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Chapman's
Strawberry Plants
for 1919



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"Howard No. 17"
Exclusively



C. E. CHAPMAN, Introducer
North Stonington, Connecticut

FRIENDS

IN the Spring of 1887, just 32 years ago the coming Spring, I set my first strawberry bed. It consisted of 1,200 plants, mostly of the Crescent variety, which was the leading market variety at that time, together with a few of the Wilson, Sharpless and Kentucky varieties, all of which have long since gone into the discard.

Since that time hundreds of varieties have been originated, many of which have been good ones, but the perfect berry has been hard to find. I have tested all the most popular ones, but never found the one that fully satisfied me until I secured the one that I am about to describe to you.

“HOWARD No. 17”

This variety originated in Hampshire County, Mass., about 16 years ago, by a firm of fruit-growers who declined to introduce it to the public but have kept it for their own fruiting, shipping it to the markets in Boston for the past 15 years. The first time I ever heard there was such a variety, was some 12 or 15 years ago, I saw an article in the New England Homestead giving an account of a meeting of the Massachusetts Board of Agriculture, in which the subject of strawberries was discussed.

After mentioning several of the best varieties the article closed as follows: “Also very highly recommended was Howard No. 17, a variety which apparently has not yet been placed on the market, although pronounced one of the finest by all who have tried it.”

For some reason, I don't know why, I cut the article out of the paper and have it now, little thinking that when “Howard No. 17” was finally “placed on the market” after many years, it would be from the old ancestral Town of North Stonington, Connecticut. That guided by my hand it was to be given an opportunity to make a name for itself outside the narrow limits in which it had been kept so long.

It was several years after this that my attention was called to “Howard No. 17,” by Professor A. T. Stevens, Professor of Horticulture, at the Connecticut Agricultural College, Storrs, Conn. He told me it was their best one, but did not say much about it.

He gave me the address of the originators and I wrote them but got no reply, and others fared the same as I did as may be seen from letters herein. I met the Professor a year after this and told him my experience and he kindly offered to let me have a few plants in exchange for another variety that he had not tested.

In the Spring of 1916 I received 50 plants of the "Howard No. 17." I set them out and all lived and made a splendid growth. In the Spring of 1917 I set 1,300 plants from the increase of the first ones set or very nearly one-fourth acre as the plants were set in rows four feet apart and two feet apart in the row.

In the Spring of 1917 I left very few plants to fruit, but enough to show that I had something out of the ordinary.

In the Spring of 1918 I introduced this variety to the public, being the sole introducer, sending the plants into nine different states, including all the New England states except Vermont. and also sent them to Michigan, Maryland, New Jersey and Delaware. I sold plants to a few nurserymen, but mostly in small lots. and there are not fifty thousand plants in the hands of plant dealers, other than myself, in the whole United States, and all that have them got their plants of me last Spring, and I know who has them and who does not.

I sold about one-half the plants I had and had about one-eighth of an acre to fruit. The fruit paid much better than the plants sold as I put too small a price on the plants and the berries sold at a high price—the highest in my 32 years' experience.

The first fruit for market was sold June 11th, 72 quart boxes at 30 cents per box by the crate, and the last were sold July 13th, at the same price. It can readily be seen what a long season this variety has. There were no other berries in market when the last of these were sold.

All my berries of this variety and all other varieties except what were sold to family trade in my home town, were sold to one market-man, Mr. George E. Broughton, No. 6 Main Street, Westerly, R. I., who is the only man in the state of Rhode Island that has ever sold this berry to his trade. Mr. Broughton made the remark when the first lot of 72 boxes were carried in, "Those are the handsomest berries

I ever had in my store," which means a great deal from the fact that he has sold all the other fancy berries grown by some of the best growers in the country.

Please bear in mind the fact, that these berries were grown in just common matted row culture and allowed to make all the plants they could. I do not, as yet, know the possibilities of this variety under restriction, and given high culture as they have been grown for plants rather than for fruit.

