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Fruit Trees for the Fruit-Producer

THIS circular is to remind you that we are still growing first-class fruit trees at Geneseo, N. Y. These trees are grown for the fruit-producer. We are fruit-growers ourselves, and know what sort of trees the fruit-grower needs. You cannot afford to plant trees grown promiscuously when you can have those which have been grown in the way we handle them. We have worked into the nursery business, and now have over a million fruit trees for fall and spring sales, as well as an extra-fine lot of ornamental trees.



250,000 one-year-old McIntosh Red Apple trees in our Nursery. Photographed Oct. 28, 1913

Our trees are low-headed, have plenty of branches, and the roots are first-class. We bud our trees on imported stock only, since this gives us cleaner roots, and we are growing the trees on land which has never grown trees before. Our trees are true to name, for we have taken considerable pains to select the buds from individuals we know. Our nursery is inspected regularly, and it is free of diseases and scale.

We want particularly to draw your attention to the fact that we consider this fall an excellent time to plant fruit trees. The call for first-class fruit is increasing every season, and the farmer or land-owner who sets an orchard this year is providing for a steady income after six or eight years, an income that will be large enough to more than pay for the years of waiting and will make the orchard-owner practically independent.

We can furnish either one- or two-year-old Apples, Pears and Cherries. We advise you to place your order early. You can plant two-year-old Apples, Pears and Cherries in the fall, but we do not advise the planting of one-year-old Apples at this time. They are far safer planted in the spring.



A Pear-orchard will give more money every year than three times the amount of land in farm crops

MR. C. G. McCLEW, writes: "The trees are the finest I ever set and they arrived in good shape."

MR. MILTON RANDALL, Hilton, writes: "Trees arrived in fine condition, and am well pleased with them."

MR. J. N. CULBERTSON, North East, Pa., writes: "I think they are beautiful trees."

MR. CHAS. J. CLARK, Fairport, N. Y., writes: "Trees are here, and I must say they are a fine lot."

APPLES

In Apples we have the following:

