

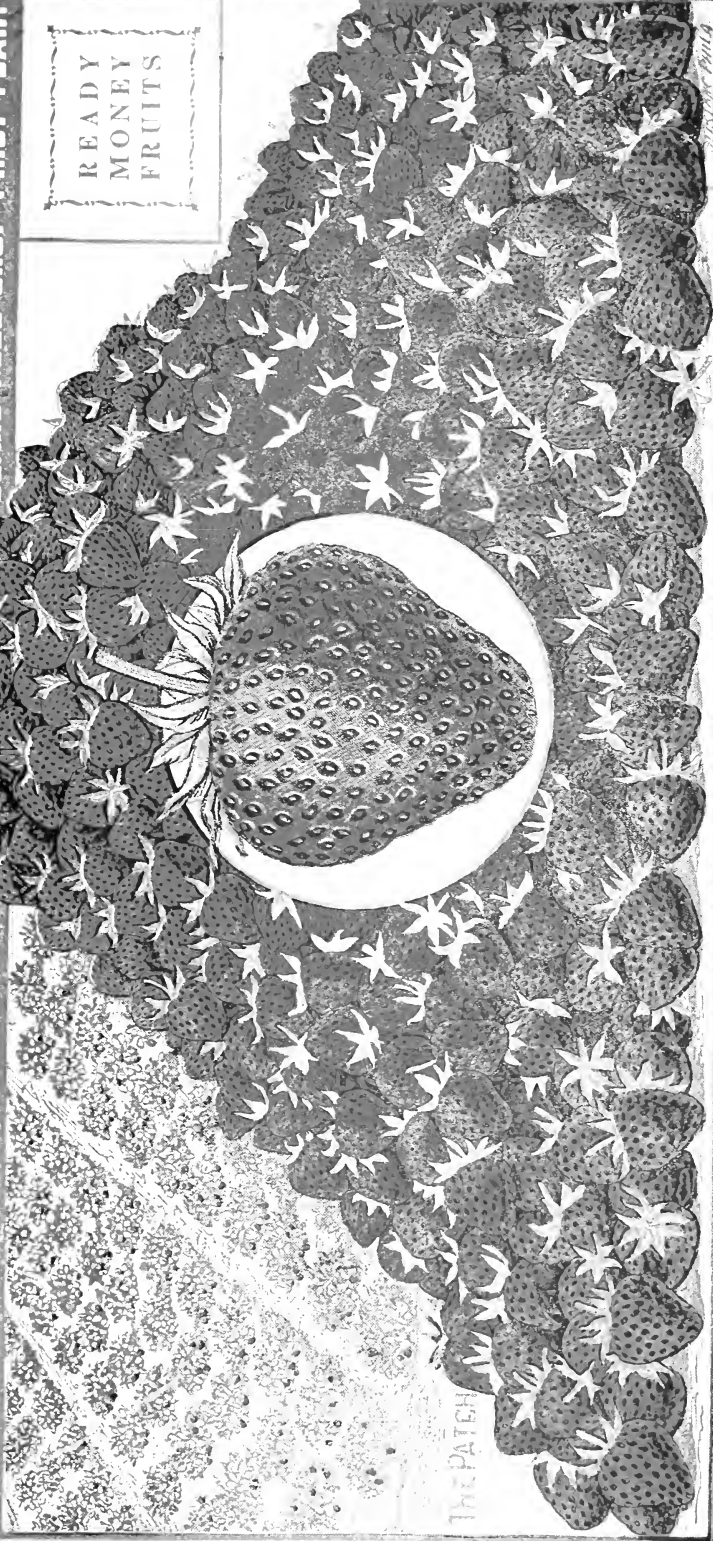
## **Historic, Archive Document**

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**"NEVER STOP" THE GREAT  
EVER BEARING STRAWBERRY**

**FRUITS EVERY DAY  
APRIL TO DECEMBER  
BEARS FULL CROP FIRST YEAR.**

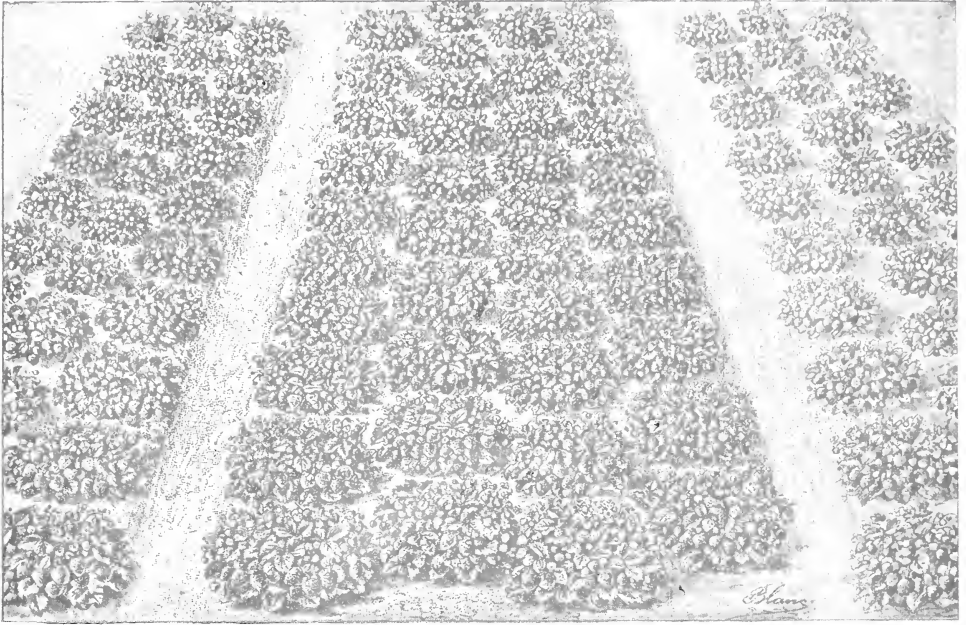


READY  
MONEY  
FRUITS

The Patch

**"THE FILE" OVER 100 QUARTS RAISED IN  
ABOVE PATCH 12 FOOT SQUARE AND SOLD  
FOR \$25<sup>00</sup> OR AT RATE OF \$750<sup>00</sup>-AN ACRE.**

**SELLS QUICK AND HIGH BECAUSE  
IT RIPENS IN ODD SEASON WHEN  
STRAWBERRIES ARE GENUINE CURIOSITIES.**



\$25.00 worth of Never-Stop Berries (100 qts. at 25c.) from 100 plants set on space 12 x 12 ft. square or at rate of \$7,500.00 per acre.

Any one on a space in the garden or yard (if not too near trees) the size of a small room can have these delicious berries from April to December. Other space lacking, they may make novel and attractive borders for walks. With plenty space plant in rows  $2\frac{1}{2}$  feet apart, and 18 inches apart in row. (See page 10.)

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100 plants with **Plant Food for two years, which doubles the crop**, and book "Modern Methods in Fruit Plant and Tree Growing," \$3.00—all delivered free. **On fairly good soil no other manure or fertilizer must be used. This is important.**

See pages 12, 18, 19 for the opinion of those who have seen it fruit.

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See our Free Catalogue as to tremendous advantage of Fruit Trees, Shade Trees, Strawberry Plants, Hedge Plants, Rose Bushes, Cabbage Plants, etc. Grown by Modern Methods. That is each kind on its natural soil.

## BIG MONEY IN OUT-OF-SEASON FRUITS

Peaches and Strawberries queen the market even in their regular season. Few people pay much attention to any other fruits as long as fine strawberries and peaches are to be had.

Think what it means, in profit if you wish to sell, or in pleasure if grown for home use, to have them in the off season, when no one else has them, when they are real curiosities, attracting every eye and making every mouth water.

We offer below with our absolute guarantee (see bank reference in our catalog.)

