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O. C. Waller 1915

JUDSONIA

MAR 21 1916

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O. C. Waller & Bros.' Catalog on

STRAWBERRY PLANTS

And How to Grow Them



No Better Plants at Any Price

O. C. WALLER, Mgr.

JUDSONIA, - ARKANSAS



Warfield

A BIG COMPANY MADE BIGGER

THE uniting of the four Waller Brothers makes us one of the largest plant companies in the southwest.

This means more prompt service in the future than we have been able to give in the past.

Place your order with this company whose motto is *Quality, Service and Satisfaction Guaranteed.*



Gandy

MAY 11 1915

WALLERS' GREETING TO BERRY GROWERS

We again greet you with the assurance that we are still in the Strawberry Plants business. We heartily wish to thank our many friends and customers for their past favors. With your patronage and assistance, you have made 1914 a banner year with us. We have sold four times the amount of plants last season of any previous year and are deeply grateful to our old customers for their continued patronage. We assure you that we will at all times do our very best to please you. We will use our best efforts to give you the highest quality in the stock that we send out. Five years ago we started into this business with no other purpose in view only to sell a better grade of plants than was being sold by our home competitors. We can say of a truth that we have accomplished our undertaking. We have outstripped some of our competitors who have been in business for the past fifteen years. We, too, have sold three-fourths the number of plants sold by the firm who claims to have been in business thirty odd years. Dear Friend, we do not write these facts boastingly, but simply make mention of them to show to our customers and the public that we are doing all we claim. Now, dear reader, is there not a reason for this rapid growth? We are going to leave this for you to decide.

Our plan is to satisfy. Whether you are a new customer or an old patron, we promise to do everything in our power to satisfy you, and to retain you as a permanent buyer of our plants. Our aim is to make our business improve, to grow better stock each year, so our trade will grow more prosperous year after year. To the new customers that come to us this and succeeding years, we extend a welcome and are very anxious to maintain a strict personal relationship with you. We want you to feel that we have an interest in your success. We want to conduct our business in such a way that you who order anything of us will not only be a customer, but a friend as well.

We have a large acreage of plants this season, numbering more than fifty acres, and are in a better shape to give you more prompt service than we have in the past. We were so completely swamped with orders last season that we were compelled to hold many of the orders longer than we liked to. Now, as above stated, we are better prepared to handle your orders and assure you of prompt service, and as good plants as you will be able to get anywhere.

We again thank you one and all most kindly for the confidence you have in us, and greatly appreciate your kind letters—the unsolicited testimonials, some of which you will find in catalogue.

We are, yours very truly,

O. C. WALLER AND BROTHERS.

O. C. WALLER, Mgr.

GENERAL INFORMATION.

Prices in this catalogue set aside all former quotations.

When ordering plants, use order sheet and write your name and address plainly.

PAYMENTS

Must be made in advance. Either express or postoffice money order, bank draft or registered letter. Or if you prefer we will send your plants C. O. D., provided you send 25 per cent of full value of order.

MY GUARANTEE.

We guarantee our stock true to name, with the understanding that should it prove otherwise we will refund the money or replace it with other stock which is true to name.

DIGGING OUR PLANTS.

Our plants are dug as wanted, nicely trimmed and tied in bunches of 26 and 27 and counted as 25. This insures you of a good count. Plants are packed in light crates with plenty of moss, and guaranteed to reach you in good shape, either by mail or express.

PERFECT AND IMPERFECT.

Those marked Imp. will not fruit unless planted with those marked Per. We would advise planting one or two rows Per. with each four rows Imp.

TIME OF FILLING ORDERS.

We will begin filling orders not later than the 1st of November, and possibly as early as the 20th of October. For spring delivery, we will ship until April 15th and guarantee safe arrival. After this date they go at your risk. You will not lose anything in placing your order early.

ESTIMATE WEIGHT OF PLANTS.

It is impossible to give the exact weight of plants, as some varieties are much larger than others, and as spring advances the plants become heavier. Our experience has taught us that it is safe to calculate on from 20 to 25 pounds to the thousand.

