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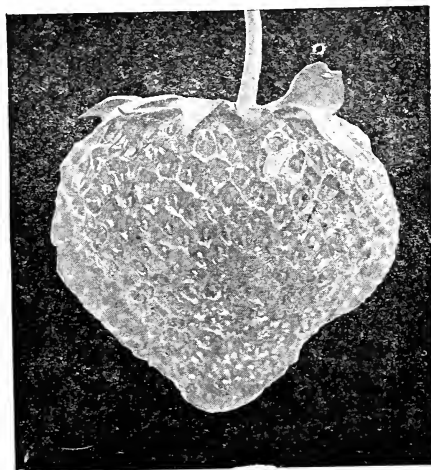


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# Crawford's

TRUE TO NAME

## STRAWBERRY PLANTS

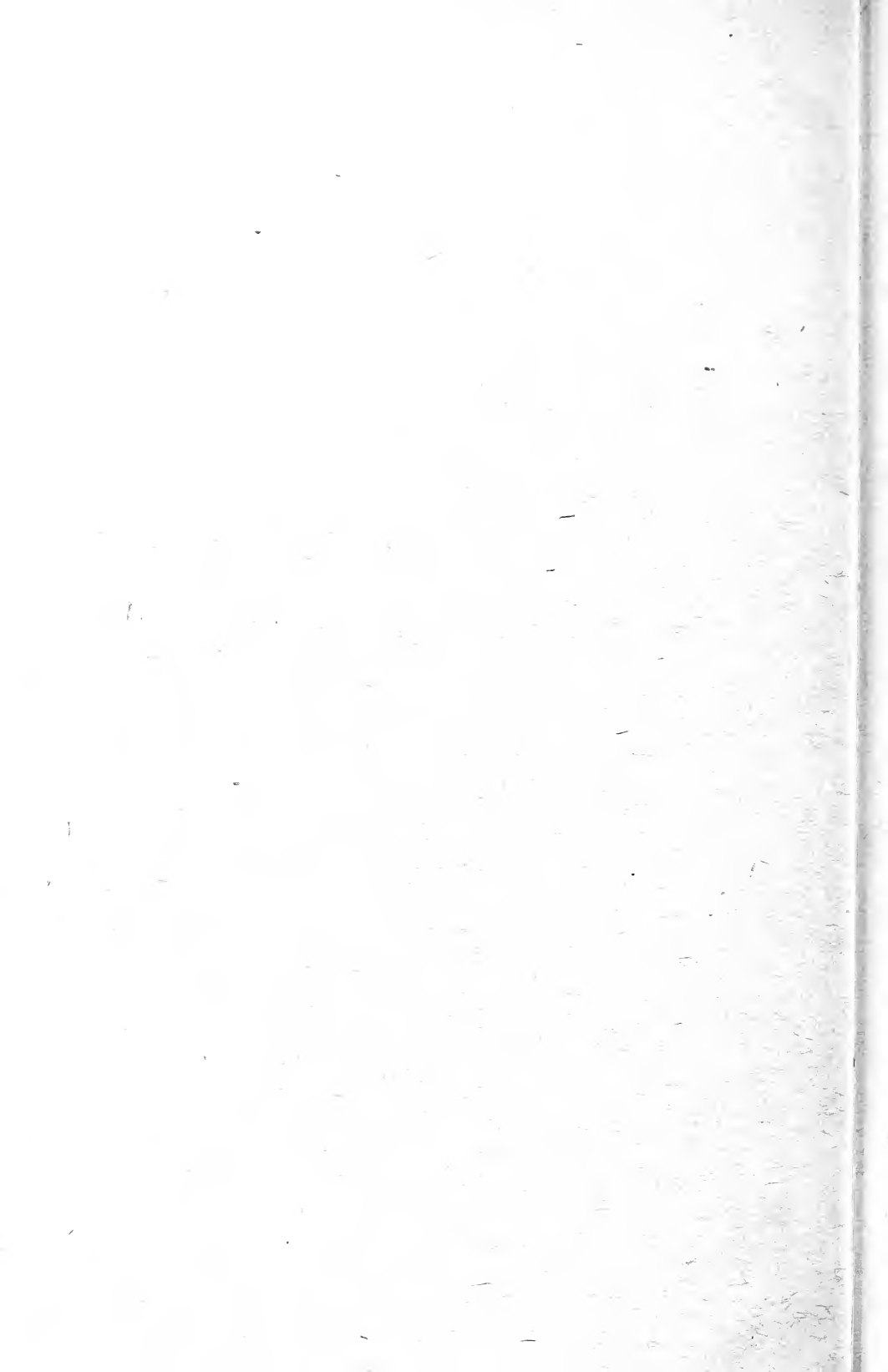


1916



**M. CRAWFORD COMPANY**

CUYAHOGA FALLS, OHIO



TO OUR FRIENDS AND CUSTOMERS:

In presenting our catalog for 1916 we desire to express our thanks to those who have favored us with their orders in the past. Not only do we thank them for their patronage, but also for the many encouraging letters we have received, from time to time.