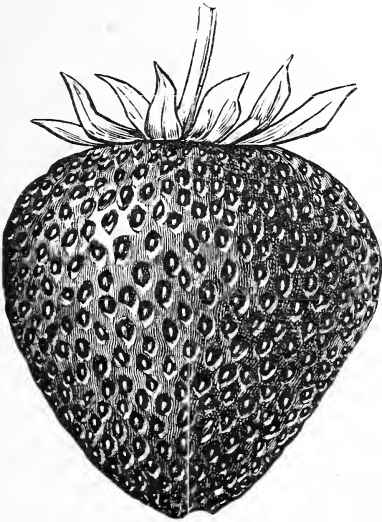
**A GENUINE EVER-BEARING STRAWBERRY AND THE EARLIEST PEACH THAT GROWS**

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# NEVER-STOP

**A GENUINE, NEVER-FAILING, EVER-BEARING STRAWBERRY**



No fake; no deception; no mere freak, valuable just because it is a freak, but a reliable, never-failing berry that we absolutely guarantee, or money refunded.

### FRUITS FROM APRIL TO DECEMBER

It is proof to ordinary frost. Now, even a very ordinary Strawberry ripening in the off season, when all others are gone, will have a tremendous selling power. The apparent impossibility of the thing would be its own advertisement. Think of the pull, the opportunity for profit on a large, flaming, red Berry ripening for five or six months after all others are gone.

But Never-Stop never stops amazing us. It runs the whole list of impossible things. With other Strawberries, you have to wait till the second year to get anything like a crop. Never-Stop Bears Full crop first year.

**PLANT FALL, WINTER OR SPRING (THE EARLIER THE BETTER) GET FULL CROP THE FOLLOWING SUMMER AND FALL**

Nothing affords such opportunity for large and quick returns. It has paid at the rate of \$2,500.00 an acre. (10,000 quarts at 25 cents.)

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.



(Drawn from Photograph)

One corner of our magnificent orchard of Neva-Myss Peaches, the earliest and most profitable peach in the world shows these trees three years from planting (May, 1914), loaded down with fruit. It is believed to be the largest orchard in the world set solid to one variety. This shows our faith in it after eleven years' trial. Fruited 15 years in all.

## NEVA-MYSS EARLIEST OF ALL PEACHES

Ripens in May. Stands clear outside the common run of early Peaches, which are small, pale and tasteless. Neva-Myss is a large, brilliant red, delicious fruit. Now everybody buys Peaches. Even ordinary early Peaches sell like hot cakes. Think of the opportunities for profit in a Peach that is at once much earlier and among the best and most beautiful of all the whole glorious Peach family.

### IT NEVER MISSES A CROP. FRUITED 15 YEARS.

11 in our own orchard. Think of what that means. Other kinds miss oftener than they hit. Our catalogue explains why it never will miss; why it thrives in soils and climates where most Peaches fail. Also why Trees

### FRUIT, ONE TO TWO YEARS YOUNGER THAN OTHER KINDS

Bears freely at two, heavily at three years old. Think what that means. Life is short. Times are hard. Quick returns are everything.

### THE PROOF OF IT ALL

After thirty years experience with Fruits, and after selling Neva-Myss on the leading markets of the country, we have centered upon it alone and planted what is said to be the largest commercial orchard in the world planted to one variety.

See pages 13, 14, 15, 16, 17 for names of men who have made all the way from \$30.00 a single tree up to \$1,400 an acre on it—\$5.75 a tree at two years old.

6 Trees with Plant Food to give quick growth and our 100 page Book "Modern Methods in Fruit, Plant and Tree Growing" (worth \$25.00 to any one who wishes to succeed with Fruit, Shade Trees, Hedges, Roses or to beautify a place generally), all delivered for \$3.00; lower in quantities.

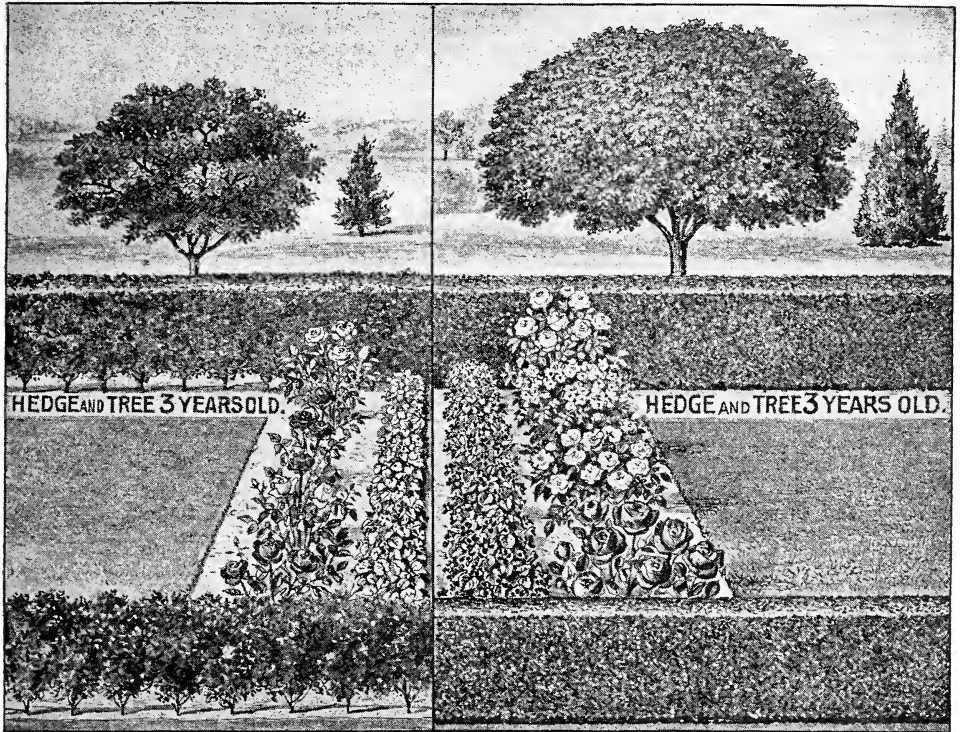
To this unique class of out-of-season Fruits belongs the delicious Never-Quit Red Raspberry, fruits June to October. Thrives everywhere. 24 Plants with Book and Plant Food \$3.00, delivered free.

# To Every Home Maker

YOU WANT

Shade, An Evergreen Hedge and Flowers

AND YOU WANT THEM QUICK



Average Hedge Three Months Old.

Our Hedge Three Months Old.

The above picture shows the difference in results between Old Methods and Modern Methods. The left you see Trees, Hedges, Roses and Violets grown, planted and fertilized by the Old Methods to the right you see our Trees, Hedges, Roses and Violets grown and planted by Modern Methods and started with our Modern Methods Plant and Tree Food. (See page 10.)

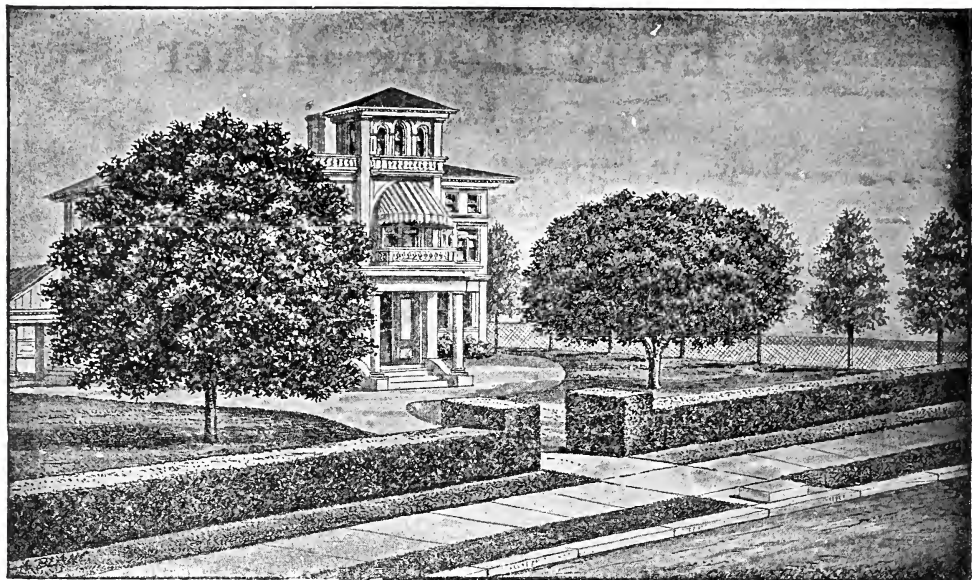
Note that our Hedge at three months' old (the first summer), is as solid and fine as the three year old one. Then compare the average Hedge to the left.