WEIGHT	1st ZONE		ZONES							
	LOCAL RATE	ZONE RATE (32 M.)	2d 150 M.	3d 300 M.	4th 600 M.	5th 1000 M.	6th 1400 M.	7th 1800 M.	8th Rate Over 1800 M.	
1 pound...	\$0.05	\$0.08	\$0.05	\$0.06	\$0.07	\$0.08	\$0.09	\$0.11	\$0.12	
2 pounds...	.06	.06	.06	.08	.11	.14	.17	.21	.24	
3 pounds...	.06	.07	.07	.10	.15	.20	.25	.31	.36	
4 pounds...	.07	.08	.08	.12	.19	.26	.33	.41	.48	
5 pounds...	.07	.09	.09	.14	.23	.32	.41	.51	.60	
6 pounds...	.08	.10	.10	.16	.27	.38	.49	.61	.72	
7 pounds...	.08	.11	.11	.18	.31	.44	.57	.71	.84	
8 pounds...	.09	.12	.12	.20	.35	.50	.65	.81	.96	
9 pounds...	.09	.13	.13	.22	.39	.56	.73	.91	1.08	
10 pounds...	.10	.14	.14	.24	.43	.62	.81	1.01	1.20	
11 pounds...	.10	.15	.15	.26	.47	.68	.89	1.11	1.32	
12 pounds...	.11	.16	.16	.28	.51	.74	.97	1.21	1.44	
13 pounds...	.11	.17	.17	.30	.55	.80	1.05	1.31	1.56	
14 pounds...	.12	.18	.18	.32	.59	.86	1.13	1.41	1.68	
15 pounds...	.12	.19	.19	.34	.63	.92	1.21	1.51	1.80	
16 pounds...	.13	.20	.20	.36	.67	.98	1.29	1.61	1.92	
17 pounds...	.13	.21	.21	.38	.71	1.04	1.37	1.71	2.04	
18 pounds...	.14	.22	.22	.40	.75	1.10	1.45	1.81	2.16	
19 pounds...	.14	.23	.23	.42	.79	1.16	1.53	1.91	2.28	
20 pounds...	.15	.24	.24	.44	.83	1.22	1.61	2.01	2.40	
21 pounds...	.15	.25	.25							
22 pounds...	.16	.26	.26							
23 pounds...	.16	.27	.27							
24 pounds...	.17	.28	.28							
25 pounds...	.17	.29	.29							
26 pounds...	.18	.30	.30							
27 pounds...	.18	.31	.31							
28 pounds...	.19	.32	.32							
29 pounds...	.19	.33	.33							
30 pounds...	.20	.34	.34							
31 pounds...	.20	.35	.35							
32 pounds...	.21	.36	.36							
33 pounds...	.21	.37	.37							
34 pounds...	.22	.38	.38							
35 pounds...	.22	.39	.39							
36 pounds...	.23	.40	.40							
37 pounds...	.23	.41	.41							
38 pounds...	.24	.42	.42							
39 pounds...	.24	.43	.43							
40 pounds...	.25	.44	.44							
41 pounds...	.25	.45	.45							
42 pounds...	.26	.46	.46							
43 pounds...	.26	.47	.47							
44 pounds...	.27	.48	.48							
45 pounds...	.27	.49	.49							
46 pounds...	.28	.50	.50							
47 pounds...	.28	.51	.51							
48 pounds...	.29	.52	.52							
49 pounds...	.29	.53	.53							
50 pounds...	.30	.54	.54							

CUSTOMERS PLEASE NOTICE

If Goods are Wanted by Parcel Post, Postage Must be Added as per Table Below, Except for Those We Offer to Deliver Free.

Regarding Domestic Parcel Post within the United States and Possessions—which now includes Seeds, Plants, Bulbs and Roots.

Weight Limit. The weight limit within the Local, 1st and 2nd Zones is now fifty (50) pounds, within the other Zones the weight limit is twenty (20) pounds and the size limit seventy-two inches (72) for combined length and largest girth.

For small packages, weighing 4 ounces or less, a special rate of 1c per ounce or fraction is provided covering all zones. A package weighing over 4 ounces and not more than 16 ounces is charged at the "First Pound" rate.

Important. In remitting postage always add it to the foot of the order as a separate item—this will help to avoid mistakes.

The local postmaster will inform you what zone you are in from Judsonia and you can add for postage accordingly.

HOW TO GROW STRAWBERRIES.

We have numerous inquiries for instructions along this line, so feel it our duty to give a partial description of our method of cultivation, while it would be a difficult thing to give a rule that would apply to all localities.

SOIL AND LOCATION.

The strawberry will thrive in a great variety of soils and locations. Almost any land that will produce good crops of corn or general farm crops will produce strawberries, providing the soil is not waterlogged for any portion of the year. In some cases strawberries do surprisingly well on light, sandy land, providing fertilizer is used. Gravel soils, especially if they contain some clay or loam, are often good. Again this fruit is sometimes produced abundantly in somewhat heavy clay loams. Thriving as it does in almost all kinds of soil that is not wet and cold, it becomes impossible to recommend any one kind of soil that will give the best results.

Strawberries usually do best on comparatively new land. Land from which the forest trees have recently been cut, so that it contains the decaying leaf mould, and the spongy condition incident to newly cleared land. Such land, however, should have the sprouts well subdued and should be workable to facilitate cultivation of the plants. It is important that the land should be mellow and easily worked. It should dry out quick enough on the surface, so cultivation may begin soon after a rain. You need not expect a bumper crop of berries without you are willing to give them some care or attention.

The choice of slope depends upon the object to be sought. A south slope is warm and consequently produces earlier berries. The berries are also likely to be better colored and of a finer flavor where they receive full benefit of the sunlight. In sections where drouth is likely to occur, or where the soil is naturally too light and warm for the crop to hold out long, it may be best to select a north slope on account of the fact that it is cooler and does not heat up and dry out so early in the season. Generally speaking, however, in good soils a south slope, to secure full sunlight, is best.

PREPARATION OF THE LAND.

The soil should be of such a nature as to retain moisture without being too wet and soggy; it should be loose and mellow so as to make easy cultivation.