This season has not been all we could wish, for, while there has been plenty of rain, making it a good growing season, the white grub has been very prevalent. Unfortunately some varieties were planted on land that was infested by this pest. Our everbearing varieties suffered greatly from the grubs' devastating work, insomuch so that we are only able to offer "SUPERB," and that in small quantities. Other varieties which we expected to offer by the thousand, we have only hundreds to sell. Those of you who do purchase plants of us this year will not be disappointed in the size and quality of the plants, for what we have are simply fine, and of some varieties we have an ample supply. Notwithstanding our drawbacks we have a much larger stock of plants this year than last, or the year before, and if our friends will let us know their wants we hope to be able to supply them.

Our shipping season begins as near the first of April as possible. The plants are dug fresh from our fields, trimmed and bunched with care, packed in plenty of damp moss, and safe delivery is guaranteed. In case of loss it is mutually agreed that we shall not be liable for an amount greater than that paid us for the plants. If they are not satisfactory we will replace them or return the money. This guarantee does not extend to countries other than our own, and it terminates here on the first day of May.

We give our work every attention and seldom make mistakes, but they are possible, and when they occur we rectify them with pleasure, providing we are notified promptly. For the past two years, two young people, A. and G. L. Watt, have had charge of our packing and shipping, and their success is attested by the testimonials received from satisfied customers. They will give their attention to the work again this spring, and serve faithfully, as heretofore, the patrons of the M. Crawford Company.

Order early. We strongly urge the advisability of ordering early, for those who do so get what they want, while late comers are often disappointed. Forward your order and have it booked, even if you are not prepared to remit at that time. You can send your money when you are ready for the plants. It is a good plan when ordering to name a second choice in case we may be out of the first. When sold out of a variety ordered we can frequently substitute others to the advantage of the purchaser if permitted to do so.

Plant early and get results. Make this your motto, as early planting is half the success of strawberry growing. Plants early in the season are dormant, and will stand digging and shipping much better than after growth has started. Your express charges are also less, plants being lighter at that time than later in the season when they have attained growth. We repeat, plant early.

Strawberry blossoms are designated as perfect and imperfect, or staminate and pistillate. Perfect varieties have both stamens and pistils, and are able to fertilize not only their own blooms but also those of pistillate sorts.

Imperfect or pistillate varieties have pistils but no stamens, they produce no pollen, and therefore their blossoms must be fertilized from other sources. It is therefore necessary to plant a perfect variety near or beside an imperfect for fertilizing purposes.

Our terms are strictly cash before shipment, except in dealing with experiment stations and other public institutions.

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No. 236

Columbus, Ohio, September 28, 1915.

THIS IS TO CERTIFY that the nursery stock for sale by M. CRAWFORD COMPANY, of Cuyahoga Falls, County of Summit, State of Ohio, consisting of Strawberry Plants has been inspected by a duly authorized inspector, in compliance with Section 1124, Laws of Ohio, 1915, and has been found apparently free from dangerously injurious insects and plant diseases. Valid until September 15, 1916, unless revoked.

(Signed) BOARD OF AGRICULTURE OF OHIO,  
N. E. SHAW,  
Chief Inspector.

R. W. DUNLAP,  
Secretary.

DESCRIPTIONS OF VARIETIES

## **Aroma—Per.**

A good reliable all-round berry, popular wherever it grows. It sends out a fair number of runners which make good strong healthy plants. The berries are rich in color, large, deliciously aromatic in flavor, smooth and firm, making a very reliable berry for all purposes. Season, medium to late.

## **Brandywine—Per.**

This popular variety has been in existence for over twenty years. The plant is a good grower and makes good stout runners. The fruit is heart shaped, large, firm, and of good color, very highly flavored. It begins to ripen in midseason and continues as late as most of the late varieties. You will do well to consider this variety before placing your order.