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#### MOST PERFECT HEDGE SHE EVER SAW

The Amoor Privet Plants bought of you have made the most beautiful hedge I ever saw. I followed your instructions exactly and feel fully repaid by the glorious hedge.  
Gallion Ala. May 2, 1915.

MRS. W. L. FRENCH.



## SHOWS GRAND ORNAMENTAL VALUE OF AN EVER-GREEN HEDGE AND SHADE TREES

And an ornamental value means pecuniary value. Money wisely spent in Hedges, Trees and such accessories pay 1000 per cent. profit in increase of value. No one doubts that. What has heretofore kept many from planting has been the length of time it took to grow one, and the uncertainty in growing one at all. With our two-year-old, heavily-rooted plants and instructions, you can.

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### GROW A PERFECT HEDGE QUICK AS A HILL OF BEANS

Yes, just as quick. Plant this Fall, Winter or Spring, and before July, there, as if by magic, stands your Hedge. Three months of growing makes it, instead of three years. The Hedge can be grown to any height up to ten feet, if desired, as a wind break, to give privacy to back yards, etc. Most Hedges are thin along the bottom; ours is solid as a brick wall.

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#### FIVE FOOT HEDGE FIRST YEAR

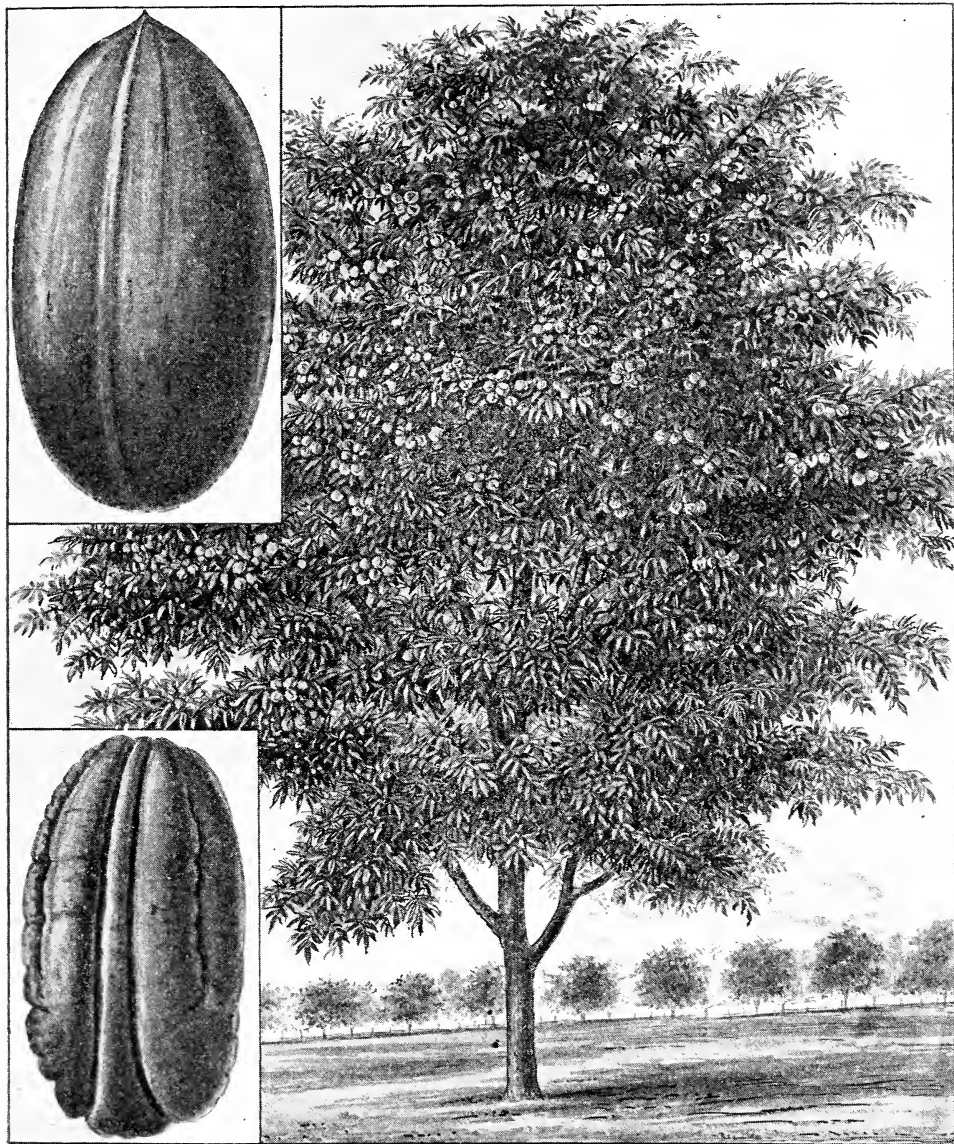
Last year I got from you 100 Hedge bushes, 2 Early Wonder Peaches, 2 Umbrella Trees and 1 Ambrosia Peach and some Apple Trees. My hedge is now a perfect beauty, five feet high.  
Haywood County, N. C. April 16, 1914.

MRS. A. HENSON.

(The Hedge' of course' made its five feet of growth in 1913. Growth had scarcely begun April 16, 1914.)



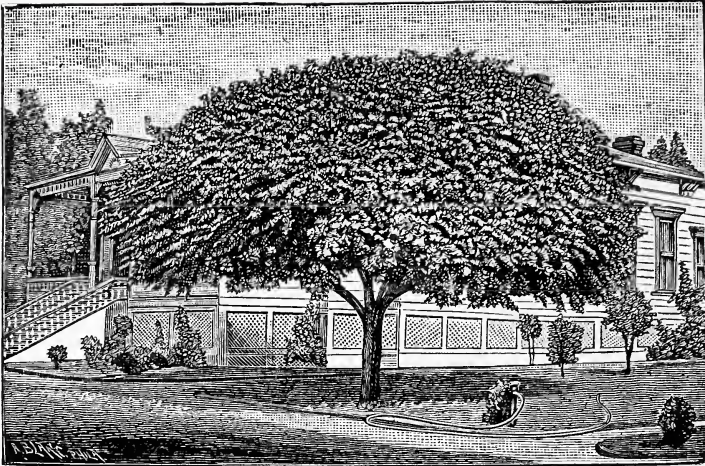
Better than a gold mine—an orchard of Paper Shell Pecans.  
One Tree Paid 8 Per Cent on \$2,000. See our Catalogue



Big Profit and Fine Shade at Same Time.

**NUTS AS LARGE AS FAT MAN'S THUMB**

The above shows a magnificent six-year-old paper shell pecan tree, growing in our own orchard. It began to bear at five years old, and at six had a fine crop of valuable nuts. Note, too, the exact size of the nut and kernel. As big and long as a fat man's thumb. This magnificent tree is 15 feet high. Choice trees \$1.00 each.



## GENUINE TEXAS UMBRELLA TREE

Most gracefully beautiful Shade Tree in the world, and with good stock, the quickest to grow. Our carefully selected trees will, our directions followed, attain above magnificent size in the three years.

The Umbrella Tree being a sport of the Common China Berry Tree, there is a constant tendency in the young seedlings to revert to the parent type. Ours are carefully selected and guaranteed absolutely pure Umbrellas of the highest type.

Large, well-branched, heavily-rooted, pure Umbrella Trees, 50 cents each. Buyers pay transportation. See Catalogue for how to plant and fertilize. Our Book for more detailed instruction.

