

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Annual Spring Price List of
STRAWBERRIES, ETC.



FROM

H. F. Hillenmeyer & Sons

1841

Lexington, Kentucky

1920

M

*Prof. L. C. Corbett
Washington*

*Bureau of
Plant Industry*

D.C.

INDEXED

MAR 2 1920



TO OUR FRIENDS AND PATRONS

We first wish to express to you our appreciation and thanks for the patronage and good will of the past. 1920 finds us entering into our 79th year as nurserymen, and with the same enthusiasm, desire and intention of serving you as faithfully as our predecessors. Notwithstanding the unusual conditions that prevail we are, today, in equipment, stock and experience well able to take care of our patrons as formerly.

Thanking you for your patronage and trusting that we may merit a continuance of same, we are,

Very sincerely yours,

H. F. HILLENMEYER & SONS.

THE PLANT CROP.

There is an unusually short crop of plants this season, and this condition prevails everywhere. This folder will take the place of our usual Strawberry and Plant catalog, for with the unusual demand occasioned by shortages and disappointments from last planting season, the general scarcity of plants, and the large number of orders already on file, we honestly believe we will have sold every plant before we start digging in April. The quality of plants will be good, as is usual when the crop is light. We caution early ordering from those who do not wish to be disappointed this spring. Also we call your attention to our general catalog, listing a varied line of nursery stock which is sent free to every applicant.



SENATOR DUNLAP

General Cultural Notes For Successful Strawberry Growing

SOILS.—Strawberries require well drained soil, and of such character as will produce good potatoes or even corn. Early plowing in spring, thoroughly pulverizing the soil to make the plant bed ready for garden plants is all that is required. Where fertility is needed well decayed barn-yard manure, plowed under early is indicative to best growth. In sections where commercial fertilizers are needed one with 4 per cent nitrogen, 8-10 per cent phosphoric acid and 1-5 per cent potash gives best results. Scatter at rate of 500 to 1000 pounds per acre. **CAUTION**—Never plant Strawberries after sod. The white grub that is invariably found in such forage crops will prove a destructive pest to newly set plants.

PLANTING.

The success of plants will in most cases depend on how carefully and well the planting is done. When received, unpack promptly and if you for any reason, cannot plant them at once, dampen a cellar floor, leave bundles un-opened and pack in layers, roots on the floor, moistening the leaves and then covering with a wet cloth or sack. They will keep a short time this way. If necessary to delay, the bundles should be untied, and plants arranged in layers, roots covered with soil in some cool or shady place.

In planting arrange your rows to enable proper fertilization of the blossoms (note Mating Varieties). The roots of the plants may be shortened one-third and some of the leaf taken off to prevent excessive evaporation. Untie the bundles and dip in a thin mud, as this will cover every root with a film of soil. Proceed to plant just as you would any vegetable, but being careful to spread the roots fan shape or at least not allow them to be doubled up. Firm the soil well about the roots thus avoiding air space or pockets that would cause them to dry out. The crown should be just above the level of the soil—when too deep it will rot, when too high it will die.

DISTANCES TO PLANT.

The most popular system of training plants is called the Matted Row which consists of setting plants 18 inches apart in the row and the rows four feet apart. This will require about 7000 plants per acre and when properly cultivated will develop a thickly matted row of plants 15-18 inches wide, and produce the greatest quantity of berries.

CULTIVATION.

After planting, you should begin shallow cultivation. A dust mulch should be kept between the rows and the soil about the plants

kept continually stirred, especially after each rain. This cultivation not only retains the moisture in the soil but develops loose soil into which the runners can push their roots, and thus rapidly increase the number of plants. All blooms on newly set plants should be pinched off as soon as they appear, as bearing fruit the first season will materially weaken the plants and should not be allowed. In the Everbearing strawberries note instructions covering this feature.

MULCHING.

To obtain best results mulching of strawberry beds is necessary. As soon as the ground is frozen clean straw should be scattered over the plant bed. This protects the plants from the alternate thaws and freezes which may sometimes lift the plants from the soil, forms a carpet, as it were, to keep berries free of soil at ripening time, and at the same time conserves the moisture that would be evaporated by the sun and wind.

RENEWING OLD BEDS.

A strawberry bed will last several years if after the fruiting season is over you will mow off the tops and then plow or spade the rows down leaving six inches of plants. In a short time these plants left standing will develop runners and cultivation should be resumed like in caring for a new bed.

MATING OF VARIETIES.

Strawberries are divided into two classes relative to their sex—"perfect" (male, bi-sexual or staminate), which class produces blooms that contain both male and female organs and are capable of producing berries without further pollination. The second class contains "imperfect" flowering kinds (also called female and pistillate), which require pollination from the "perfect" varieties. Arrange your rows in ratios of two "perfect" to five "imperfect" or in small plantings it is better to plant the imperfect pollinating variety between the perfect sorts.

SELECTION OF VARIETIES.

If not familiar with varieties or in doubt as to what will suit your location, leave the selection to our judgment. Sixty per cent of the orders filled last season were open orders as to varieties. We invariably send early, medium and late varieties for home use.