## **Bubach—Imp.**

This favorite old berry is too well known to need a description.

## **Chesapeake—Per.**

This is a remarkably fine late variety and certainly worth growing. The plants are large and vigorous, multiplying sparingly. The berries are large, conical, very regular in shape. In color they are of a dark rich crimson, pink to red flesh, firm and of a good quality. This variety is certainly worth growing.

## **Columbia—Imp.**

One of the best late varieties. Produces large, beautiful, glossy fruit of excellent quality. The plant is a strong healthy grower, and makes many runners.

## **Dunlap—Per.**

We hardly think it necessary to say much about this variety, yet one can not think of the "DUNLAP," without saying something good about it. It has stood the test of sixteen years, and is as big a favorite as ever. It is medium early and has a long fruiting season. Makes a great many plants producing long roots. Plants of this variety should be set far apart, as crowding reduces the size of the fruit. This variety produces an enormous crop of beautiful dark red, conical shaped fruit. Any person can grow it successfully.

## **Early Jersey Giant—Per.**

Ripens with the very earliest. Berries very large, brilliant scarlet-crimson, conical, color all over at once. The plant is a strong grower with large leaves. One of the largest and best of the early varieties.

## **Ekey—Per.**

This plant is a strong healthy grower, makes large plants and yields an abundance of fine fruit. The berry is large and long in shape. The flavor fine and slightly tart, very good for canning. Season, early to medium.

## **Fendall—Imp.**

This is an early berry, producing strong, healthy plants. The berries are beauties, rich in color, smooth and glossy.

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Received your plants all O. K. They are certainly coming along rapidly.

R. J. M., Sarasota, Fla.

I received the plants all in first-class condition. Thank you very much.

C. L., Elberta, Pa.

## Gibson—Per.

Your order will not be complete without including a few hundred plants of this splendid variety. It is a vigorous grower, sending out a liberal number of runners with long, strong roots. The foliage is very healthy, absolutely free from rust. It produces large crops of beautiful fruit. The berry is large, dark red to the center, very firm, uniform in shape, nearly round. The flavor is fine, slightly tart, suitable for either table use or canning purposes. Season, medium early. We recommend this variety.

## Glen Mary—Per.

A good grower, very productive. The berries are of great size, inclined to be rough and irregular in form, beautiful in color, quality fine, firm and a good shipper. This early berry is very popular in spite of its faults.

## Haverland—Imp.

There are very few berries on the market to-day that have enjoyed the popularity that this variety has for over thirty years. It does well in almost any part of the country. It is an excellent grower, producing many hardy runners. It bears an enormous crop of fruit, the stems being unable to hold the fruit off the ground. We suggest mulching between the rows to remedy this. The fruit is large, long conical, bright red, moderately firm, and of average quality. Season, early.

## Helen Davis—Per.

After growing this variety for three years, we can recommend it as a wonderful yielder. The berry is large, conical in shape, rich red, and has a delicious flavor. It produces a good number of strong hardy plants, and is a remarkable drought resister. Makes a long season. You may order this variety in large numbers.

## Highland—Imp.

The fruit is large, obtusely conical, glossy red, rich in flavor although rather tart, and very juicy. The plant makes a liberal amount of strong, hardy runners. This midseason berry is extra fine for canning and also good for a local market berry.

## Hub—Per.

A seedling of Bubach and Belmont. A good grower and large yielder. The fruit is large, smooth and firm, of a dark glossy red. Its season of ripening is medium to late. You will like this variety.

## Kellogg's—Prize—Imp.

Vigorous and very prolific. The fruit is large and firm with red flesh, and has a delicious flavor. Season, early to late.

## Kittie Rice—Imp.

Known to many growers as "DOWNING'S BRIDE." Those who recognize the worth of an excellent berry, must do so in the KITTIE RICE. It produces a large number of fancy berries that bring top notch prices even in a glutted market. The fruit is large, conical, regular in shape, firm and of very fine quality. The only weak point that this variety has, is that the plant is tender and requires winter protection on account of its rather short roots. We have a good stock of plants on hand, but we advise those who intend planting this variety to get their orders in early, as we are usually sold out early in the season.

## Late Jersey Giant—Per.

The latest of all strawberries, and best late variety. It produces a large quantity of heart-shaped berries, smooth, glossy, and firm enough for a close or local market.