### WHAT A PROMINENT PORK PACKER SAYS

The Hedge Plants I bought of you in the spring are four feet high and the Umbrella seven feet.  
Baltimore Md., October 1, 1914.

**JOSEPH KURDLE.**



**LARGE HARDY 2  
YEAR OLD FIELD  
GROWN ROSES  
BLOOM HEAVILY  
FIRST YEAR**

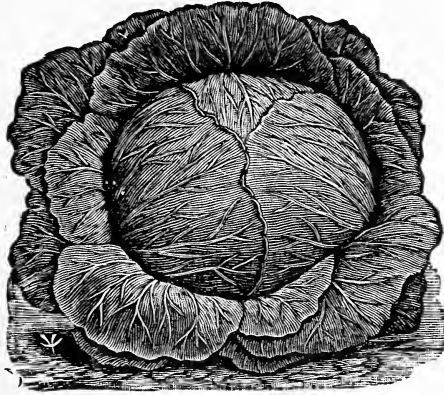
Why wait two years for Roses when, with our Hardy Field-Grown Bushes, you can have them the first year?

All the creme de la creme of Red, White, Pink and Yellow Roses.

Our free booklet tells how to grow them to perfection.

Select two-year bushes, 25 to 40 cents (1 dozen, very best of all colors, \$3.00 with Plant Food and Book, all delivered free.)

IT IS THE EARLY CABBAGE THAT PAYS



WHY OUR

## CABBAGE PLANTS

Head Two to Three Weeks Earlier  
Than the Common Run

Because

They are Frost Proof and can be planted two to three weeks earlier.

They are hardened and toughened by being grown in the open air in Nature's Own Region for making them. That is on the Sea Islands of the South Carolina and Louisiana coast.

You do not have to wait for spring to set such plants. Set them in winter. The roots of such plants take hold and grow every day the ground is not actually frozen. When spring opens they make quick heads.

Shipped direct from Sea Island farms nearest you any time from December 1st to April 15th.

Prices.—By express buyer to pay charges. We get a low rate. Lots of 1,000 to 5,000, \$1.50 per thousand; 5,000 to 9,000, \$1.25 per thousand; 10,000 and over, \$1.00 per thousand. 500 plants of one variety sold at the 1,000 rate.

Prices delivered free by Parcels Post.

35 cents per 100 plants to all places in the postal union. On larger quantities the prices are as follows:

Group 1—Georgia, Louisiana, Mississippi, North Carolina and South Carolina: 500 plants for \$1.10; 1,000 or more at \$1.90 per 1,000.

Group 2—Alabama, Arkansas, Delaware, Florida, Kentucky, Maryland, Missouri, New Jersey, Ohio, Pennsylvania, Tennessee, Virginia and West Virginia: 500 plants for \$1.25; 1,000 or more at \$2.20 per 1,000.

Group 3—Connecticut, Kansas, Illinois, Indiana, Iowa, Massachusetts, Michigan, New Hampshire, New York, Oklahoma, Rhode Island, Texas, Vermont and Wisconsin: 500 plants for \$1.40; 1,000 or more at \$2.45 per 1,000.

Group 4—Arizona, Colorado, Minnesota, Nebraska, New Mexico, North Dakota, South Dakota, Utah and Wyoming: 500 plants for \$1.55; 1,000 or more at \$2.75 per 1,000.

Group 5—All States not listed, also, Canada, Cuba and Mexico: 500 plants for \$1.70; 1,000 or more at \$3.05 per 1,000.

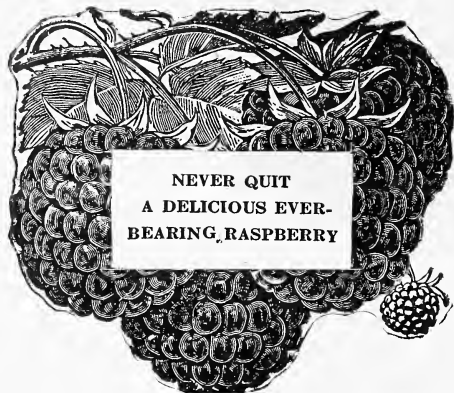
Plants are packed for parcel post shipment either 100, 200, 300, 400, 500 or 1,000 plants to package. For express shipment, 500 or 1,000 plants to package. Order in these quantities. They weigh 15 to 20 pounds per thousand plants packed for shipment.

VARIETIES: EARLY JERSEY WAKEFIELD, CHARLESTON LARGE TYPE WAKEFIELD, SUCCESSION AND EARLY FLAT DUTCH

## A GOOD LIVING IN FRUITS AND FLOWERS EVEN FOR A BEGINNER

Guided by our book any enterprising woman, boy or girl who lives within reach of a city or town or even in our average rural community can make money on fruits and flowers. Even if distant from all the parcel post will enable you to reach any or all.

We know of many who, beginning small, are now on the high road to fortune. Women, owing to their superior taste and skill, are beating men on small fruits and flowers. Any scrap of land not too close to large trees can be used.



### OUT OF SEASON FRUITS AND FLOWERS SELL THEMSELVES

The novelty of these things make them real curiosities and they sell like hot cakes. Thus see page 2 for how

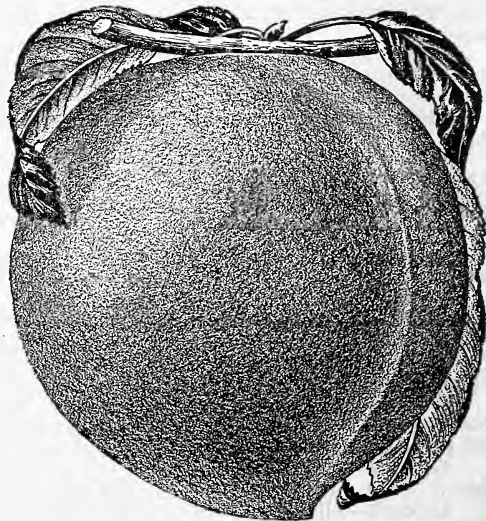
**\$25.00 Worth of Never-Stop Strawberries can be grown on a plot much smaller than an average room.** And you get your money the first year—the summer and fall after planting.

100 Plants with Book and Plant Food for two years \$3.00, all delivered free.

**NEVER-QUIT RED RASPBERRY**—This variety is not only unique from the fact that it fruits without a break from June to October, but that it thrives all through the southern and central parts of the country as well as the northern, bearing enormous crops of delicious fruit, wholesome even for invalids and small children. Bears good crop the first year. Enormous crop second year.

24 Plants with Book and Plant Food for two years \$3.00, all delivered free.

**NEVA-MYSS PEACH** takes the world by surprise by ripening in May, long before any other kind dreams of even turning. Six trees well cultivated will do wonders. They have a record of over \$30.00 a tree. (See pages 14, 15, 16, 17.)

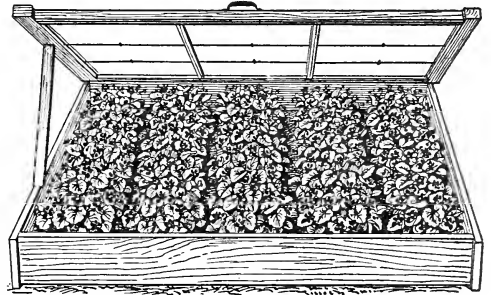


With a delicious peach ripe in May the market hunts you rather than you the market. Fruits freely at two, heavily at three years old. And has never missed a crop. Fruited 15 years. Think what that means—6 Trees with Book and Plant Food to hasten growth and fruiting, \$3.00 all delivered free.

**Neva-Myss, Earliest of all Peaches. Has paid \$30.00 per acre**

**These money making items continued on page 11.**

**QUEEN OF SHEBA VIOLETS**—This glorious sweet scented violet makes a magnificent border for yard or garden walk. Blooms from early fall to late spring and even during mild spells in dead of winter. And such blooms. Can be grown in a cold frame as shown all during winter. And there's where opportunity knocks for you. The violet is now the fad flower. Everybody buys them. As soon as it is known that you have winter violets orders will pour in. Many women in this country have clear incomes away up in thousands from winter violets judiciously advertised and shipped by mail in neat pasteboard boxes. They began with a small cold frame and shipped the blooms in pasteboard boxes begged of the dry goods merchants, and cut down and overlapped to fit the order. 100 Violet plants with Book and Plant Food for two years \$3.00, all delivered free.