The berries sold from this one-eighth acre netted at the rate of more than one thousand dollars to the acre after paying all expenses of growing and marketing them. It can be seen from what I have said what I have done with only 50 plants to start with in less than three years. They outyielded by one-third to one-half all the other varieties fruited.

I fruited the following varieties in the same field with the "Howard No. 17," namely, Abington, Amanda, Glen Mary, Minute Man, William Belt, Messenger, Campbell's Early and Big Joe.

The Abington, which has been my most productive and profitable variety, and champion of the strawberry field for many years, was an "easy mark" for the "Howard No. 17."

For the first time the Abington met its "Waterloo" and went down to defeat, being counted out in the first round with all the others. It was outyielded by the "Howard No. 17," by more than one-third and outclassed by it in every point.

The plants of "Howard No. 17," are the healthiest of any I have ever seen. No rust, leaf spot or leaf-curl on them. In plant growth faultless. The blossoms are large and perfect and rich in pollen. The berries begin to ripen medium early, continue a long time and hold up in size remarkably well. The first berries to ripen are wedge-shape, soon becoming conical, typical shape conical. It is a firm berry and therefore a good shipper.

Color rich red with a fine gloss. There is

no berry that I have ever seen that is more beautiful or of finer quality. The only fancy berry that is a "business berry." All the other fancy varieties are shy bearers. The Howard has all the good qualities of the others combined with heavy production. In size it is among the largest grown, averaging larger than either the Gandy or Chesapeake.

If it has any choice of soil I do not know it and I believe it will do well on any soil that any other variety will.

I saw it growing the past summer on the experimental grounds of the Connecticut State College on soil very different from mine, and it was the same healthy, strong growing plant as it is here.

It will be interesting to know what Professor Stevens says about this variety as he has grown it for ten years and knows more about it than anyone else, besides the originators.

The following is from page 88 of the Connecticut Pomological Report for 1918, by Professor A. T. Stevens:

"I have been urging in my reports the growing of the "Howard No. 17" strawberry. I know of no variety that comes anywhere near it for health and vigor of plant, for plant making, and for yield of fruit.

The man who originated this variety tells me that it has been shipped to Boston for fifteen years.

We have every year over at the college no less than twenty-five varieties we are testing. We have been working on this variety since 1908."

The Professor's advice is good about growing the "Howard, No. 17," but the trouble has been and is that the plants are scarce. I have written a number of my customers who bought plants of me last Spring inquiring how the plants have done with them the past summer and in every case the report has been favorable. Of course none of them have fruited it yet, so they can only report on the plant growth. Next year I hope to have something

interesting on its fruiting to report. I commend the testimonials herein for your perusal. The "Howard No. 17" has certainly shown by the testimonials that it is at home on a great diversity of soil and environment.

The only way to find out how well it will do with you is to try it and if it does as well as it does here you have reached the high watermark in strawberries to date. For myself I would give up all the varieties I have ever grown before I would part with "Howard No. 17."

I have more than a pecuniary interest in this noble berry for I feel that in introducing it I have done something for "the good of the cause." Had I paid a dollar a plant for my first fifty plants of "Howard No. 17" it would have been the best investment I ever made for the same amount. I have in stock all the other varieties I have mentioned but I am not offering them for sale this year not because they are not good varieties but they are not good enough for me, as I have something better, and what is good enough for me is none to good for my friends, and I tell you, frankly, that the "Howard No. 17" is cheaper at the price I ask for it than any of the others I have mentioned would be as a gift. The "Howard No. 17," netted at the rate of more than three hundred dollars to the acre more than the best of the others which makes a big difference if grown for market, and if growing for home use in the garden you surely want the best quality and most productive berry and "Howard No. 17" is the one.

I have made my prices as low as I can afford to and they are just the same to all whether dealers or not. No discount to any one and payment in all cases invariably in advance:

Prices:—25 plants, \$1.00; 50, \$1.75; 100, \$3.00; 250, \$7.00; 500, \$13.00; 1,000, \$25.00.

These prices include delivery to the purchaser by either parcel post or express, so you

know just what the plants will cost delivered into your hands.