The land should be well plowed, either in spring or fall. If it is light, mellow and well drained, it may be best to plow it in the spring, as weeds may then start less quickly. If the ground is inclined to be heavy or cloddy it will then be best to plow in the fall, as freezing of the ground will greatly help in mellowing the land for you. The plowing should be done when the ground is in the best of condition, that is when it is neither too wet or too dry, but when it turns up mellow and in workable condition. The ground should be thoroughly harrowed and pulverized, otherwise the land would be in poor shape for the planting of your plants. It should be borne in mind that one is preparing soil for a crop that requires considerable expense and labor and one which is to yield large returns per acre. Proper preparation of the land is most economical way of making the remainder of the work easy and profitable. It insures easy cultivation as well as easy setting of plants. It is a good guarantee in getting a bigger proportion of the plants to live, and makes better plants and insures a larger yield.

SETTING THE PLANTS.

Strawberries may be set either in spring or fall. Toward the north they are mostly set in early spring. Toward the south they are often set in the fall. Where the winters are not severe enough to freeze the ground very deep, plants may be set at almost any time between fall and spring when the ground is not frozen, however, the greater part of the plants are set in spring before they begin much growth.

As to the manner of setting the plants, there are so many ways that we feel somewhat backward about giving our method. However, it is very simple and requires no special implements to do the work with. We lay off our rows three and a half feet and list on this. We then go over the land with a drag, bringing the ridges down to three or four inches above the level. In setting out the plants we use a small garden trowel or dibble, setting the plants 20 to 30 inches apart in drill, being careful to get them in the ground about as deep as they originally were, putting

HOW TO GROW STRAWBERRIES—Cont'd.

the roots straight down, pressing the soil firmly around the plant. This is very important as it keeps the ground from drying out, which it would do if the ground is left loose.

CULTIVATION.

Proper cultivation is without a doubt the most important factor in promoting success to strawberry growing. If all other phases of strawberry growing are properly observed and cultivation is neglected the result will not be satisfactory. The selecting of the soil and location, the choosing of the varieties, the setting of the plants, the handling and marketing of the crop—all important in themselves—will fail to give a profitable yield of fruit unless the soil is properly cultivated during the summer. All blooms that form on the plants the spring that they are set out should be pinched off. If they are allowed to make fruit this will injure the plants.

Begin working your berries soon after planting them. Newly set plants often fail to start off well in the spring if cultivation is neglected. Be very careful not to get too close to the plants as to disturb the roots, also not to cover up the crown or heart of the plants, as in many cases the latter will cause them to die, especially in rainy weather, as it causes the crown to smother and rot. Always cultivate as soon after a rain as the ground will permit working, never allow your berries to stand until the ground becomes hard and dry around your plants. Cultivation regulates the moisture supply. It favors storing up a larger proportion of rainfall in the soil. It is a matter of common observation that much of the rain that falls fails to soak in the ground. Cultivation opens up the soil so the rain may soak in. It not only breaks the crust, thus forming openings for the water, it does more than that—it causes the soil to slack so the rain may seep in between its finest particles.

NUMBER OF PLANTS REQUIRED TO SET AN ACRE.

3 by 1 foot.	14,520	24 inches by 3 1-3 feet.	6,222
3 by 18 inches.	9,680	24 inches by 4 feet	5,445
3 1-3 by 18 inches.	8,297	30 inches by 3 ½ feet.	4,356

We plant from five to seven thousand plants to the acre. This depends largely on the variety you select, also the piece of land they are to be planted on. If your land is thin it would require that your plants be set close together. While if your land is fresh and strong you will have no trouble in getting a stand planting your plants 25 or 30 inches apart in drill. There are some varieties that do not make many plants. They should not be planted more than 15 or 18 inches apart.

TO WHOM IT MAY CONCERN.

It is a pleasure to me to have the opportunity to recommend to these parties that are in the market for strawberry plants the firm of O. C. Waller & Bros., Judsonia, Ark. They are strictly honest and fair in all their business dealings, and we feel safe in saying that you will receive full value for every dollar you send them. I heartily recommend them to all.

W. C. NORTH,
President and Manager of the Judsonia
Fruit and Vegetable Growers' Assn.

Redford, Mich., 4/27/14.

O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—The plants reached me in good condition and wish to thank you for same. Yours very truly,
A. M.

Golden, Colo., 4/21/14.

O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—I received the 15,000 Aroma strawberry plants yesterday. They come through in fine condition and are fine plants, and were well packed. Wishing you success in the strawberry business, I am,
Yours respectfully,
J. M.

STRAWBERRY PLANTS OF AS GOOD QUALITY AS IS GROWN.