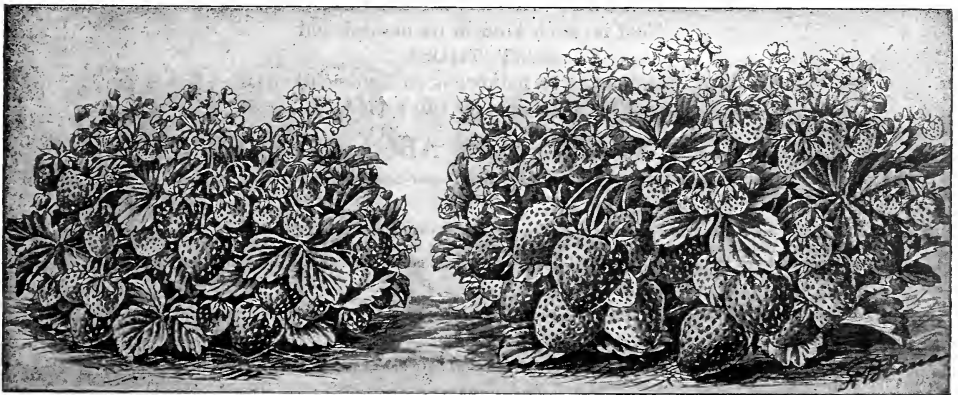
Violets in cold frame. Simply board up the sides, packing the earth on the outside and cover with sash.

**ROYALTY IN ROSES**—Fine roses also have large selling power though of course they can not be shipped to the ends of the earth like violets. We offer the very Queens of the royal flower in hardy two-year-old field-grown plants. 12 First class Bushes, selected colors with Book and Plant Food for two years \$3.00, all delivered free.

Remember that our 100 page "Modern Methods in Fruit, Plant and Tree Growing" which, if followed, makes success certain and Plant Food specially suited to each of the above selection and as clean to handle as corn meal goes free with any of the above order. For other fruits, cabbage plants (Sea Island grown, frost proof and that head one to two weeks ahead of ordinary plants), etc., etc., see our free Catalogue. See also page 9 for Cabbage plants.

### OUR PLANT FOOD DOUBLES THE CROP

**Quick in effect and exactly suited to the plant it is sent for.** Growers and especially small growers of Fruits, Flowers and Hedges find it almost impossible to obtain reliable fertilizers of any kind, much less those suited to their special needs. Our plant food which is the result of forty years experience in fruit growing is exactly suited to the special plant or tree for which it is sent. It is odorless and as inoffensive to handle as corn meal. It will greatly increase and usually doubles the growth and yield. It is sent free only with certain specified collections.



Grown without our Plant Food.

Grown with our Plant Food.

Note the difference in the fruiting of a Strawberry plant with and without our Plant Food. It is as foolish to feed all plants alike as to feed all animals on the same food.

On fairly good soil no other fertilizer will be required for Strawberries, Raspberries, Roses, Violets, the 5 pounds sent with each collection will suffice for two years.

**Almost the only Fertilizer with Plenty of Potash**, a most essential thing for fruit and which comes from blockaded Germany. We are possibly the only people in the country with a sufficiency of this valuable ingredient of plant food.

See our Catalogue for supplemental manuring for poor land and for hedges, fruit and shade trees on all soils. See our Catalogue and especially our book "Modern Methods in Fruit, Plant and Tree Growing" which is free with certain collections and all orders to the amount of \$5.00 and over when asked for.

Will be ready sometime during the fall of 1915. **Be sure to ask for it if you want it.**

**A Book that every up-to-date fruit grower must have.**

### MODERN METHODS IN FRUIT, PLANT AND TREE GROWING

This 100 page book, which also embodies the experience of almost a life time spent in fruit growing, not only tells but, by means of pictures, shows how to plant, manure, prune and handle the various plants and trees we sell. It is worth \$25.00 to anyone who wishes to succeed in growing fruit (all kinds), shade trees, roses, hedges, violets, etc.

**Tells how to grow them quick and how to make money on them.**

Furthermore it contains a large number of valuable receipts telling how to prepare all kinds of fruit desserts, how to can, preserve, make wines, jellies, etc.

**No book of this kind has ever taken so wide a range or even sought to teach the process of planting, manuring, etc., by actual illustrations.**

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### IMPORTANT NOTICE AS TO MANURING

Never-Stop Strawberry Fruiting as it does amid the heat of summer and fall must not be heavily manured. On average garden soil, use no manure or fertilizer except the 5 pounds of Plant Food sent with each 100 plants. Hoe in lightly around the plants half of it next July and half the year following.

For Raspberries and Roses, apply same way, but half next April and half the following April. For Violets, hoe in half before planting; the rest early following fall. For Fruit Trees, apply next April the whole quantity (5 pounds to 6 trees), evenly distributed in a radius of 18 inches around the trees and hoe in deep, much deeper than with the plants mentioned above.

The Plant Food can be used around fruit trees even when some manure was used in holes at planting.

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### MR. FRUIT GROWER

**YOU KNOW (If you don't you ought to)**

**THAT FRUIT TREES GROWN BY MODERN METHODS**

**That is, each kind in its natural soil**

**BEAT THOSE**

**as produced by old methods as all hollow, as an Automobile beats a Top Buggy.**

**See Our Catalogue for full explanation.**

### WHAT FIVE STATES SAY ABOUT NEVER STOP

I am gathering herries of good size and flavor from your Never-Stop every day. They make the parsonage farm the wonder of the place.

Hendersonville, N. C., September 15, 1915.

(Rev.) K. W. CAWTHON.

The 100 Never-Stop Plants are certainly proving a wonderful variety indeed. In May they were in full bloom when a heavy hail storm destroyed all growing crops. They soon came out and were hearing again straight along. In July another hail storm struck them. But yesterday, August 17th, I picked half gallon of splendid herries and they are blooming heavily.

Plainview, Tex., August 18, 1915.

A. B. SNYDER.

Have done very well indeed with Never-Stop Plants. Have been picking a quart every other day for some time back. I had only 80 plants.

Frankfort, Ky., September 11, 1915.

ALBERT B. BLANTON.

Though the season has been very unfavorable my Never-Stop have done fine. You will get many more orders through me this fall.

Middleburg, Va., September 9, 1915.

A. M. POWELL.

Have been getting herries regularly from Never-Stop Plants since May. Am well pleased.

Wilson, N. C., September 4, 1915.

D. T. PARKER.

Never-Stop are hearing right along and promise to keep it up until winter.

Nashville, Ark., September 8, 1915.

G. W. WALKER.

# MODERN METHODS IN STRAWBERRY PLANT GROWING

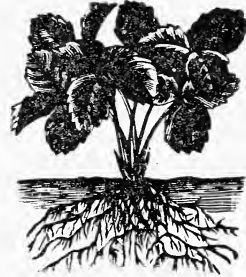
Increase Your Yield of Strawberries 25 per Cent at no Cost

AN INSURANCE POLICY AGAINST FAILURE.

It is a well-known fact that rust and obscure fungous disease 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 cranny, no corner of the land is free from these diseases. they cover the whole country like dew. During the summer They make their presence known by the dead and diseased leaves, sapping the vigor and the 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; and 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.