## Model—Per.

A seedling of Wm. Belt, one of the best varieties ever grown. It closely resembles it both in plants and fruit. Makes fine growth, has large healthy foliage. It yields a generous crop of handsome red berries of good size, very firm and delicious in flavor. The first berry on each fruit stem is cockscombed, the rest are conical in shape. A good substitute for Wm. Belt.

## Rewastico—Per.

We believe this berry will make a name for itself as its popularity has gained since its introduction three years ago. The berry is rich dark red in color with red flesh. Has a nice strawberry flavor, slightly tart. The plant produces many healthy runners and a big crop of large berries. Its season is medium to late.

## Roosevelt—Per.

This is a fine variety to plant on dry land, as it is a vigorous grower, sending out long, strong roots, making it able to withstand drought. The plants are large and strong, and send out quantities of runners that require plenty of room to grow. C. S. Pratt, of Mass., who introduced it, says "that it will out yield Sample eleven quarts to eight. Every berry of fine shape and perfect as run in a mold. Very sweet and firm, making it a good market berry." Season, early to late. Order this by the thousand, you will find it worth while.

## Sample—Imp.

Sample is a very profitable late strawberry. Produces a heavy crop of fine berries, which are large and of excellent quality. It continues a long time in fruit. The berry is dark red and very attractive in appearance. It is a good variety for commercial purposes, as it is firm and can be shipped to distant markets successfully. We advise you to plant this money-making variety.

## Superb—Everbearing—Per.

We have only a few thousand of this variety to sell this year. The "Superb" is a splendid grower, and a good plant maker. The fruit is of good size, round, dark red all through, good for both table use and canning. In the fall the fruit brings top prices in a local market.

## Uncle Jim—Per.

Sometimes called Dornan. This berry is a prolific yielder and ripens its entire crop. The berries are large, red with light flesh, firm and of a very fine quality. Season, medium to late. We recommend this fancy berry.

## Willard—Imp.

This variety was originated by D. J. Miller, of Millersburg, Ohio, who, after many years of scientific breeding, produced this, one of the most perfect berries of pistillate type. The plant is large and healthy with an abundance of bright thrifty foliage, which amply protects its great crop of fruit. Every blossom makes a berry, which gives it a good length of fruiting season. It is red with red flesh, and has a very delicious flavor. If you plant only two varieties be sure and make this one of them.

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The currant plants you sent me came safely; they certainly were very nice looking. Thank you very much for your promptness.

WM. D. D., Wellesley, Mass

My plants of Willard strawberry came in good shape. The cuttings I received last fall of the Giant Red Currant are growing nicely.

A. J. M., Mystic, Iowa.

I thank you so much for sending the strawberry plants so promptly. They are growing fine, never having wilted a bit.

MRS. A. L. Y., Clear Lake, Wash.



# Wm. Belt-Per.

Among the many varieties we have introduced, there are few that have equaled the Wm. Belt. We have always taken a keen interest in this variety, as we believe it to be one of the best on the market to-day. For beauty, size, flavor, and productiveness, it has few equals. When we stop and think how many different varieties have come and gone since this was introduced by us twenty years ago, we do not wonder that this berry has stood the test owing to its many excellent qualities. In color it is bright red. The first berry to ripen on each fruit stem is cockscombed, but the others are conical. The plant is strong and large, the foliage abundant and healthy. Season, medium to late.

## PRICE LIST OF CRAWFORD'S 1916 STRAWBERRY PLANTS

These prices are by express, not prepaid. If ordered by mail see "Parcel Post Rates" below.

In sending your remittances, we request that you make all money orders, post office or express, also bank checks and drafts, payable to M. Crawford Company. Do not send money loose in envelopes.

Six plants of one variety at dozen rates; 50 of one variety at hundred rates; 500 of one variety at thousand rates.

Imperfect varieties (I) must have perfect varieties (P) near them.