VARIETIES

AROMA

Perfect. Medium late. This variety has quickly grown to be one of the most profitable and popular ones in cultivation. Whether for home or for distant market, on high or low ground, Aroma has more than held its own. It is a good plant maker, low and spreading, and absolutely hardy. It blooms moderately early, and is a very good pollinizer, but too late for Haverland. The fruit of Aroma is large, firm, and of a brilliant color with pleasing, bright yellow seeds. The berries are easy to gather and hold up remarkably well the entire picking season. The acreage now devoted to this variety probably exceeds any other kind commercially grown, and we have no hesitancy in recommending it to be a most excellent kind for home or market.

HAVERLAND

Imperfect (needs a "perfect" variety to pollinate it). Mid-season. This variety is a favorite of every berry grower. Will stand any sort of weather and yet produce wonderful crops of long, pointed, light colored berries. It produces its crop in great clusters of fruit, that through weight lay close to the ground and for this reason a little heavier straw mulch should be applied to protect the berries. While not suited for shipping long distances, for home or local market this old variety has no equal from a productive standpoint. The berries are of excellent quality and are always in demand. We seldom fill an "open order" unless we include this variety, save when plants are exhausted.

GANDY

Perfect. Late. Those first two words almost describe the fruit of this variety. Just a little particular as to soil, and in some seasons when it turns dry during fruiting season, the late berries are small—these are the only objections to offer. This variety blooms a full week after the other sorts and frequently bears a crop when others have been nipped by a late frost. The fruit is large, bright red and round, surmounted with a big green calyx or cap. There is no waste in handling it, the fruit being exceptionally firm and consequently popular in the markets. To those who have conditions suitable, it is a berry that has never had an equal. Prefers a rather heavy or moist soil.

SENATOR DUNLAP

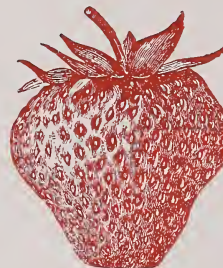
Perfect. Early midseason. In many sections this is the one best strawberry for general use. With us it is a great plant maker, surviving wonderfully well in droughts, and a variety we like to recommend. The fruit which ripens early is conical in shape, a deep, rich red, acting as a background for the many bright yellow seeds on every berry. The plant produces a great crop of berries each season, care however, should be taken not to allow the beds to become too thick. As a market variety it meets with some objection on account of its dark color, but for home use it is a favorite. We use it largely for fertilizing Haverland on many orders, and it makes friends wherever planted. Should the color prove objectional, we suggest Tennessee, but from productiveness standpoint it does not equal Dunlap. We suggest you plant Dunlap wherever the market will permit its color, and for home use nothing of the season has proved its equal.

TENNESSEE

Perfect. Midseason. Because of its richness in pollen it has been used for more than twenty-five years as the standard midseason variety to fertilize other kinds. The berry is a glossy bright red, somewhat long and corrugated, and makes one of the most attractive kind in baskets. It is especially prized for preserving and canning, as it seems to hold its shape better and has a very delightful flavor. We have sold millions of plants and our customers have always thought well of it.

MISSIONARY

Perfect. Early. Missionary is rapidly taking the place of that old Southern favorite the Klondike. We could never find Klondike worthy of a permanent place among our berries, but after giving Missionary a thorough trial are offering it with confidence. Were it not for Senator Dunlap we would recommend it for our early home or commercial berry. The plants are rather small but yield a heavy crop of excellent fruit. It bears so heavily that the berries become somewhat small at the last pickings.



AROMA

EVERBEARING STRAWBERRIES.

\$2.00 per 100—\$15.00 per 1000.

This new group of strawberries has become quite popular, yet with us its behavior under ordinary field cultivation does not warrant the unstinting praise given them by some growers. The fruit is borne scatteringly through the late summer and fall, the berries are deficient in shipping and keeping qualities and their commercial value in this section is very limited.

However, with a seasonable summer, and a moist fall, under intensive care and cultivation they will produce you a fair crop of very high quality berries out of season and over a very long period. All tillers of the soil are at the mercy of the weather conditions and where one has the space these plants should be tried, as they also bear a very fine crop of berries in the spring.

ATTENTION NECESSARY.—Keep all blossoms picked off as they appear through the summer until about August 1st, allowing them to develop, and from September on a succession of berries will result. Be sure to keep well cultivated, as the number of plants developed during early summer will correspondingly give more berries in the later season. Old plants do not seem to produce with the vigor new set or young plants do.

PROGRESSIVE

Perfect. There is no doubt that Progressive is the most popular and satisfactory everbearer to date. Each year we are more convinced of its value and were we planting for the late crop alone it would be the only one we would consider. It bears freely on the new runner plants of the first year, giving twice the berries of any other kind and continues doing so until stopped by frost. It is a cross with Senator Dunlap and resembles this old favorite very much, being a dark rich red of good size and with so little acid that sugar is hardly necessary when serving with cream. It bears a most satisfactory crop the following spring and we recommend it as the best where only one variety is planted.

HOW TO ORDER.

Use order sheet and write plainly. If not familiar with varieties leave the selection to us. We will mate them properly and select varieties to cover the season.