SUMMER APPLES

Red Astrachan Williams' Early Red
Yellow Transparent

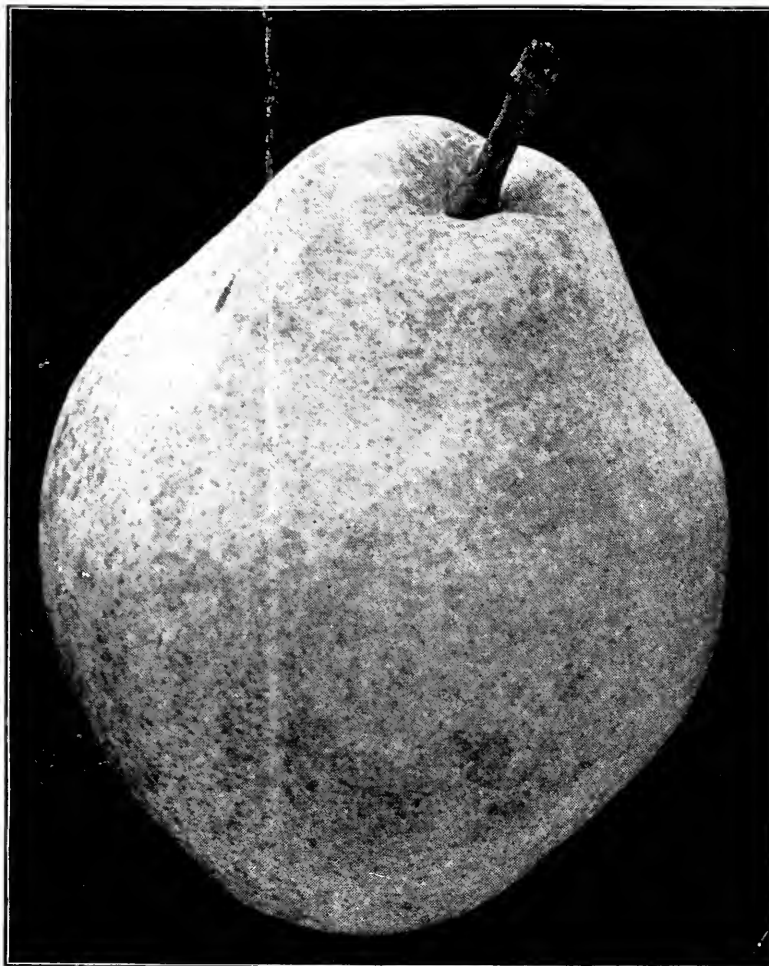
AUTUMN APPLES

Alexander Maiden Blush
English Codling McIntosh Red
Fall Pippin Oldenburg (Duchess of Oldenb'g)
Fameuse (Snow) Twenty Ounce
Gravenstein Wealthy
Jeffries Wolf River

WINTER APPLES

Baldwin Ohio White Pippin
Olympia Baldwin Opalescent
Banana Rhode Island Greening
Ben Davis Stark
Boiken Stayman (Winesap)
Canada Red Sutton Beauty
Delicious Tompkins County King
Esopus (Spitzenburg) Tolman Sweet
Golden Russet Wagener
Grimes Golden Improved Wagener
Hubbardston (Nonesuch) Walker Beauty
Jonathan York Imperial
Northern Spy Transcendent Crab
Newtown Pippin

Our prices are reasonable, in fact, low for the quality of trees offered. We are offering No. 1 Apple trees at \$20 per 100; second size at \$15 per 100, and third size at \$10 per 100. They are all first class.



The Anjou Pear is good in October and November. Our trees are extra size and should come into bearing when five or six years old

PRICES:

Standard Apples--	Each	10	100
XXX.....	\$0 45	\$3 50	\$20 00
XX.....	40	3 00	15 00
X.....	35	2 50	10 00
Dwarf Apples. 1- and 2-year.....	75	5 00	35 00



One of our Baldwins (standard) 5 years planted, bearing 1½ bushels of fine fruit. Note how open the tree is; light can be seen through all parts of it, insuring the presence of sunshine to give color

Detailed description of all the Apples trees in the list is contained in the catalog, which can be had by sending a postal to Samuel Fraser, Geneseo, N. Y. It is free, and contains a lot of information about handling fruit trees. We are glad to give you our advice or assistance at any time in selection of varieties or other problems that confront the grower of fruit.

HAYES BROTHERS, Erie, Pa., write: "Apple trees arrived in due time, and set; well pleased with them."

DR. J. V. WOODRUFF, Buffalo, writes: "The 540 Apple trees I purchased from you last year all survived the summer."

MR. ALFRED G. LEWIS, Geneva, N. Y., writes: "I beg to advise that all of the trees in my new Apple-orchard seem to be alive and starting."

BOLTON FRUIT CO., Bolton, Mass., writes: "I held off until I could get a chance to write you that those Apple trees were the finest nursery stock I ever saw; they have started well."

Concerning Fruit Trees and Planters Thereof

The aim of the Samuel Fraser Nursery, Inc., is to carry a full line of all the best commercial varieties of fruit trees. We have specialized in these because of our interest in orchards and because we are fully conversant with the fruit-growers' problems from first-hand information—viz., experience.

If you desire a few trees for the home-garden or thousands for the orchard we are equally interested.

We shall be glad to be of service in advising as to varieties or any other problem you may have.

We are growing large fruit-trees and can furnish trees ready to bear fruit and thus save several years of life and we can furnish first-class trees direct from the nursery row.



We shall be glad to send you
FRASER'S TREE BOOK
It is free, and a postal brings it from

Samuel Fraser Nursery, Inc.
GENESEO, NEW YORK

A Little Story About Trees

By SAMUEL FRASER

We cannot grow all the trees that are grown, so we grow the best.

Quality is absolute—it is inherent.

Value is relative—it depends on price and quality.

Cost is a compound made up of a number of things.

The cost of an orchard is not the first cost of the trees and the land. The first cost of the tree is an incident—a trifle. An apple tree costs a quarter, but it costs five dollars to bring it to bearing. But if an unwise purchase be made the whole structure falls. Care of the trifles leads to success. Trifles make life. To make price the sole consideration in the purchase of a tree is poor philosophy.