For the past twenty years we have been growers of Strawberries, and feel that during this time we should have gained some knowledge of same. After being a grower of berries for fifteen years we decided to try the nursery business and for the past five years we have been selling plants. We are glad, indeed, that we started into this business, as our sales have been far beyond our expectations at such an early date. We feel that our rapid growth in sales have been due to the fact that we have been pleasing the people who have had the confidence to place their orders with us. When we started out in this business we had a purpose in view, and that was to sell a better grade of plants for less money than was being sold by many of our competitors, and after receiving the many testimonials, a few of which you will find in this catalogue, and from the reading of these letters or testimonials we know that we have succeeded. We are not ashamed to place our plants side by side with any, with the understanding that they are as good as the best. We have known nurserymen to make these statements: (1) That in order to make a bumper crop of berries you would have to order the plants from them. (2) That many nurserymen only sold ally plants, and for this reason offer them cheap. (3) If your order was placed with them that you would not receive one of these small plants, but instead you would get such plants as you would see pictured through the catalogue. Now this statement makes me think of a little trick that I know to be an absolute fact. I know a man that had picked out a few nice plants that he found to be growing around over his field for the purpose of having nice plants to make a picture from. Finding the plants that he thinks suitable, he trims the foliage as well as the roots to perfection, starts to town with the plant to get the picture, but on his way to town he goes by many fields of plants and in one of the fields he sees a big, stout, healthy looking plant, which has not been crowded with other plants and has indeed made a splendid growth of both foliage and roots; he quickly sees that this is a better plant than the one that he has, so he simply climbs the fence and takes his neighbor's plant. Now we do not approve of this way of advertising and will state right here that if this is the kind of plants you expect to get do not send us your order, or do not send it to the man who has them pictured in his catalogue, for he got the plant from his neighbor and his neighbor only had the one plant. Now, gentlemen, we would far rather you would see a fair sample of the plants that you are to get as to try to make you think that all the plants that you ordered would be such plants as the one pictured, and again to one and all we wish to make this statement that our plants are as good as any that we have ever seen. We have ordered many plants from the North, paying three and four times the amount we ask for the same variety of plants, and of a truth we can say that we have never received any better plants than leave our shed.

Jonesboro, Ark., 4/21/14.

O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—Plants arrived O. K. I appreciate your promptness. Also wish to thank you for sending me such fine plants. They are the best I ever saw. I will do all I can to turn trade your way. I like a man who tells the truth about his goods and does all he agrees to do, or even more. Your plants are excellent, your prices reasonable, and better packing cannot be done. This is the kind of a man that we like to deal with.

Yours very truly,

D. & SON.

Enid, Okla., 3/28/14.

O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—I received the strawberry plants all right and they gave good satisfaction. I am well pleased and must say that they are a fine lot of plants.

Yours truly,

J. D. C.

Anglum, Mo., 5/4/14.

O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—Plants received last Friday all O. K. Thanks for promptness.

Respectfully,

J. E. M.



Field of Missionary.

DESCRIPTION OF VARIETIES.

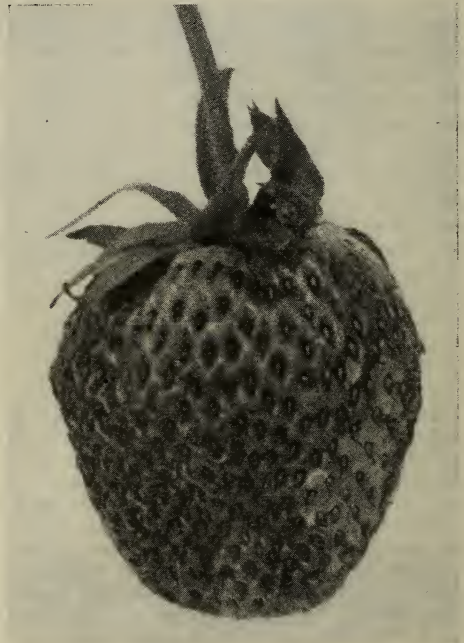
Charles I. Per. This is a new variety and as we have not fruited it, will give the introducer's description. Read what he says: **THE EARLIEST STRAWBERRY GROWN.** It was introduced by us three years ago. They are becoming a great favorite in many fruit sections and are making good wherever grown.

The big profit in strawberry growing is generally made at the start of the season before the market is overstocked. For years we have been looking for a good, extra early strawberry, and in Charles I. we have found what we wanted.

This grand variety ripens nearly a week before Mitchell's Early and is very productive, yielding more quarts of large, fine looking berries than any other early variety. The berries are large, regular in form and of a good color and quality.

You can get big prices for Charles I., because they ripen very early and are also nice, large berries of good quality and extra fine appearance. We guarantee Charles I. to please you.

Missionary Per. Second season early. Plants upright and free from any rust,



Charles I.
Enlarged One-half.

fruit medium to large, extra firm, quality good. Will ship thousands of miles and then be in perfect condition. Its ripening season is about the same as the Klondike. Its season is long and holding its berries well in size through the season.

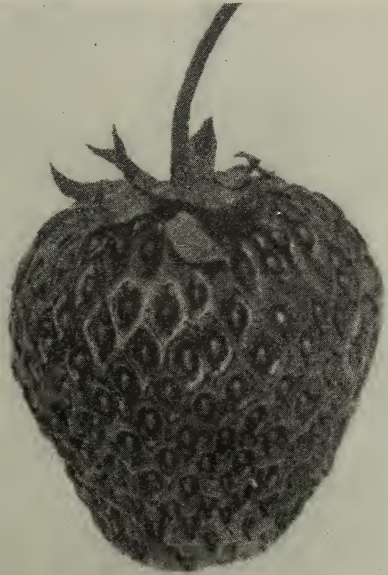
VALUABLE NEW STRAWBERRY.