The only other variety I am offering is the Progressive Fall-bearer which to my mind is the best one, as it yields more fruit in the fall than any of the others.

Prices:—25c, 60c; 50, \$1.10; 100, \$2.00; delivered to the purchaser by parcel post at these prices.

From the marketman who sold the "Howard No. 17" strawberries, season of 1918.

TESTIMONIALS

Broughton's Market, No. 6 Main Street,
Westerly, R. I., Nov. 23, 1918.

My Dear Chapman: Having bought your entire output of berries last season I cannot help mention your "Howard No. 17." Finest fruited berries we ever handled in color, beauty, flavor and firmness, and was asked for by my trade after the first sale on June 11th, and as I remember, the last was about July 13th.

I can recommend it as a fine berry to ship and hope to market them another year for you.

Yours very truly,

GEORGE E. BROUGHTON.

Norwich, Conn., R. D. 7, March 30, 1918.

Mr. C. E. Chapman, Dear Sir:—Your experience with the "Howard, No. 17," is about the same as mine. I learned of this berry from Professor A. T. Stevens of Storrs. I wrote to Howard & Son, inclosing return

postage—no return. Then in moving from Bristol to this place the address was lost—got the address from Professor Stevens again and wrote the Howard's again with same results and then dropped it. I saw your advertisement.

Inclosed please find order for 100 Howard plants. Yours truly,

D. F. COOK.

Ipswich, Mass., March 3, 1918.

Mr. C. E. Chapman, Dear Sir:—Inclosed please find order for "Howard No. 17" plants.

I have tried for ten years to get plants of "Howard No. 17," but could not buy a plant of the originators. Very truly yours,

ALBERT F. TENNEY.

Danvers, Mass., May 3, 1918.

Mr. C. E. Chapman, Dear Sir:—I received the 100 "Howard No. 17" plants all right and I think that they are the finest I ever received from anyone. Yours truly,

W. T. HUTCHINSON.

Houlton, Maine, Dec. 7, 1918.

Mr. C. E. Chapman, Dear Sir:—The "Howard No. 17" strawberry plants I got of you last Spring have done remarkably well. They prove to be vigorous, send out strong runners, and root quickly. I think they are a valuable variety. I intend to plant a larger bed next year of them. Yours truly,

G. F. MERITT.

Willard B. Kille, Truckèr and
Market Gardener,

Swedesboro N. J., June 10, 1918.

Mr. C. E. Chapman, Dear Sir:—The "Howard No. 17" plants you sent me have started nicely and I feel sure will make a good matted row for next Spring's crop. Yours truly,

WILLARD R. KILLE.

R. M. Kellogg Co.,
Breeders of Thoroughbred Pedigree
Strawberry Plants,

Three Rivers, Mich., Nov. 2, 1918.

Mr. C. E. Chapman, North Stonington, Conn.
Dear Mr. Chapman:—Replying to your letter of recent date, the "Howard No. 17" plants which you sent us last Spring have made a very nice growth. We are pleased to note that this variety is fruiting so splendidly in the east.

With best wishes, we remain very truly
yours,

R. M. KELLOGG CO.

Norwich, Conn., May 6, 1918.

Mr. Chapman, Dear Sir:—The 500 "Howard No. 17" plants arrived safely and are beautiful looking plants, Thank you. Yours truly,

MRS. F. A. ROGERS.

R. F. D., No. 7.

C. N. Flansburgh & Son,
Round Lake Fruit Farm,
Strawberry Specialists, High-grade Plants,
Jackson, Mich., Oct. 5, 1918.

C. E. Chapman, North Stonington, Conn.
Friend Chapman:—Your letter just to hand. We have had it so extremely dry here all the summer that plants have made very limited growth. Your "Howard No. 17" came O. K., fine, healthy plants and all lived and made the best possible growth under the circumstances but not enough surplus to offer as from what you say of it. I shall want to reset all there is except a few plants to fruit. I know it must be a good one from what you say of it and no doubt will do well here as there.

Yours truly,

C. N. FLANSBURGH.

Milford, N. H., April 7, 1918.