Terms—Cash with order always or satisfactory reference in advance of shipment.

Remittance preferred by check, postoffice order or draft.

Read Carefully Our Prices—and be correct in remitting. This saves unnecessary delay. Shipment by parcel post only when paid for in advance.

Weather conditions often prevent filling orders as soon as received. Under these circumstances we ask that proper allowances be made. For safety's sake, order early. Shipment will be made in order received.

NOTE.

The prices following permit you to make a selection of as many varieties as you may want. You are not required to take a thousand in one kind to get the thousand rate. This is important when comparing other prices. From 300 to 1000 plants are required for home use, according to the size of the family. Remittances must be made with order.

PRICES.

	By Express or Interurban, Purchaser Paying Transportation Charges	By Express or Interurban, When Payment is Deferred, this Cost of Packing Added	By Parcel Post Within a Radius of 150 Miles, Only when Remittances Accompanies order
100.....	\$ 1.00	\$.10	\$ 1.10
200.....	2.00	.15	2.20
300.....	3.00	.20	3.25
400.....	4.00	.25	4.25
500.....	4.50	.25	4.75
1000.....	9.00	.35	9.50
5000.....	43.75	2.00	

Everbearing Varieties.

100.....	\$ 2.00	\$.10	\$ 2.10
300.....	6.00	.20	6.25
500.....	7.50	.25	7.75
1000.....	15.00	.35	15.50

SEED POTATOES



SEED POTATOES.

We offer only Seed Potatoes of our own growing. These are "Second Crop"—by which we mean, the seed was placed in cold storage at a temperature of 35-38 degrees from March until planting time—July. They were then taken out, and dipped in formalin solution to destroy any lurking diseases. These were then cut and planted in the best of soil, cultivated with the greatest care, carefully dug at maturity and stored in our frost free cellars under the best conditions possible.

If you will consider the nature of the potato, you will readily conclude that any disease, frost injury or overripeness will result in a curtailed yield as the seed will lack vitality. We rightfully contend, and professional planters agree, that stock matured as late as ours in this section (November) is vastly superior to "Northern Seed," which is usually harvested in September or earlier. In such stock, frequently the cell walls break down, the viability of the seed is affected by this long wait from late summer until planting time here, and we have no hesitancy in stating that our second crop stock matured weeks after these Maine or Michigan potatoes are dug, is much more vigorous and of a better quality. Fortunately—no Potato blight has appeared here and our stock is thus free of this disease.

We have built up our seed stock by selecting for five years only the true type of Irish Cobbler. A digging time, we go over our fields and "rogue out" any vines not having the characteristic growth of the variety and later in digging with our power digger, have experienced men go in advance of the pickers and select only smooth, characteristic potatoes, which we carefully store and plant again for our seed. In this way we have built up a productive stock, which we can guarantee at least 99% pure and insure you of an even matured, smooth, and productive crop of potatoes. We offer only two varieties, differing from the dealer who admitted selling half dozen sorts from the same pile. Our method of selecting the seed should have your consideration and if you are not already a user of our potatoes, we believe a trial will convince the most skeptical.

Prices—These are fluctuating around \$3.50 per bushel. We are offering our stock at these prices, and should here be a decline after this catalog is issued, we invite your inquiry for new quotations. Prices include containers—

50 pounds.....	\$2.75
60 pounds.....	3.25
100 pounds.....	5.50
Barrel.....	9.00

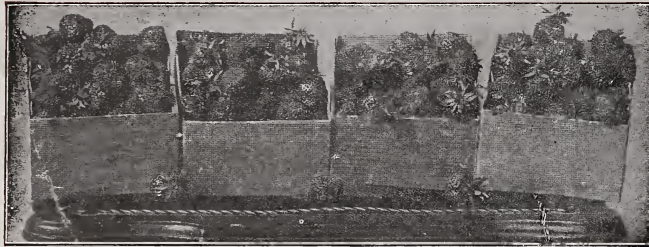
IRISH COBBLER

The outstanding early potato—White, round and smooth of skin; heavy producer and vigorous of vine. Excellent for eating and a splendid keeper in winter. This is the most popular variety of any season and for any use.

MAMMOTH PEARL

A limited seed stock on hand of this excellent late potato does not permit us to describe fully. Planted only in June, matures late and will keep until planting time again. A very heavy producer of sound potatoes, very rank vine maker, shading the soil and choking the weeds.

Any patron desiring potatoes for July planting can order these now and we will send to local cold storage, adding the usual storage charge (about \$1.50 per barrel) and ship when instructed.



OUR GENERAL CATALOG CONTAINS A COMPLETE LIST, DESCRIPTIONS AND PRICES OF A LARGE VARIETY OF APPLE, PEACH, PEAR, PLUM AND CHERRY TREES, GRAPE VINES, SHADE AND ORNAMENTAL TREES, BLOOMING SHRUBS, EVERGREENS, CLIMBING VINES, ROSES, ASPARAGUS, HEDGING, PERENNIALS, ETC., ETC. A COPY MAILED FREE TO THOSE INTERESTED.

H. F. HILLENMEYER & SONS

LEXINGTON, KENTUCKY