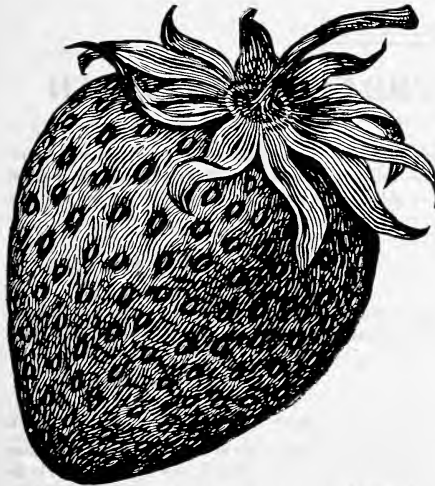
As stated, these diseases are obscure. They don't proclaim their presence with a loud voice. But plant an acre in the ordinary run of plants and then another acre in plants free from this disease; pick and sell each separately and then count your dollars. That's your true logic.



A Modern Methods Strawberry Plant.

## HOW WE GROW PLANTS CLEAN AS A HOUND'S TOOTH.

The virgin soil in which we grow the strawberry plant is practically free from these diseases. But to make assurance double sure we have adopted a heroic remedy or rather preventive. The ordinary spraying methods are utterly futile with the strawberry. It



A Modern Method Strawberry Product of Healthy Plant.

is as impossible to eradicate these diseases in the low close-growing 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 off 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 free from these diseases, and no matter how prevalent they are with you—and they cover the whole country like the dew—will be but little effected by them for the first year or two, and will bear more and better fruit than plants whose parents were not thus treated. This method involves much trouble and expense, and calls for no little skill in mixing the fungicide just strong enough, and not too strong, but it results in the plants that have made our business famous and made it the largest of its kind in the world. Second in importance only to the above is the fact that our entire output of plants are grown from parent plants that are not allowed to weaken themselves by fruiting. This throws all the vigor in the young plants.

## WHAT A GOOD STRAWBERRY PLANT MUST BE

We are almost the only large strawberry plant shipper that grows all of their own plants. Nearly all of the others are situated in the midst of thousands of small growers, who grow berries for market, and from them plants come at second hand. Of course, there is great risk in setting plants grown in this off-hand way. You run great risk, not only of buying mixed plants, but of getting absolutely the wrong kind. Then there is the very serious danger of disease—the deadly black root, weevil, etc.—which once brought on your land, would quickly drive you out of business. Among so many growers constantly bringing in new varieties from every quarter, more or less disease is unavoidable.

We are in a natural strawberry region separated by a hundred miles or more from all other growers. Our plants are grown on our own farms, and on rigid scientific principles.

While our own plants are thus treated, all new varieties that come in are subjected to a still more rigid treatment. Besides this stripping and dipping in fungicide they are put on probation—that is, planted on an isolated farm and closely watched. At the least sign of disease they are heavily sprinkled with kerosene and burnt up and then buried deep with a big plow.

## THE SIZE OF OUR PLANTS

We could, by the heavy application of stable manure, grow large, sappy plants. But such stock is tender and delicate. A plant grown on virgin new ground, while not quite as large, is far surer to grow and vastly freer from disease.

We could, by dipping the plants in water before shipping, have the roots reach you much whiter. But, while it is alright to dip a plant set out at once, if dipped and kept several days the tiny rootlets deaden and never take hold of the soil as quick. Try it and see.

See our Catalogue for all leading varieties of Strawberry plants.

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## A TEN YEAR HISTORY OF THE NEVA-MYSS PEACH

Continental Plant Co., Kittrell, N. C.

Gentlemen—When I send you the order mentioned, I am going to try your Everbearing Strawberry with barrel. About four years ago I bought of you 196 Early Wonder Peach Trees and planted one acre. This past season 700 crates of Peaches were sold from same at \$2.00 per crate, amounting to \$1,400.00. It would do you good to see this acre and photograph of same. You would be proud of it.

Yours truly,

Bristol, Tenn., October 27, 1913.

F. P. NININGER.

Will say all of the Early Wonder Trees are full, in fact, are thinning off about half. Whenever you find an Early Wonder Tree it is loaded. Sneed about half crop, Carman about on-fourth, and all late peaches killed, possibly a peach here and there.

Bristol, Tenn., May 11, 1914.

F. P. NININGER.

## RATHER HAVE FIVE ACRES OF EARLY WONDER (NEVA-MYSS) THAN SKYSCRAPER IN NEW YORK

You ask me what I think of Early Wonder Peach. It is a great peach, as good as the best, a sure bearer, and ripens BEFORE all other kinds. But the greatest feature of the Early Wonder Peach is its shipping qualities; in fact, it is the only early peach that I ever saw that would bear shipping a long distance. I am an old man, 67 years old; was raised in Missouri, a good fruit State, and have had some experience with fruits of all kinds, but the Early Wonder Peach is a wonder without a doubt, as it is large, blood red, and looks like it was dead ripe from eight to ten days before it is soft

(Continued on page 15)



or fit to eat, so you see that makes them ahead of all early peaches as shippers. If I had five acres bearing Early Wonder Peaches I would not trade it for a sky scraper in the heart of New York City.

Corinth, Miss., February 13, 1910.

Very truly yours,

H. C. MACCOUN.

#### NEVA-MYSS OR EARLY WONDER PEACH PAYS \$15.00 A TREE

We had no peaches here last year except on the Early Wonder. The fruit on the three trees brought in \$45.00.

Corinth, Miss., March 25, 1912.

H. C. MACCOUN.

#### NEVER MISSED IN EIGHT YEARS

I have now had the Early Wonder peach eight years. It has never failed to bear a big crop of fruit every year, and they are the earliest and best peaches in existence today without a doubt. You could insure to any man who bought them money back if they failed to bear every year.

Corinth, Miss., November 6, 1913.

H. C. MACCOUN.

#### SAME OLD SONG

Has never missed a big crop in nine years. While other kinds of peaches get smaller as trees age, Neva-Myss holds its size or rather improves.

December 12, 1914.

H. C. MACCOUN.

#### ROUNDS OUT TEN YEARS

I made good money on Neva-Myss again this year. Though when the other early kinds came in they had to go very cheap 50 cents a bushel, the crop was so large. The Neva-Myss leads all early peaches in all respects. It is ten days ahead of Sneed and too far ahead in color and flavor to talk about. In my whole 50 years experience in fruit it is the only early peach I ever saw that was a good shipper. I have sent samples a peach or so of it to half the States in the Union to people who wrote to me and it always carries well. Best of all perhaps the fruit is as good now as when the trees began to bear ten years ago. All other kinds begin to decline after five or six years. My trees now spread 30 feet each way from the trunk and are sound and healthy as at first.

Corinth, Miss., July 5, 1915.

H. C. McCOUN.

#### WHAT EARLY WONDER DID IN TEXAS

Two of the Early Wonder Peach Trees that I ordered of you in February, 1911, have developed twenty-eight fine, luscious, commercial peaches in less than sixteen months from date trees were set out. I call that going some. These peaches are truly a wonder to all who have seen them. I am so pleased with them that I shall order more this winter. All that you say about the Early Wonder Peach (so far as my experience has gone) has proven true. I had four other varieties of peaches set out about same time as were the Early Wonder. All bloomed this spring, and most of them fruited more or less, but the Early Wonder were the only ones that held and developed their fruit. The Early Wonder was the latest of the five varieties to bloom. They are certainly beauties, and get their color eight or ten days before they are ripe. You certainly can not recommend the Early Wonder Peach too highly.

Padacios, Texas, May 30, 1912.

Yours very truly,

J. W. BELKNAP.

#### AND STILL SOME MORE HISTORY OF NEVA-MYSS

NEVA-MYSS RIPENS TWO WEEKS BEFORE EARLIEST PEACHES ARRIVE FROM SOUTH AND FETCH \$4.80 A BUSHEL

Three or four years ago I bought twenty-three trees from your Nursery. Every tree lived. It was wonderful how fast they grew. This year I had Neva-Myss two weeks before the earliest peaches came from Georgia and got \$4.80 a bushel. One tree had six to seven bushels on it.

Paducah, Ky., September 21, 1914.

JULIAN DuPERRIEU.

#### NEVA-MYSS PEACH PAYS \$12.00 A TREE THIS YEAR

The very severe winter killed some of the Neva-Myss buds so I only got four bushels to the tree this year. Sold at \$3.00 a bushel wholesale. Could have got more at retail but did not have time to sell that way. Have to prop up the limbs to keep tree from breaking. Some limbs so heavy loaded.