A tree is of value to you only when it is the tree you want. The tree you want must have something back of it. It must be true to name, be well-grown and a thrifty individual from the nurseryman's standpoint. It must be of the variety you should plant, from your standpoint. Technical knowledge, skill and practical experience are fundamentals for success in both the nursery and orchard. We are in both ends of the game. We have larger orchards than nurseries. We appreciate the importance of these words. A tree grown without a backing of these fundamentals is cheap, and a cheap tree is not worth having, and because we cannot grow all the trees that are grown we grow only the best. You cannot get anything better than the best.

We offer you trees grown from the best individuals we can find. We secure the best roots regardless of cost. We spare neither time nor expense to grow them so that they are the best trees obtainable. Size seems to be the only consideration with many purchasers. It is the fetish. Varieties vary widely in the size they will attain in a given time. A Williams Red apple tree at two years old will be but half the size of a Stark apple tree at the same age.

Facts about trees are as stubborn as facts about other things. We have acquired some information by hard knocks. We are glad to share what information we have, to pass on the facts we know, and to give you the benefit of our experience. If we can be of service to you in any way write us.

A fool is a man who won't learn anything.

An average man learns from his own work.

A wise man learns from the experience of others.

You are wise. You want to know more. Write us; if we cannot answer your query we can probably tell you where it can be answered and we shall be glad to get acquainted.

SAMUEL FRASER NURSERY, Inc.

GENESEO, NEW YORK

The Tree's Story and Request

I was grown by Samuel Fraser.
He gave me a good home and I liked him.
I grew well. I prospered.

My ancestry is the best.
My parent was a healthy, productive tree, and
my roots are the best that can be secured.
I had reason to thrive.

I must have plenty to drink;
I cannot live and work unless my roots are in
close contact with the soil.
When you plant me, pound the soil tightly
around my roots so that I can get the mois-
ture and food from it at once.

Give me a chance.
Give me a home.
Give me a suitable soil.
Prune me judiciously. I do not need to be kept
“trimmed” like a hedge.
I was raised to bear fruit.

Spray me when I need it,
Then will I grow and you shall prosper, and
I will be a credit to you and your farm and to
Samuel Fraser who grew me.

P. S. Don't forget to take the wire label off
my trunk, or it may girdle it and kill me.

Samuel Fraser Nursery

INCORPORATED

GENESEO, NEW YORK

Our Nursery Stock

is propagated from individuals we know to be *True to Name*. Think what this means. You spend 25 cts. to 50 cts. for a small fruit-tree and five dollars in taking care of it before it bears.

Is it not worth something to know it was propagated from a tree known to be *True to Name*?

The fruit-grower can get out of a tree exactly what the nurseryman puts into it. No more, no less.

You want the best—we have it.

Since we cannot grow all the trees that are grown, we grow the best.

If you want to save time we have large trees ready to bear, which may save several years of life; or if you want the small trees we can furnish them.

We make *Quality* the important consideration, believing that the best tree is the cheapest and that our customers want the cheapest.

