good stock, one of the quickest to grow.

Texas Umbrella Trees.—No tree in the world surpasses this in gracefulness and beauty, and none makes a denser shade, or makes it quicker. It makes a great growth, attaining a large size, and lasts for many years. We have some that were planted thirty-five years ago and are still in their prime. They are considered the most striking and beautiful things in town. 2-year trees, 50 cents.

COLLECTIONS DE LUXE

Choice Fruits for Home Use and High-Grade Fancy Market.

Never-Stop, Everbearing Strawberry.—Most exquisitely flavored of all fruits. Under high cultivation pays \$2,500 an acre. Planted in gardens, fruits from earliest spring till dead of winter—being proof to ordinary frosts. At South, in ordinary winters, with little straw protection in cold snaps, will fruit through the cold months and the year round. Planted in a barrel and carried in doors in fall can be fruited all winter in coldest climate. Thus grown, forms charming ornament for greenhouse or sunny conservatory.

100 plants, \$2.50, delivered free anywhere, with booklet, making success certain.

Neva-Myss (or Early Wonder) Peach.—Far and away the earliest peach known. Large, brilliant red, soft, good flavor. Belongs to a class of its own and not to that of the small, colorless, insipid early peach. Never fails to bear good crop, for while earliest to ripen it is the last to bloom. Six trees, \$2.50, delivered free anywhere. Guaranteed to succeed everywhere.

Ambrosia Peach.—White, rosy cheeked, soft, luscious, melting. Most delicious flavored of all peaches. July. Six trees, \$2.50, delivered free anywhere.

Summer Ambrosia Apple.—A medium size, golden flecked, red apple of the finest imaginable flavor. August. Six trees, \$2.50, delivered free anywhere.

Fall Ambrosia Apple.—A very large pippin-shaped apple. Equal, and if possible superior, in flavor to Summer Ambrosia. Fall and winter. Six trees, \$2.50, delivered free anywhere. Only 1-year old trees of this kind.

Dixie Apple.—A superb fall and winter apple that originated at the South, and will no doubt succeed farther South than other kind. Six trees, \$2.50, delivered free anywhere.

The "Never-Stop" Strawberry Circles the Seasons
Like the Sun

Pays \$2,500 an Acre This Wonderful Ever-Bearer fruits
in garden from April to Nov. being
proof to ordinary frosts. In South fruits all year round if given a
little straw protection in cold snaps. Yields 10,000 quarts to acre
magnificent berries. Ripening in off season and being

Most Exquisitely Flavored of all Fruits
sells readily 25c qt. to seekers of the very best. Planted in barrel as shown fruits year round in any sunny space 3 ft. square. Dream of Beauty for yard or porch in summer, conservatory or greenhouse in winter. Solid mound of Emeralds, Pearls and Rubies (Foliage, fruit and flowers) planted now in garden or barrel begins to fruit at once. Succeeds everywhere because it is the outcome of 30 years test of over 5,000 varieties carried on in the

North Carolina Hills the Natural Home of the Strawberry
where even in the wild state it attains a perfection unrivaled anywhere else on earth.

100 Plants (supply average family bountifully) \$2.50 delivered FREE with booklet making success certain. Absolute Guarantee and Bank Reference with every shipment.

Also free cat-log Fruit Trees, Shade Trees, Evergreen Hedge, Plants, etc., grown under same favoring conditions of soil and climate.

CONTINENTAL PLANT CO.,
Largest Shippers of Strawberry Plants in the World.
Kittrell, N.C.