HELEN DAVIS Per. One of the largest strawberries ever produced. A wonderful yielder and every berry smooth and well shaped. A grand early Strawberry. The plants are strong and healthy, a good plant maker and produces strong fruit stems, and many of them. The fruit is a sight to see. We seldom find a strawberry, especially an early berry, having so many good points as Helen Davis, described as follows:

PLANTS, hardy and strong; **FRUIT**, extra fine quality and appearance; **SIZE**, one of the very largest of strawberries; **COLOR**, a beautiful rich, dark red clear through; **PRODUCTIVENESS**, one of the most, if not the most productive strawberry grown; **SEASON**, early and continues to bear all through the strawberry season. You can make money with Helen Davis. You will find our prices far below others. We urge all of you to buy some Helen Davis plants this year. Be sure to include them in your order.



Helen Davis.
Enlarged One-half.



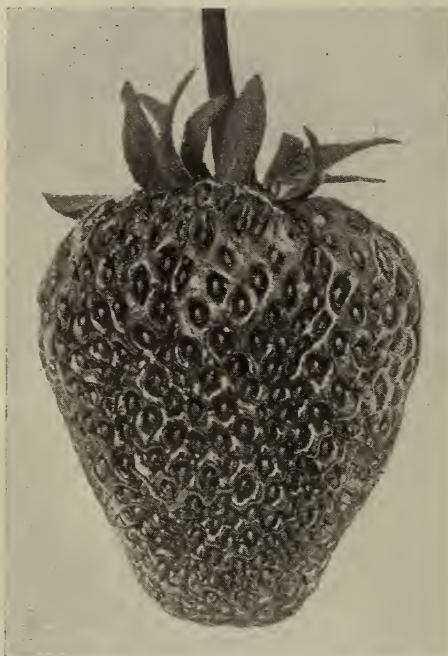
Texas.
Enlarged One-half.

Texas Per. This variety is very productive and is steadily growing in favor, especially among Southern growers. The flesh of the Texas is firm, making it a good shipper. The berry is rich and juicy, and seems to thrive in every section of the country, showing but little partiality to any particular soil or climate. The berries show up nice when crated and many would take them for the Klondike.

Aroma Per. My choice of the late varieties. This is a berry that comes nearer being suited to all localities than any other strawberry. It does well both North and South. Many of the growers here as well as other places grow no other variety for a late berry. The berry is very firm and there is no other that will stand shipping better than this one, and we know of no other that will make a bigger yield of fine flavored fruit than this variety. You will certainly make no mistake when you order this one for a late variety.

Warfield Imp. An old variety, but a good one just the same. We would recommend that you plant Warfield fertilized with Senator Dunlap and you are sure to get a bumper crop of second early berries. Fruit is regular shape, dark red and a splendid shipper.

Haverland Imp. Mid-season. A very popular variety and one that has been



Aroma.
Enlarged One-half.

with us a long time. Considered throughout the United States as a money maker in almost any climate. Last season we were not able to supply the demand for this variety; however, we have a much better supply of plants this season and hope to be able to fill all orders.

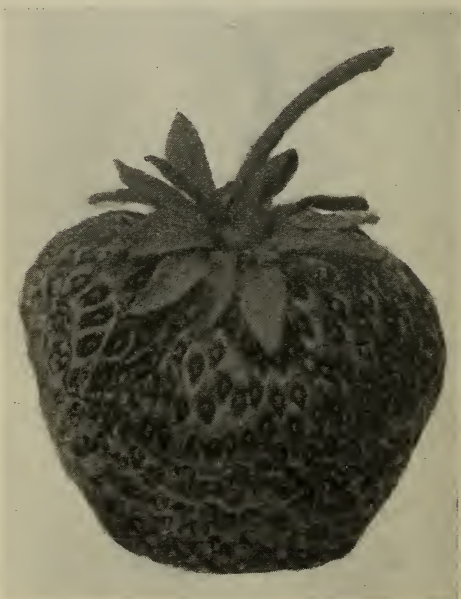
Anna Per. A good mid-season berry. It sells on the market with the Aroma; a good plant maker, free from any rust. Berries are large to very large and a fine shipper.

Early Harvest Per. This berry was originated by Louis Hubach. It is a cross between the Excelsior and Lady Thompson. It is a good plant maker, resembling the Thompson, but its fruit is a better color and much more firm. Second early.

Gandy Per. Originated by Dr. Gandy of Pennsylvania over thirty years ago and is yet being planted extensively. This variety does best when planted with some other late berry. The Aroma is a good one for this.

Sons Prolific Per. This berry was introduced in 1909 by D. McNallie Plant and Fruit Co. Originated from Bubach, fertilized with Aroma. This variety has been fruited for nine years. Without exception it is the best shipper, best colored berry and best plant we have ever grown.