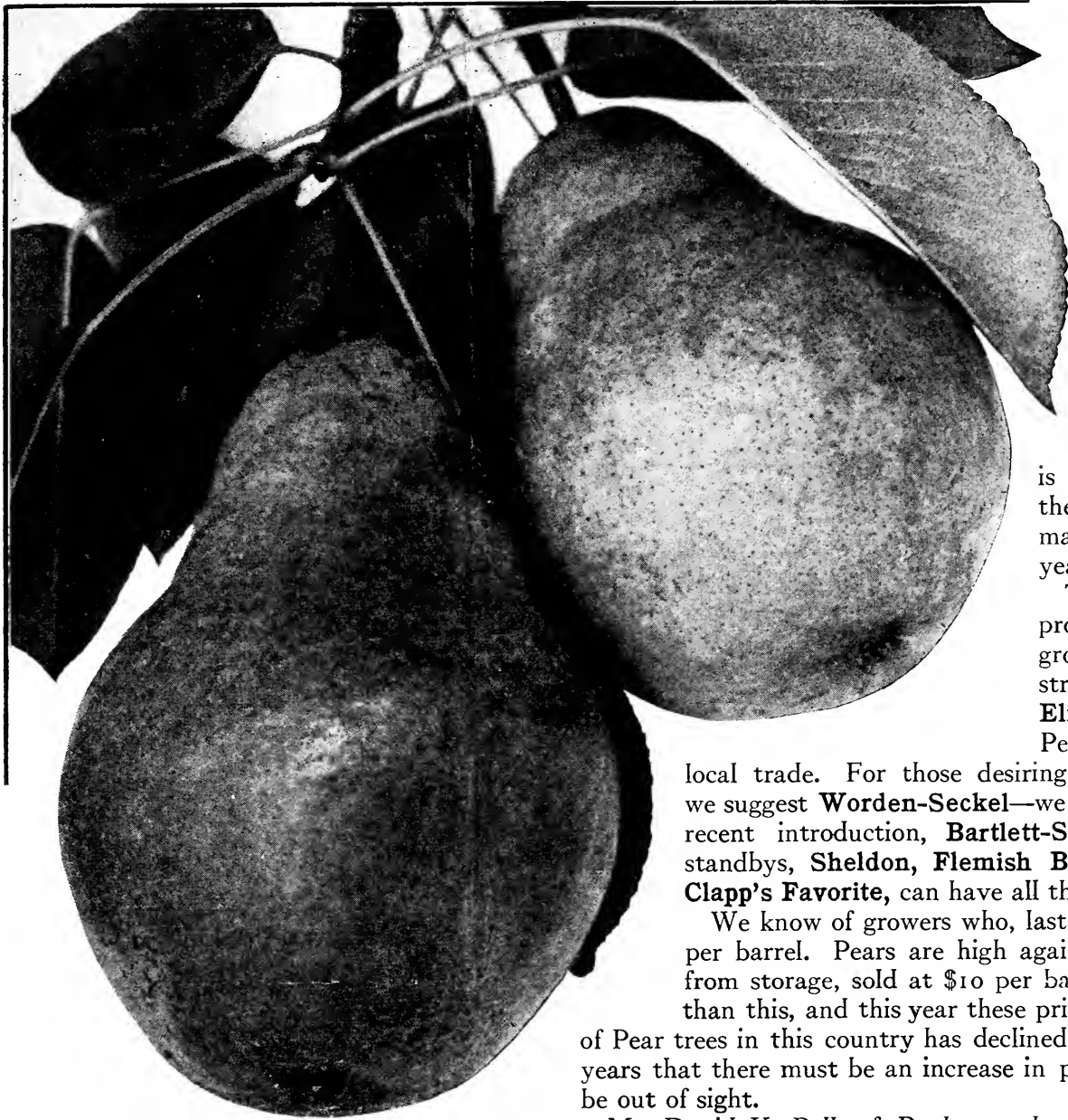
Have you received your copy of
FRASER'S TREE BOOK?

It is free. A postal brings it from

SAMUEL FRASER NURSERY, Inc.

GENESEO, NEW YORK

PEARS



The old favorite Bartlett Pear is standard for home or market

We believe we have the most magnificent block of Pear trees you can find growing anywhere. Our nurseries contain one block of 100,000 two-year-old trees which are first class in every respect.

We have 60,000 **Bartletts**, all budded from bearing trees.

We have one of the finest blocks of **Seckel** Pears ever grown in this vicinity. If you **are** interested in **Anjou**, which is one of the finest Winter Pears there is, we have trees which have made excellent growth this last year. We cannot find better trees.

Those desiring early Pears will probably find the **Wilder** we are growing one of the best; it is a strong, thrifty grower. **Manning's Elizabeth** is an excellent early Pear for the home garden or local trade. For those desiring a larger Pear than the **Seckel** we suggest **Worden-Seckel**—we have it. We also have the more recent introduction, **Bartlett-Seckel**. Those desiring the old standbys, **Sheldon**, **Flemish Beauty**, **Howell**, or the luscious **Clapp's Favorite**, can have all they want.