Paducah, Ky., July 11, 1915.

JULIAN DuPERRIEU.

#### NEVA-MYSS PEACH RIPENS MAY 12th

Am eating Neva-Myss peaches from my tree. Had fruit ripe this year May 27th, last year May 12th. (This year the spring was one of the latest ever known.)

Augusta, Ga., May 29, 1915.

I. T. HEARD.

(Continued on page 16)

*A. T. K.*  
Big Profit in Neva-Myss Peach.

G. M. HARRILL, PROP.

OFFICE, SOUTHERN RAILWAY FREIGHT DEPOT



ESTABLISHED 1866

WE HAUL EVERYTHING  
WE MOVE EVERYTHING  
WE PACK EVERYTHING  
WE STORE EVERYTHING

KNOXVILLE, TENN., February 17, 1915.

Mr. A. T. Keister,  
Blacksburg, Va.

Dear Sir:

Wont you please give me your opinion of an experience with the "Neva-Myss" Peach, advertised by the Continental Plant Co, of Kittrell, N. C.? What their catalog says about it sounds almost too good to be true. I have had an orchard for nearly thirty years and have only been able to get a crop every three or four years. I will be glad to return the favor at any time, and am enclosing stamped envelope for your reply.

Very truly yours,

*G. M. Harrill*

Blacksburg, Va., Feb. 25/15.

Mr. G. M. Harrill,  
215 W. Jackson Ave.,  
Knoxville, Tenn.

Dear Sir:

I've noted contents of yours of the 17th inst. I must say that owing to the perfect satisfaction the Neva-Myss has given me, I've been very reluctant to reveal the name as I wished to control this variety in my section, but as the Continental Plant Co. have blasted my hopes and you are not situated to interfere with my market, I will take pleasure in telling you my experience and opinion of the peach. My experience with nurserymen for 30 years impressed me with the idea that all of them would steal Acorns from a blind sow, until I began to deal with the C.P.Co. I saw the Neva-Myss (Early Wonder then) advertised in the W. C. Geraty catalog, four years ago and like yourself, though the eulogy too good to be true, but ordered one tree with some other stock--gave it special attention and good location. I found the tree a vigorous healthy grower and the second year I sold \$5.75 worth of peaches. During the three years I've fruited this peach, it has never failed to have a heavy crop, owing to its late blooming which enables it to escape the late frosts and blizzards that are so common here (summit of Alleghanies). During the time, a sleet came as the tree was dropping the bloom and still I had a full crop. Of course location and cultivation will govern results in a measure, but I feel sure you will not regret the money you invest in the Neva-Myss, for I will plant them altogether in the future. I fear you will think I am "grafted" by the Continental people. While I've used their good for 8 or 10 years, I bought through Geraty Plant Co. and did not know such a firm existed till last year. Had I have known they would publish my testimonial I would not have sent it them, but I've found their goods first-class and if any defective stock reached their customers, they readily made it good, and owing to the above I feel it my duty to expose their good qualities as well as give you a square deal.

Respectfully,

*A. T. Keister*

(Continued on page 17)

# Unsolicited Words as to How Young the Neva-Myss or Improved Early Wonder Trees Begin to Bear

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WE WILL PAY \$100 TO ANY ONE PROVING ONE OF THESE NOT GENUINE

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## \$5.00 A BUSHEL FROM EARLY WONDER PEACHES FROM TWO-YEAR-OLD TREES

I ordered thirty-odd trees from you last year. Every tree lived. I ordered some Early Wonder Peach Trees from you two years ago. I sold the fruit this year at \$5.00 a bushel.  
Chester County, S. C., December 2, 1910.

E. P. CHANEY.

## PAY \$5.75 A TREE AT TWO YEARS OLD

My Neva-Myss Peach Trees are worth their weight in gold. I planted some two years ago and they paid \$5.75 a tree this spring.

Blacksburg, Va., September 22, 1914.

A. T. KEISTER.

Your Neva-Myss Peach is all you claim. Got over a bushel of A No. 1 peaches from some of the two-year old trees last spring.

Kimball, W. Va., Sept. 22, 1915.

E. I. FAULKNER.

## AT ONE YEAR OLD, FULL OF FINEST PEACHES HE EVER SAW

I bought some of your Neva-Myss Peach and set out last November. They were full of Peaches last spring and the finest I ever saw. I had no idea they would be bearing for three years.

Franklin, Va., September 23, 1914.

J. A. DUKES.

## NEVA-MYSS PEACH BEARS FRUIT FIRST YEAR

Now as to your Neva-Myss Peach, it beats anything I ever heard of. All of the trees lived, bloomed and fruited the first year they were planted, large, beautiful, excellent Peaches. There was a terrible drought. The trees I watered did best.

Charlotte, N. C., June 27, 1914.

W. BARHAM DAVIS.

## NEVA-MYSS PEACH FRUITS THE FIRST YEAR

The Neva-Myss Peach Tree I bought of you last November had peaches on them in May, red and pretty as a picture. The Strawberry plants had berries as large as Guinea eggs.

Ozark, Ala., September 2, 1914.

E. R. JORDAN.

I shall want 50 to 100 more Neva-Myss Peach Trees. Those I bought from you two years ago did just as represented. The first spring, I had some nice Peaches. This last spring a fine crop of splendid fruit.

Habersham, Ga., September 12, 1915.

J. A. HENRY.

March, 1913, I set six Neva-Myss Peach Trees bought from you. I had some fine peaches the following spring. Today they are so full of fine ripe fruit that the limbs can hardly hold them up.

Ozark, Ala., May 24, 1915.

E. R. JORDAN.

## SHOWS WHAT THE NEVA-MYSS WILL DO AT TWO YEARS OLD

I sold last spring the peaches from your trees at 60 cents per peck. The trees had been set only two years.

Kannapolis, N. C., December 1, 1914.

W. A. K. SLOOP.

## OUR TREES AT ONE YEAR AS LARGE AGAIN AS OTHERS AT TWO OR THREE YEARS OLD

The Peach Trees ordered from you last summer are now with one years growth as large again as some of our neighbors that are two to three years old. I tell you, I am proud of them.

Citronelle, Ala., December 19, 1914.

W. H. H. CLARK.

## NEVA-MYSS ALWAYS HITS EVEN IN TOWN YARD. WHAT A PROMINENT PHYSICIAN SAYS

I have three trees of the Neva-Myss Peach in my yard in this city. They have never missed a crop. Last summer they were especially fine.

Columbia, S. C., December 1, 1914.

DR. F. D. KENDALL.

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See our Catalogue for KLONDYKE, KING OF ALL SHIPPING STRAWBERRIES

# WONDERFUL SUCCESS OF NEVA-STOP STRAWBERRY IN ALL PARTS OF THE COUNTRY

*What Our Leading men think  
of the Never Stop Strawberry*

This certifies that on three different times, to wit, in August, September and October 1914, we visited and thoroughly inspected the field at Kittrell, N. C. in which the Continental Plant Co., were growing their famous, Never Stop Strawberry. On every visit, we found the plants not only in bearing but literally loaded with blooms, green berries and large brilliantly colored, ripe fruit.

While we did not personally see this field until August, we have upon full inquiry satisfied ourselves that the plants have been in the same heavy bearing since the spring.

*Rev. G. R. Canipe* (Methodist Minister) - *W. H. Crisp* (Cashier Bank of Kittrell)  
*Mrs. D. Hunt* (Post Master) - *J. L. Reid* (R. R. & Express Agt)

MAIN OFFICE: DILLWYN, VA.

BRANCH OFFICE: RICHINGHAM, VA.

## NEVER-STOP IN FAR AWAY NEW MEXICO

The Never-Stop Plants bought from you a year ago have done splendidly. What is the price in 1,000, 5,000 and 10,000 lots?

Las Cruces, New Mexico, July 27, 1915.