It has been tested side by side with all the best varieties grown. The parentage of this is plainly shown in both plant and fruit. Root growth is very heavy, being very fibrous and deep; foliage rich, glossy and in proportion to heavy root system; crown and leaf of plant heavy and stands higher from ground than either Aroma or Bubach. Runners very stocky and plants set about same proportion as Aroma or Bubach. All blooms mature perfect fruit. Berries are darker red than Aroma, larger and about same shape except a little longer. Even in size and no green tips. This is where the Son's Prolific has one great advantage over all other of the late varieties that have green tips in some soils and locations. The Son's Prolific ripens the tips first and color even all over. Firm and more productive. On this one point alone it is superior to the Aroma, and each year it produces more berries where they have been tested side by side. In no way is there any comparison in the two varieties. The Son's Prolific is in every way its superior. For perfect plants growth and for size, color and shape, flavor, firmness and productiveness of berries, it is the best of all late commercial varieties. This is the D. McNallie Fruit & Plant Co.'s description. We did not have half plants enough of this variety to meet the demand last season.



Eureka.
Enlarged One-half.



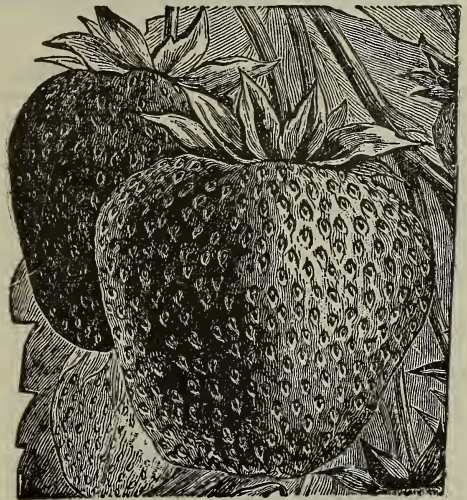
This is the Eureka Variety. Notice How Thrifty They Are.

Jim Dumas Per. A good berry which does not require as good land as many other varieties do in order to get a big crop of dark, red berries. They are much larger than the Excelsior and far more productive, but the berry is a little rough or irregular in shape. The plants have a strong, healthy foliage and plants are well rooted, making it a good drouth resisting plant. Second early.

Improved Klondike Per. Many growers seem to think this variety has some big improvements over the old variety, but we have failed to find it this way. We can see but little difference in them and in fact can see none in the berries themselves, while the plants may be a little larger than the old variety. Season same as the old strain.

Eureka Per. A new berry of the Ozark type. Not so productive as the Early Ozark, but being earlier, we consider it a very good berry. One big advantage it has over the Ozark is in ripening its fruit. This variety ripens the bulk of its fruit within a few days after commencing and for this reason you get the bulk of the crop on the market while the price is good. Try them.

Mountain View Per. In pedigree it is a cross between Excelsior and Aroma; in color it is a dark red; in firmness it ranks with the best shippers. It forms an extra large and vigorous plant that withstands the dry weather well.



Evening Star.

Evening Star Per. In this variety you will find a good all round late berry. I much prefer them to the Gandy, as they are twice as productive with me as this berry. Their season is with the Gandy, also their fruit resembles this variety so much that you can scarcely separate them. The plants are large and hold their fruit well off the ground. To the man who is looking for a good late variety, we say try this one.



St. Louis.
Enlarged One-half.

St. Louis Per. There is only one thing that keeps this berry from first place as an extra early berry, that is the fact that it is too soft, which practically takes it out of the market as a shipping berry. To any one that is wanting to grow berries for their own use or a nearby market you need not hunt for anything that will in size or earliness turn down this variety.

Klondike Per. This is the best seller we have, both for berries and plants. This variety is without a doubt more extensively than any other berry grown. The fruit is a dark red and very firm. As a good shipper, there is nothing that will turn this one down, therefore it demands the highest price on the market. Plants are very hardy and will withstand the dry, hot weather as well as any. We have an abundant supply of nice young plants of this variety and can fill your order, large or small. Write us for special prices on large lots.

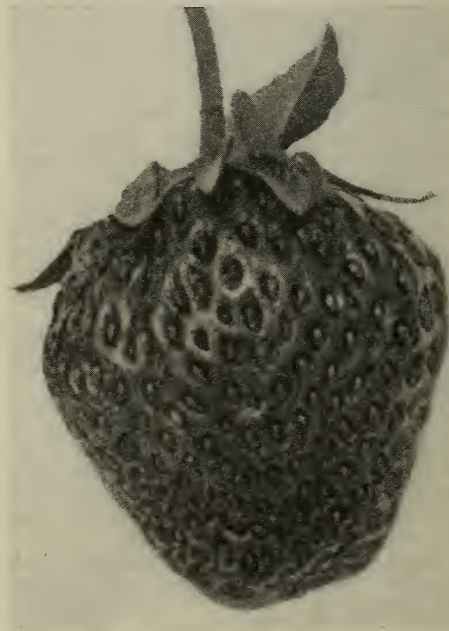
Excelsior Per. The earliest berry grown and one that has stood the test for more than twenty years. Berries are of a dark red color, medium size. This variety grows to perfection throughout the Gulf region.

Senator Dunlap Per. Mid-season. This variety is too well known to need a



Excelsior.
Enlarged One-half.

lengthy description. It seems to have the lead with many Northern growers. It is a great cropper of fine fruit.