C. E. Chapman, North Stonington, Conn.
Dear Sir:—If "Howard No. 17" is what you claim for it, it must be worth having. If it resembles Chesapeake and Heritage which may

customers grab on sight, and outyields them, it is what I am looking for. With the confidence I have in what you say good of it, I believe it a very desirable variety. Find check inclosed for 500 "Howard No. 17" plants and I hope they will do me as well as you claim.

C. A. BAKER,
Maple Grove Poultry Plant,
64 South St., Milford, N. H.

Maple Grove Poultry Plant, 64 South St.,
Milford, N. H., Nov. 17, 1918.

C. E. Chapman, North Stonington, Conn.
Dear Sir:—In reference to your inquiry of recent date as to my success with the five hundred "Howard No. 17" plants, will say, that I am very much pleased with them. They have grown fine all summer and I have thousands of new plants from them that look to me good enough for anybody to set out.

If they please me as well fruiting next season as they do growing this, I shall decide to set them in preference to about a half dozen good varieties that I am carrying more than there is any need of. Yours truly,

C. A. BAKER.

Simsbury, Conn., Dec. 13, 1918.

Mr. C. E. Chapman:—I was much pleased to receive your note and to have further testimony as to the "Howard No. 17" strawberry. I will say that I have great confidence in your estimate and your honesty. You never praise a variety in order to sell plants, which I have found a very common failing of nurserymen. I have always found your estimates reliable. Of course I know that a variety may do well in one locality and soil and not as well in another. As to the "Howard No. 17" of course I have not fruited it yet. It made a good stand with quite enough plants. My standard market berries have been Sample fertilized with Abington. After fruiting the majority of the good varieties, I have found the above the most profitable on the whole taking into considera-

tion health of plants, size and quality of fruit, length of season, etc. I intend to put out quite a large plot and shall use the "Howard No. 17," on evidence of your experience. Very truly,

J. B. McLEAN.

Mr. McLean is a prominent citizen and official of the town of Simsbury, Conn. He is a lover of horticulture and grows berries for pleasure as well as profit. Like all progressive men he wants the best and from what he says in his letter he knows where to get it. He has been a customer of mine for years. His brother, Hon. George P. McLean, is U. S. Senator at Washington, D. C., and a former governor of the state of Connecticut.

Fairfield Farm,

Littleton, Mass., June 1, 1918.

Dear Mr. Chapman:—Have intended to write to you for some time regarding the 500 "Howard No. 17" strawberry plants you sent me this Spring, as when I receive a square deal, I believe in giving all the credit possible for it. Without any exception, and I have bought thousands of plants, those were the best I ever got and every one is in strong, vigorous condition at the present time. I did not lose a single plant and it is a pleasure to do business with a man who tries to work for the best interests of his customers. Yours very truly,

JOHN H. HARDY.

Fairfield Farm,

Littleton, Mass., Dec. 9, 1918.

Dear Mr. Chapman.—I should have answered your letter before. As you know I wrote you how pleased I was with the 500 "Howard No. 17" plants that I bought from you and I never had a finer looking or more thrifty lot of plants than they are. In fact I potted 2,000 from them which I set out in August and I surely have quite a promising bed for next season. If the berries are anything as good as the plants,

they ought to be winners. Guess they like my treatment. Yours very truly,

JOHN H. HARDY.

Mr. Hardy will find the berries just as good as the plants and I am very much pleased to get the information that he gives in the above letter, for he is going to be able to give us some information next summer after fruiting time that will be worth while as to how the "Howard No. 17" will respond to high culture as I know from what he says that he is a man that will spare no pains, and we shall be very anxious to hear from those 2,000 potted plants as well as the others in the matted row. I know what it can do in the matted row for I have fruited it twice and can say with Professor Stevens that I do not know of any variety that comes anywhere near it in yield of fruit when grown in that way. And I am just as certain that it will be susceptible and responsive to the highest culture, from the fact that it has such a splendid organism, its vegetative and fruiting parts being so well balanced that it will respond to the highest possible culture given by the amateur and also by reason of its inherent constitutional vigor successfully withstand the vicissitudes and hardships to which it may be subjected by the ordinary grower.