We know of growers who, last year, sold Clapp's Favorite at \$7 per barrel. Pears are high again this year. Last year, Bartlett, from storage, sold at \$10 per barrel. Seckel sold at higher prices than this, and this year these prices will be repeated. The number of Pear trees in this country has declined so rapidly during the past twenty years that there must be an increase in planting or the price of Pears will be out of sight.

Mr. David K. Bell, of Rochester, has picked fifteen bushels of Seckels from a tree thirty years planted. He has picked eighteen bushels of Bartletts from a tree thirty years planted. When grown with proper care this fruit

has sold at \$2 per box, f.o.b. the orchard. With these prices and this demand the planting of Pears should be increased.

For those demanding the luscious **Bosc** Pear we are glad to announce that we have an excellent lot of this fine variety. There is probably no Pear for the eastern states which will compare with Bosc in its season. It is always high in price. The Pear-consuming public know it. We have all our stock grown from three individual trees of high merit.

The demand for **Angouleme** (Duchesse d'Angouleme) as a standard tree has led us to grow it; in fact, we can furnish almost any variety of Pear commercially grown, including the money-making **Kieffer**. It is true that many have objected to Kieffer on the ground of its poor flavor, but Kieffer Pears have been selling at \$3.50 to \$4 per barrel for the last few years, and at these prices they represent a lot of money. They are hardy and are little trouble; the fruit keeps well, and when cooked is excellent. We have a magnificent block of Kieffer.

This year we have added to our collection **Winter Nelis**, **Dana's Hovey**, **Lucy Duke** and others; in fact, if there is any Pear which you are interested in having propagated let us know it; we will undertake to grow the trees to your order.

Prices for all varieties except Bosc, Winter Nelis, Dana's Hovey.	Each	Per 10	Per 100
XXX.....	\$0 50	\$4 00	\$30 00
XX.....	40	3 00	25 00
X.....	35	2 50	20 00
Bosc.....	1 00	7 50	60 00

MR. M. D. PHILIPS, North East, Pa., writes: "Trees arrived yesterday in good shape and were set out at once; they are certainly fine stuff."

MR. CHAS. D. MACDONALD, Topsham, Vt., writes: "It may interest you to hear that I lost only three of your 660 trees last summer. We had a very hard season, too."



A Bartlett Pear tree in its fifth year. Notice the well-laden branches

SEND FOR OUR LIST AND CATALOG
 BEFORE ORDERING.
 SPECIAL WINTER
 ON PEAKS

Read this Circular
Eat Fruit
Buy Fruit
Grow Fruit
If you—

1c. Paid.
 GENESEO, N. Y.
 PERMIT No. 1.

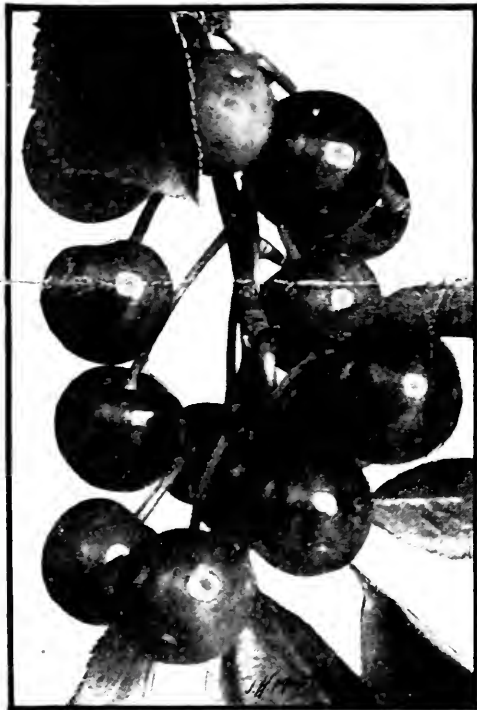
CHERRIES

We are growing both Sweet and Sour Cherries. We can offer the Sour on both Mazzard and Mahaleb roots. Our Sweet Cherries are entirely on the Mazzard roots, since we deem it waste of money for the fruit-grower to buy Sweet Cherries budded on Mahaleb stock; they will not live—that is the reason why there is so much failure with Sweet Cherries.