Senator Dunlap.
Enlarged One-half.



Millions of Klondike on Our Fresh Land. No Better Plants Can be Grown.

Lady Thompson Per. This berry at one time had the lead in all Southern states and is still being grown very extensively. One very important reason for this is that the berry is a good drouth resister; the hot, dry weather seems to have but little effect on it. It is as a rule very productive.

Early Ozark Per. The demand for plants of this variety is steadily growing heavier each season. The fruit of this berry is much larger than that of the Excelsior and is only a few days later in ripening. It is a cross of the Excelsior and Aroma and has the Excelsior's earliness and color. It is very prolific and the exceeding texture make it an ideal berry for the commercial grower. The plants are large, strong and well rooted, resembling the Bubach in plant growth. Try them; they are sure to please you.

Bubach Imp. Another old, but well known variety. The berries of this variety are ample as to size, the color is bright red, which extends to the center, the flavor is excellent; the foliage is a dark green and the plants are large and vigorous. While they are not as good plant makers as many varieties, and for this reason would advise you that you do not plant these plants more than 18 inches or two feet apart.

Why pay more for your plants than we are asking, when you cannot buy better plants than we are offering you, we don't care what you pay for them. High priced strawberry plants are like buying high priced eggs, they will hatch no better than cheap ones and many times not as good. The high priced plants will not make you any more strawberries than the cheaper plants. Why pay the difference?



Early Ozark.

**HERE ARE A FEW OF THE MANY LETTERS FROM PLEASED
CUSTOMERS OF OURS.**

McAllen, Tex., 11/15/14.
Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—All orders for plants that you have filled have arrived in the best of condition. One could hardly tell that the plants had been packed. This I am sure speaks well of the way you handle your stock, both before and after packing. This valley has received quite a few plants this fall and yours are the only plants that have arrived that one even felt safe in taking out of the express office. All plants shipped in here from Texas points come heated, and were not worth unpacking, also plants that were shipped from your own town by other parties were in the same condition. If possible I would like the agency for Hidalgo County for your stock. Thanking you for good plants.

I am yours very truly,
C. M. M.

The above was received from a man who has ordered more than 60,000 plants. Read what he has to say in regard to our plants compared with our competitors, many of them having the advantage of us by more than 500 miles. If you want as good strawberry plants as is grown, send us your order.

LaMesa, N. Mexico., 6/17/14.
Mr. O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—My second order 5,000 of your strawberry plants were received in splendid condition and practically every plant was well rooted and perfect for transplanting. They certainly have made a fine growth.

Very respectfully,
A. N. A.

Germantown, Tenn., 6/15/14.
O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—I do not know who the laugh is on, you or me, but I think it is on you, as I succeeded in hoodooing you. I reported to you that I had lost at least one-third of the 6,000 plants that I had bought of you, and I honestly thought that I had lost one-half of them, but in the spring I found that I was badly mistaken. It takes but few plants to replant my patch. You sent me 2,500, so you will find enclosed check to pay for same, as I am not on the beat and if I was I do not think that I could beat

a man that has treated me so squarely as you have. If you should ever want reference do not hesitate to refer to me. I will gladly answer all letters.

Yours truly,
E. E. D.

Mason, Ill., 4/27/14.
O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—Plants received all O. K. and I want to state that I have the finest patch of plants that I have ever had. Your plants are fine and I hope that we will have more dealings in the future. Thanking you for your prompt shipment and honesty.

Yours with best wishes,
E. N. A.

LaMesa, N. Mex., 2/1/14.
O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—In the first place I will say that the 6,000 strawberry plants that I bought of you one year ago were by far the best plants that I ever set and yet were cheapest. Notwithstanding the extreme drouth here, these strong-rooted plants made a remarkable showing. The early runners withstood the long hot drouth splendidly. I will need more plants later on.

Yours respectfully,
A. N. A.

Noel, Mo., 1/31/14.
O. C. Waller & Bros.,
Judsonia, Ark.

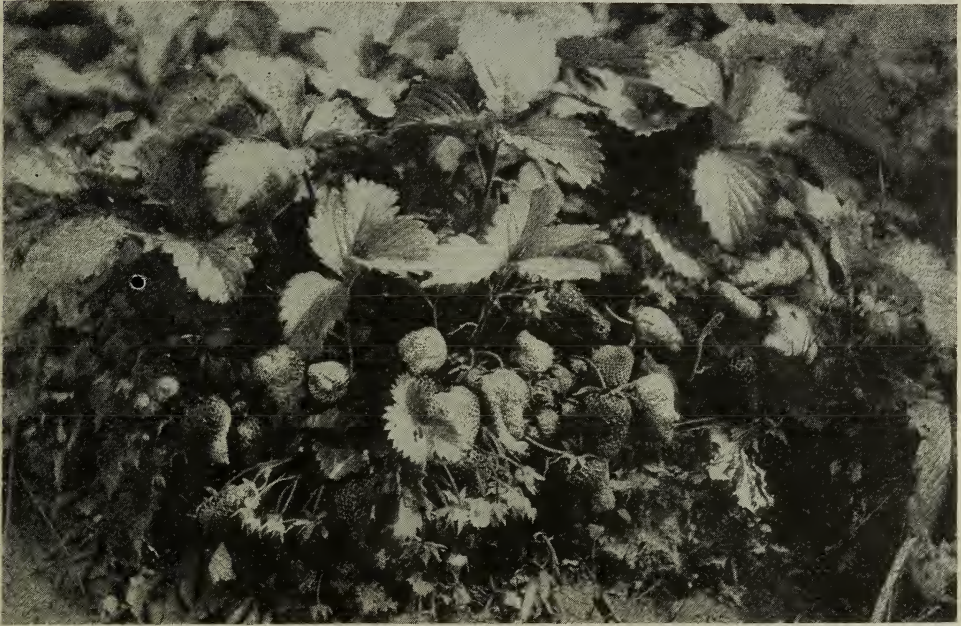
Dear Sirs:—The price you made me was satisfactory, but we changed our plans. I did not set out any more ground to strawberries; however, should we set out more, I give you my word that the plants would come from your place, as the plants that I have seen from your place appeal to me more than any I have ever seen any place.