I congratulate all my friends who already have the "Howard No. 17" growing, and will fruit it the coming summer and I assure you that you will be more than pleased that you "got into the game" early and will have a seat at the first table.

I thank all whose testimonials are given herein who have so cheerfully responded to my request for information concerning the "Howard No. 17," and I hope to hear as favorable reports from you regarding its fruiting, as I have regarding its growth of plants. I might have given many more testimonials from persons whom I know right here in my own county of New London and town of North

Stonington, but it is not necessary. There will be more beds of the "Howard No. 17" fruited in New London County, Conn., than in any other county in the United States the coming summer. Also for the kind words of appreciation and confidence expressed by my friends are my thanks due and you have my assurance that in the future as in the past it will be my highest endeavor to see that the confidence reposed in me shall not be misplaced. Again, friends, I thank you. Yours for the best strawberry, "The Howard No. 17."

C. E. CHAPMAN.

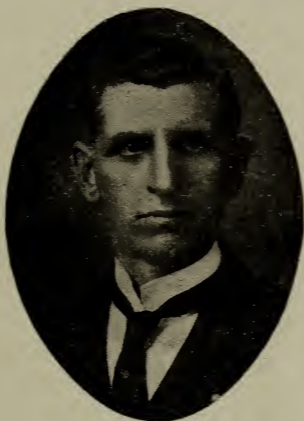
Thinking my friends especially those who have the "Howard, No. 17" to fruit the coming season would like to know something about the man to whom they are primarily indebted for the good things that are coming to them, I have induced Professor Stevens to allow me to use his picture in this booklet, and also some little data regarding himself and his work. For had it not been for him the "Howard No. 17" could not have been introduced.

Alva T. Stevens is a native of Michigan where he was born on a farm in Ingham County, in August, 1863.

He attended the common district schools till he could enter the high school at Mason, Mich., from which he graduated in 1883. After this he staid on the farm summers and taught school winters. In the Spring of 1890 he entered the Michigan Agricultural College from which he graduated in 1893. He remained as assistant in the agricultural department of the college for two years, when he went to North Carolina to teach agriculture and horticulture in a new school at Greensboro, N. C. After remaining here for three years he bought a small fruit farm in southwestern Michigan and went there in the Fall of 1898. There he grew strawberries, raspberries, grapes, peaches, plums, apples,

pears, and in fact, nearly all the fruits that could be grown in that climate.

After a severe freeze in October, 1906, which killed all young fruit trees, grapevines, etc., he left the farm to take up a course in post-graduate work at the Michigan Agricultural College which he completed in 1907, after which he came to Connecticut, where he has since been engaged in horticultural work, at the Connecticut Agricultural College, Storrs, Conn. Professor Stevens is a practical progressive fruit grower. He is conservative in that he does not form conclusions hastily. A thing has got to prove its practical worth before it receives his stamp of approval. As an evidence of this he told me at the college last summer that he had the "Howard, No. 17" strawberry on trial in the experimental grounds of the college seven years before he said anything about it. Novelties have no standing with him until they "make good." His only interest in the introduction of the "Howard, No. 17" strawberry is for the public good. He has no ulterior motive. He told me that he had tried to induce the originators of the "Howard No. 17" strawberry to introduce it to the public, but they would not do it, so after many years he has unlocked its prison doors and it now is free. In a recent letter to me, which is characteristic of the man, showing, as it does, his feelings and his sense of responsibility to the public, he said, "I have done nothing I do not consider a plain duty." He needs no words of commendation from me. He is known and respected not only in Connecticut, but all over New England and beyond its borders, by his lectures and writings on horticultural subjects, and is among the leaders in all things pertaining to horticulture. He is vice-president of the Connecticut Pomological Society, an organization of about one thousand members, in which are enrolled all the most prominent fruit growers of the state.



ALVA T. STEVENS, M. S.,
Professor of Horticulture,
Connecticut Agricultural College, Storrs, Conn.,
Who made possible the introduction of the
"Howard No. 17" Strawberry.