Cherries, both Sweet and Sour, are best planted in the fall. Get your order in now. Plant your trees in October, but do not insist on their being shipped too soon. The middle of October is plenty early enough to have them dug. Let the wood mature. This is true of all trees.

If you have an orchard of Sour Cherries, plant a block of Napoleon with them. It is the best white Sweet Cherry there is for the canner, and the sale of your Sour Cherries will be made easier, because you can offer the canner a certain amount of Sweet Cherries with them. It will balance the orchard.

If you want to put in black Sweet Cherries for shipping, Black Tartarian is an old standby. Schmidt's Bigarreau is receiving much commendation. Windsor is a black Cherry of high merit and hardy. The most remarkable stories are being told about Lambert, which is a black Cherry, and we are informed that last year it fruited where the thermometer fell thirty degrees below zero, making it one of the most hardy of Sweet Cherries. Bing is another favorite which came from the West. We have all of these and others.



Early Richmond Cherries

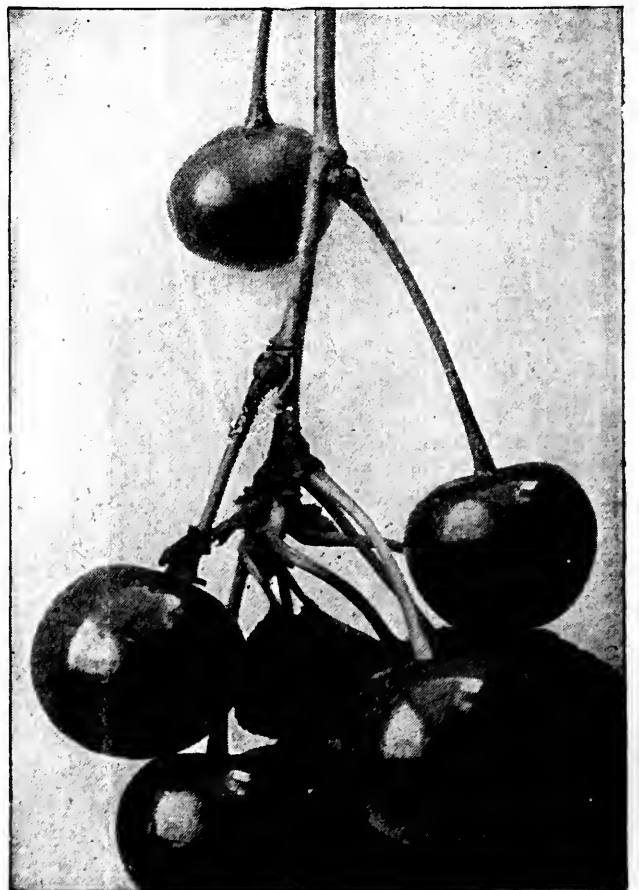
In Sour Cherries we are growing Early Richmond, but our main strength lies in Montmorency and Morello. During the past season we know growers who have made an excellent business out of their Morellos, and it seems wise for every Cherry-grower to have more than one variety. It not only distributes picking, but if the season fails with one there is a chance of success with another.

Cherry trees are scarce this year, but we have a magnificent lot. We never grew a better. Our Montmorency on Mazzard roots (two-year-olds) cannot be excelled.

Prices: Mazzard Stock, 1 and 2 years old.	Each	10	100
XXX.....	\$0 50	\$4 00	\$35 00
XX.....	40	3 50	30 00
Mahaleb Stock, 1 and 2 years old.			
XXX.....	40	3 50	28 00
XX.....	35	3 00	25 00
X.....	30	2 50	20 00

For all other good things we grow and offer, send for our catalog.

SAMUEL FRASER
Fruit-Grower and Nurseryman
GENESE0, N. Y.



Montmorency Cherries