W. H. REID.

## NEVER-STOP DOING FINE IN FLORIDA

The Never-Stop plants are doing fine. All that could be desired. Would not take 50 cents a piece for them.  
Bunnell, Fla., June 21, 1915.

WM. HARDESSY.

## NEVER-STOP GREAT SUCCESS IN IOWA

Please advise at once price for Never-Stop Strawberry Plants in lots of 1,000 and up. Last year owing to severe drought my test patch of all kinds failed to show perfect test. But this year Never-Stop proved a great bearer. I shall want in quantities.

Council Bluff, Iowa, August 27, 1915.

A. T. AINSWORTH.

## NEVER-STOP DOING FINE IN KENTUCKY

The Never-Stop Strawberry Plants are doing fine, blooming and bearing right on. Please send us your book.  
Sebree, Ky., June 21, 1915.

MISSE A. and S. OUSBURNE.

## WHAT A PROMINENT PREACHER THINKS OF NEVER-STOP

What chance will there be to get 12 or 15 hundred Never-Stop Strawberry Plants say latter part of September or first part of October this fall. I am much pleased with those I got from you last fall.

Happy Creek, Va., July 24, 1915.

REV. J. H. ROSEN.

## NEVER-STOP FINEST EVER SEEN IN GEORGIA

The Never-Stop plants were the finest I ever saw and not one died. They bore a full crop this year. We are both pleased and surprised at them.

Leslis, Ga.

MRS. T. L. BASS.

JH WILKINSON, President  
WA WILLIAMS, Vice Pres. & Treas.

CC REED, Vice President  
W HENRY, Secretary

# WILKINSON, WILLIAMS & REED, INC.

WHOLESALE



## DRY GOODS & NOTIONS

1413-1415 & 1417 E. FRANKLIN ST.

NEW YORK OFFICE

256 CHURCH STREET

RICHMOND, VA.

DIRECTORS  
JH WILKINSON,  
WA WILLIAMS,  
CC REED,  
JB MOSBY

Continental Plant Co.,  
Kittrell, N. C.

Gentlemen:

Late last winter I bought from you, 100 Never-Stop Strawberry plants. Frankly, I was afraid they would never do what you claimed for them, that it is nothing but right that I tell you about them. I commenced during the early part of May to get berries from them. Not a day has passed since then but what we have gotten plenty of berries from these plants, and today, the 28th of June, we picked a big bowl full, enough for eight people. The bushes are loaded down with unripe berries and blossoms. It looks to me now that they are truly going to bear every month in the year. The other Strawberry plants in my garden stopped bearing three weeks ago. What I want to know is how I should cultivate them from now on. Before I close, I want to compliment the size and flavor of my Ever-bearing Strawberries.

E. M. WELLS.

Darlington, S. C.  
June 28, 1915.

THIRTY-SEVENTH YEAR OF PUBLICATION

PUBLISHED WEEKLY AT ONE DOLLAR PER YEAR

DEVOTED TO THE OCEAN LIFT



## THE REVELLE

(One of the 100 Boosters)

J. W. VINCENT, Editor and Publisher

SWORN AVERAGE CIRCULATION FOR PAST  
TEN YEARS OVER 1500 COPIES WEEKLY



Linn Creek, Camden Co., Mo., Aug 1, 1915.

Continental Plant Co.,  
Kittrel, N. C.

Gentlemen:

Will you supply us with 100 or 200 Never-Stop Strawberry plants this fall and send Plant Food for the plants we now have, (200) as per catalog offer? Our plants are doing well, although they have had no rain since we let them bloom. We get a quart of berries a day. With rain we ought to get a gallon or more.

Respectfully,  
J. W. VINCENT.

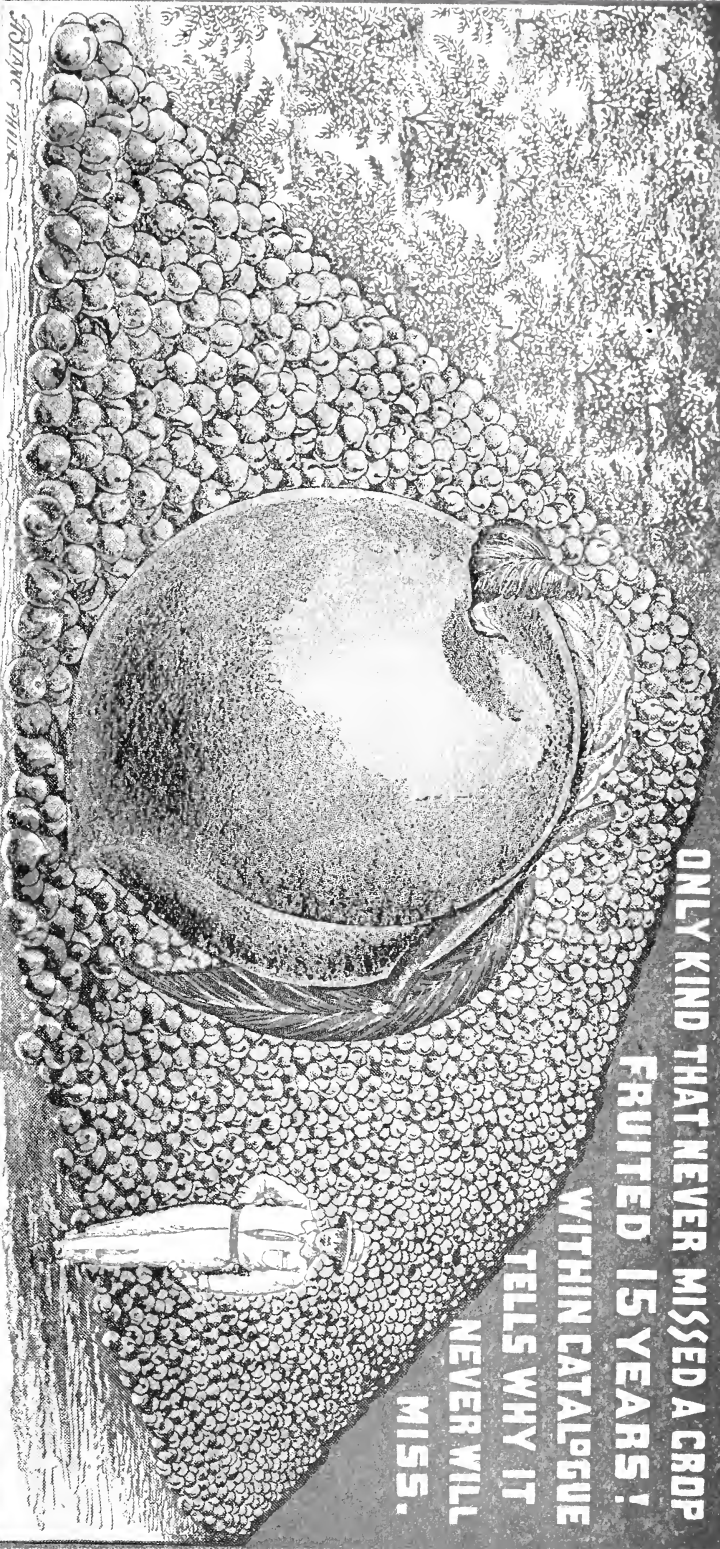
Linn Creek, Mo.  
Aug. 1, 1915.

# 'NEVA MYSS' EARLIEST OF ALL PEACHES.

ONLY KIND THAT NEVER MISSED A CROP  
FRUITED 15 YEARS;

WITHIN CATALOGUE  
TELLS WHY IT

NEVER WILL  
MISS.



MR. F. P. NINNINGER, BRISTOL, TENN. RAISED  
OVER 700 BUSHELS AND SOLD \$1400 WORTH  
FROM ONE ACRE. THE ABOVE PICTURE  
SHOWS WHAT A MOUNTAIN THEY WOULD MAKE.

CONTINENTAL PLANT CO.

KITTRELL, N. C.

ONE OF THE LARGEST NURSERIES IN THE WORLD  
SELLING ONLY DIRECT TO THE PEOPLE.