	12	25	100	250	1000
Aroma .....P	\$0.20	\$0.30	\$0.75		
Bubach .....I	.20	.30	.75		
Brandywine .....P	.20	.30	.75	\$1.35	\$5.00
Chesapeake .....P	.20	.30	.75	1.35	
Columbia .....I	.20	.30	.75	1.35	5.00
Dunlap .....P	.20	.30	.75	1.35	4.00
Ekey .....P	.20	.30	.75	1.35	5.00
Early Jersey Giant .....P	.35	.50	1.25		
Fendall .....I	.20	.30	.75	1.35	
Glen Mary .....P	.20	.30	.75	1.35	5.00
Gibson .....P	.15	.20	.60	1.25	4.00
Haverland .....I	.20	.30	.75	1.35	5.00
Helen Davis .....P	.20	.30	.75	1.35	5.00
Highland .....I	.20	.30	.75	1.35	
Hub .....P	.20	.30	.75	1.35	4.00
Kellogg's Prize .....I	.20	.30	.75		
Kittie Rice .....I	.20	.30	.75	1.35	5.00
Late Jersey Giant .....P	.35	.50	1.25		
Model .....P	.20	.30	.75	1.35	
Rewastico .....P	.20	.30	.75	1.35	
Roosevelt .....P	.30	.45	1.00	1.75	6.00
Superb .....P	.50	.75	2.00	3.50	
Sample .....I	.20	.30	.75	1.35	5.00
Uncle Jim .....P	.20	.30	.75	1.35	
Willard .....I	.30	.45	1.00	1.75	6.00
Wm. Belt .....P	.20	.30	.75	1.35	

## CLASSES AS TO TIME OF RIPENING

Early—Dunlap, Early Jersey Giant, Ekey, Haverland, Helen Davis, Kellogg's Prize, Roosevelt.

Medium—Bubach, Glen Mary, Gibson, Highland, Hub, Kittie Rice, Model, Willard, Wm. Belt.

Late—Aroma, Brandywine, Chesapeake, Columbia, Fendall, Late Jersey Giant, Rewastico, Sample, Uncle Jim.

Everbearing—Superb.

The strawberry plants came in fine condition, every plant lived. Thank you.  
S. L. L., Cambridge, Wis.

## PARCEL POST

Bulbs, plants and seeds may now be shipped by parcel post, and within 600 miles of the shipping point, this is a decided advantage over the former rate of one cent for every two ounces.

### TABLE OF ZONES AND RATES

Zone	Miles	First lb. or fraction above 8 oz.	Each add. lb. or fraction
1	within 50	5 cents	1 cent
2	within 150	5 cents	1 cent
3	within 300	6 cents	2 cents
4	within 600	7 cents	4 cents
5	within 1000	8 cents	6 cents
6	within 1400	9 cents	8 cents
7	within 1800	11 cents	10 cents
8	above 1800	12 cents	12 cents

Packages of bulbs plants or seeds, weighing eight ounces or less, go to any part of our county at the old rate, one cent for every two ounces or fraction. Those that weigh more than eight ounces go at parcel post rates. The limit of weight is fifty pounds for the first two zones, and twenty for all others.

Ask your postmaster or rural carrier what zone Cuyahoga Falls is in and estimate your postage from the table.

Strawberry plants will average between 3 and 4 pounds per hundred plants in weight, which will require postage on 4 pounds.

### THE GIANT RED CURRANT

We are pleased to inform our customers that we again have the Giant Red Currant for sale. We believe this to be one of the best currants ever originated. It is very productive, a vigorous grower, producing great clusters of large and beautiful fruit which remain on the stems long after they are ripe. We have known it to yield a peck of fruit to a plant; in fact, we believe this to be superior to any other variety yet introduced.

PRICES: Strong two-year plants, 20 cents each; \$2.00 per dozen; \$15.00 per hundred, by express. By mail, 5 cents each, or 25 cents per dozen additional. Rooted cuttings, 4 cents each by mail.

### THE GLADIOLUS

#### AMERICA

This is by far the most popular variety before the public at the present time. Its rare color, a very delicate pink, with a suggestion of lavender, its crimson markings in the throat, and its large, wide-open flowers, most beautifully arranged upon the stem, form a combination that is wonderfully charming. Price, \$8.00 per 1000; \$1.75 per 100.

#### WM. MASON

This is a beauty. It is a brilliant red, veined with a darker shade, large and showy. A fine, sturdy grower, and conspicuous in the field by reason of its dazzling color. Price, \$3.00 per 100; 75 cents per dozen.

The plants and bulbs came in good shape, many thanks for so many extras.  
H. R., Conrad, Iowa.

Your fine plants duly received. Many thanks for them and the generous number sent.  
MRS. H. M., Everett, Ohio.

Received the plants in fine condition, everyone is growing nicely. I know where to order next time.  
M. M. G., Corinne, Ontario, Canada.

The strawberry plants reached me in fine condition yesterday. The roots seemed fairly moist. I watered them at once and set the plants today.  
F. E. E., Peninsula, Ohio.

I received the strawberry plants in good condition. Thank you for the fine plants, good packing, which made their long journey possible, also for liberal amount.  
C. F. C., Marion, Conn.