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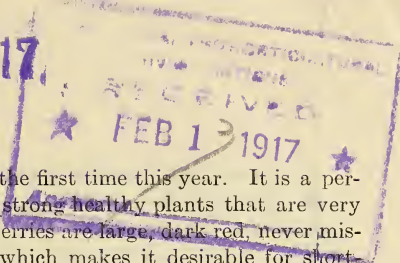
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RETURN TO POMOLOGY
SECTION OF NOMENCLATURE.

FEB 14 1917

1917
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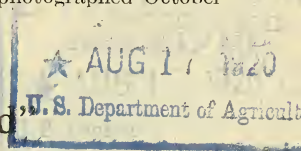
Ideal (PER) I am offering this new seedling for the first time this year. It is a perfect blossom variety, a good plant maker of strong healthy plants that are very long rooted. It bears well from June to November. The berries are large, dark red, never misshapen, a little more tart than any of my other fall bearers which makes it desirable for short-cake or canning. Some prefer it to any other berry.

Peerless (PER) A seedling of "Autumn" crossed with the "Cooper". It has a perfect blossom. Plants are large with good healthy foliage. It is a fair plant maker. For five years on my grounds it has proved more productive of larger and better quality berries than the "Superb." Berries are large, firm, roundish, dark red and glossy.

I wish that all of my customers would try this new berry as I am confident that, when enough plants can be grown, it will be the leader, both as a fall bearer and also for the main crop in the Spring.

Superb (PER) A seedling of "Autumn" crossed with the "Cooper." It is a healthy grower that makes runners freely, runners long so it does not mat too thickly. Fruit large, dark red, glossy, firm and extra good quality. Does not fruit much on new runners.

L. J. Farmer of Pulaski, N. Y., who has probably given more attention to the strawberry than any other man in this State says: "The Superb is the largest Fall strawberry I have ever seen, is glossy and very attractive as well as of the finest flavor. The plants are strong, healthy growers with long runners which stretch over a great surface of ground. It does not make such large roots as Productive but the foliage is very strong and healthy. It brings every blossom to maturity, there being no blanks which is a strong point in a fall strawberry. The berries are large and attractive and like the old Ridgeway strawberry look as if each berry was turned out in a lathe. The flavor is excellent. I picked a quart of these berries at Mr. Cooper's place in the rain on October 25th and brought them to Pulaski where they were photographed October 27th. They were then shipped to Albany and made into shortcake."



The "Onward" and "Forward"

Are seedlings of the "Autumn," crossed with the "Cooper," and are so much alike, one description will answer for both. They are perfect blossoms, good healthy growers and free plant makers. The fruit is large, firm, dark red and round as a top, never misshaped and quality good. Fruits from June to November. These varieties fruit more on new runners than the "Superb," but like the "Superb" are not much effected by spring frosts as they bore a very heavy crop last June while my summer varieties did not produce over one-third of a crop on account of frosts. They are well adapted for hill culture which is by far the best way to grow them. I pick off only the fruit stems in the spring, and commence shipping berries August 1st. If you try them I am quite sure they will please you.

PRICES

IDEAL,	per 10 plants	\$3.00	50—	\$12.00	100—	\$20.00	
PEERLESS,	per 10 plants	1.00	50—	3.00	100—	5.00	1000—\$40.00
SUPERB,	per 40 plants	1.00			100—	2.00	
ONWARD,	per 25 plants	1.00	50—	1.75	100—	3.00	
FORWARD,	per 25 plants	1.00	50—	1.75	100—	3.00	

Sent by Mail, postpaid, or by Express on receipt of price. Remit by Post Office Money Order, Express Money Order, Bank Draft or Registered Letter.

Please write your Name and Address plainly.

Price list

SAMUEL COOPER, :: Delevan, New York

KING QUALITY PRESS--PRINTERS
FRANKLINVILLE, N. Y.

1917

After raising thousands of seedlings I have several varieties which are very promising but shall only offer Ideal, Superb, Peerless, Onward and Forward this year. Others I shall thoroughly test and propagate. If they prove worthy I shall offer them to the public, believing the Fall bearing (or everbearing) varieties to be a great improvement over the common varieties even for fruiting in the Spring, with the advantage of getting three crops in two years instead of one.

Origin of the Fall Bearing Strawberry

On the 28th. day of September, 1898, I found among a bed of Bismarks, one plant with 16 runner plants with ripe berries, green berries and blossoms on; from these have come the Pan American, which was so named because it had no foreign blood in it, being a sport by bud variation from the Bismark. From these and their seedlings have sprung all the Fall bearing varieties in America today of American origin, so far as I know; those of French origin not proving of much value in this country.

Samuel Cooper,
Delevan, New York

Alton, Ill., November 18, 1911

Dear Sir:-I am much pleased to report favorably on your Superb. At the regular June fruiting season it is all that could possibly be expected. Plant healthy, vigorous and very productive, medium to late. Fruit large, roundish, rich, dark red, glossy, uniform, never mishapen, ripens evenly, quite firm, quality very good. Very hardy, a free plant maker, bears in moderate quantity in fall months, I think so much of it that I really felt called upon to plant all I have for my own fruiting, but should I feel disposed to part with any, what is the lowest price per 100 at which I may sell, and what royalty would you expect?

We had a terrible drought here which ruined nearly 100 varieties yet Superb and a few others stood the test remarkably well.

Awaiting your early reply, I am,

Yours truly,
EDWIN H. RIEHL

Samuel Cooper,
Delevan, New York

Alton, Ill. November 2, 1912

Dear Sir:-Think I did well for you on Superb, considering my small start with 4 plants you sent me for trial. Your royalty amounts to \$29.50, and inclosed you will find draft for that amount. Superb is indeed a great variety, even if it bore but the main June crop. I would prefer it to any other.

Yours truly,
EDWIN H. RIEHL

GARDNER NURSERY COMPANY

Samuel Cooper,
Delevan, New York

Osage, Iowa, December 24, 1912

Dear Mr. Cooper:-I have just reached home after attending the meeting of the Minnesota State Horticultural Society at Minneapolis, Minn., the Iowa State Horticultural Society at DeMoines Iowa, and the Northwestern Iowa Sessions at Waterloo, Iowa. We had splendid meetings at each place and the Everbearing Strawberry had a prominent place on all the programs as well as in the discussions, both in and out of the regular sessions. At all the above meetings I heard many warm words of praise for you as being the father of this new race of strawberries. Your Superb was highly spoken of by many and some of the prominent horticulturists stated that on their grounds this variety led all others in merit. I hope you will live many years to enjoy the fruits of your labors, for by your work you have opened the way for a revolution in strawberry growing that will be worth untold millions in all regions where this valuable berry is grown.

Cordially yours,
CHARLES F. GARDENER

Extract from letter:—"Sherman, N. Y., January 8, 1913. The Superb is the best and most prolific berry I ever fruited and good all around.
G. W. Strong"

No. 762

STATE OF NEW YORK
DEPARTMENT OF AGRICULTURE
Certificate of Inspection of Nursery Stock

This is to Certify that the Strawberry Plants of Samuel Cooper of Delevan, County of Cattaraugus, State of New York, was duly examined in compliance with the provisions of Section 305 of the Agricultural Law, and was found to be apparently free from any contagious or infectious disease or diseases, or the San Jose scale or other dangerously injurious insect pest or pests. This certificate expires September 1, 1917,

Dated, Albany, N. Y., October 3, 1916.

CHAS. S. WILSON,
Commissioner of Agriculture