Yours very truly,
E. B. P.

Corydon, Ind., 1/26/14.
O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—The plants bought of you last spring done well considering the long drouth we had here, which lasted near three months. I did not lose more than one-third of the plants.

Very respectfully,
W. P. M.



Notice the Thriftiness and Productiveness of Our Plants.

Wichita, Kas., 3/19/14.

O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—The plants that I received are certainly dandies, and am setting them out today.

Yours respectfully,
W. A. F.

Mulberry, Ark., 3/26/14.

O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—Received my strawberry plants all O. K. They are nice plants. I have got them out and they are growing nicely.

Yours truly,
G. M. R.

Chocolate Bayou, Tex., 8/11/14.

O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—How are your strawberry plants for fall shipment? Please give me prices on from 10,000 to 25,000 Klondike.

The 40,000 that I bought of you in the spring are looking pretty good, although it has been very dry until now.

Very respectfully,
C. A. B.

Kennett, Mo., 6/21/14.

O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—I write to let you know that I received the plants all O. K. Enclosed find check for same. Thanking you for past favors,

Yours as ever,
A. J. A.

Bakersfield, Mo., 4/6/14.

O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—I received my strawberry plants all O. K. They came in fine shape.

Yours very truly,
W. R. K.

Womble, Ark., 1/10/14.

O. C. Waller & Bros.,
Judsonia, Ark.

Dear Sirs:—The plants came all O. K. I will want more later on. Thanking you for your promptness.

Very truly,

REV. C. G. F.



This is One Day's Express Shipment of Our Plants in which there is More than 125,000.

PRICE LIST OF PLANTS.

	Per 100	Per 250	Per 500	Per 1000
Charles I.	\$0.50	\$1.15	\$1.75	\$3.25
Lady Thompson.35	.80	1.05	1.90
Son's Prolific.50	1.00	1.70	3.00
Klondike.35	.80	1.05	1.90
Texas.35	.80	1.05	1.90
Early Harvest.40	.85	1.20	2.00
Excelsior.35	.80	1.05	1.90
Aroma.40	.85	1.20	2.00
Missionary.35	.80	1.05	1.90
Haverland.40	.85	1.25	2.25
Evening Star.50	1.00	1.50	2.75
Mountain View.50	1.00	1.50	2.75
Early Ozark.50	1.00	1.50	2.75
St. Louis.40	.85	1.20	2.00
Improved Klondike.40	.85	1.20	2.00
Bubach.50	1.00	1.50	2.75
Eureka.50	1.00	1.50	2.75
Senator Dunlap.40	.85	1.20	2.00
Helen Davis.50	1.15	1.75	3.25
Warfield.40	.85	1.25	2.25
Jim Dumas.45	.85	1.25	2.25
Gandy.45	1.00	1.50	2.50
Anna.40	.85	1.25	2.25

SOME OF THE REASONS WHY WE ARE UNDERSELLING OUR COMPETITORS.

FIRST: We have our plants grown on our land under our personal supervision. This system costs us from \$25.00 to \$35.00 per acre, where our competitors, who depend on the other fellow for their plants, are compelled to pay from \$1.00 to \$2.00 per thousand for them. So you can plainly see that our method of growing plants is a saving to us of from \$100.00 to \$150.00 per acre.

SECOND: Our own force of hands are kept with us and each year adding such help as our business requires, not depending upon unexperienced help which is expensive at any price.

THIRD: We depend upon the quality of our plants to do our advertising, not using big double-column advertisements placed in high priced papers which is costly, indeed.

FOURTH: We are content with a much smaller profit than any of our competitors.

Add these savings together and you see why we are able to save you big money on the same quality of plants, and bear in mind that when you buy plants from the man that uses big advertisements, in order to get your trade, that you are only paying for the advertising and not for the quality of the plants. We sincerely hope that you will give these points your careful consideration and place your order with the company who guarantees to please you or return your money.



O. C. WALLER & BROS.
THE HONEST PLANT GROWERS



No Better Plants at Any Price

O. C. WALLER, Mgr.

JUDSONIA, ARKANSAS