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Men who conduct a nursery business must be alive. They must be in their fields with their boots on in all conditions of weather. They must know how to care for their living plants, how to grow them, protect them, handle them, and, if they are to be permanently successful, they must be honest and alert men in selling their nursery stock. Though trees are perishable things, a little attention to some detail of their propagation and care is required, and a little undue exposure to wind or frost in handling them and they are dead. And planters, as a rule, do not know all about nursery trees. A man may be able to judge the worth of a farm or city lot with great exactness; he may be able to use the best judgment in the purchase of a suit of clothes, for instance, and know exactly what he is getting, but when it comes to buying fruit trees, it is the part of prudence for him to find some man in whom he can trust for information and assistance in making his purchase. In the fall of 1911, I had the pleasure of writing an article for a leading farm paper, The Rural New Yorker of New York City, and, in this article on the "Story of a Tree," I made use of the following words: "Every fruit grower should select his nursery firm with as much care as he would an insurance policy. Figure it out and the original cost of a tree is comparatively small considering the outlay that is involved in planting and caring for it until it comes to maturity. What folly then to take the cheapest things to be had with little or no knowledge of the parties from whom they are bought! Years of labor, use of land and skilled attention are often absolutely thrown away when it develops that the trees in the orchard are not at all what they were supposed to be when planted." In order, therefore, that I may give platers and all our old customers and friends a better understanding of the essential features of King Brothers Nurseries, I presume to write this little article on the nursery firm of which I am the senior member and salesman. I wish to state frankly what we stand for and why we invite you to give our firm your serious consideration in placing your order for fruit trees this fall.

LOCATION.—Our nurseries are at Dansville, N. Y. The great valley of the Genesee extends from Lake Ontario fifty miles southward across Western New York. Dansville, a village of 5000 population, is situated at the head of this valley and high undulating hills surrounding the town. One of the first settlers started a nursery here in the early days and the business has grown steadily through all the years. There are over 20 million fruit trees growing at Dansville now; and many of the large retail firms at Rochester and elsewhere have thousands and thousands of trees propagated here on contract. It is a remarkable fact that San Jose Scale has never been found in the upper Genesee Valley. The trees are all carefully inspected by state officers, in fact a state nursery inspector resides at Dansville and examines every scion that comes into the town and every tree that is grown here so that every precaution is taken to keep the growers here and the planters who buy Dansville grown trees.

THE SOIL.—The chief factor in our success in growing trees in this valley is the adaptability of the soil. There are sixteen distinct soil types within a radius of five miles of the town and we are thus able to select ground best suited for the culture of the different kinds and varieties of trees. Some of our stock are grown at an elevation of 500 feet above sea level on the Genesee silt loam of the valley floor, while we have other kinds on our hill land at an elevation of 1100 feet. All the soil is well drained artificially, thus giving the best chance for good root development.

CLIMATE.—Our winters are not too severe but cold enough to make our trees very hardy and firm in texture. Our trees actually weigh more for the same caliper and height than stock propagated in the south or on the prairie soils of the west.

WORKMANSHIP.—We have grown trees here all our lives. Martin King, the founder of King Brothers' Nurseries, was established in the nursery business in Dansville thirty-five years ago. We were brought up in the business and if you visit us during the growing season, you will find us right out in our nurseries, giving our personal attention to every detail of the work. We are ever ready to begin the propagation of new and promising varieties and to adopt new methods that seem to be worthy of trial. We are assisted in our labors by skilled workmen. In fact some of the men who help us receive $3.50 per day during the budding and packing season. This is important to planters in view of the fact that so much of this work in large nursery corporations, no matter how attractive their catalogues and advertising may appear, is turned over to uninterested and indifferent workmen. The editor of a national farm paper once told me that many very nursery firms gave splendid service to planters until they grew so large that the real work of growing and handling the trees was turned over to workmen who were only interested in getting their pay on Saturday night.

SHIPPING FACILITIES.—We have a branch road that connects with the Erie Railroad twelve miles down the valley. If our trees are shipped over this road, they are usually sent to Rochester, N. Y., and transferred to the different railroads at this point. We use this road in shipping in carload lots, but to give our customers the best service on smaller shipments in boxes, we use the Delaware, Lackawanna & Western Railroad, the main line of which runs through Dansville. The Lackawanna is one of the finest and fastest railroads in the world, giving quick and direct freight service between Buffalo and New York City. We can get freight through west to Michigan or east to the New England States in four days over this road. It also gives rapid transfer service to railroads running into Pennsylvania and southern points.

SELLING PLAN.—We employ no agents. This bulletin is our catalogue. We have thousands of copies printed for a few dollars. It is gotten up in plain, simple style and mailed direct to farmers and fruit growers for one penny per copy. By this plan, we have reduced the cost of selling to the lowest possible mark. We claim that this bulletin furnishes buyers with as much information as the expensive catalogues of our competitors. In buying of us therefore, you pay no agents' commissions or printers' bills for fancy catalogues. We invite all our friends to interest their neighbors in getting together on a club order, thus saving in freight and mutually sharing the reduction in price that we offer on trees in 100 or 1000 lots.

OUR PRICES.—By growing the trees ourselves and selling them with as little expense as possible, we can offer you first class stock at about 1/4 the price asked by agents and considerably below the price asked by the expensive catalogue firms. Look at our price list. Remember it takes three years to grow a tree for you. We are selling you our stock at just a living price.

Therefore, if you have not dealt with us before, we earnestly invite you to consider these points before placing your order elsewhere this year. We advertise in the best farm papers in the country, and you can guarantee their subscribers against fraud of any kind. We have satisfied customers in nearly every state in the Union and we invite the fullest inquiry as to our reliability and standing in Dansville for thirty-five years. In conclusion, we wish to thank all our old customers for their liberal patronage in the past, and we assure you all that we will appreciate very much your continued business and any word of introduction and recommendation that you will give to your friends and neighbors.
Description of all the varieties of fruit trees and small fruits that we grow and sell, giving their form, size, color, quality, use and season of ripening together with recommendations of varieties for cultivation in different sections of the country, compiled by America's leading orchardists and horticultural experts under the direction of the American Pomological Society.

**Section 1.—Apples (Malus).**

**CATALOGUE OF**

King Brothers Nurseries
DANSVILLE, NEW YORK

**Section 2.—Cherries (Prunus).**

**Section 3.—Berries (Vaccinium, Rubus, etc.).**

**Section 4.—Plums (Prunus domestica and P. salicina).**

**Section 5.—Blends and Seedless Grapes.**

**Section 6.—White and Black Grapes.**

**Section 7.—Grapes for Wine.**

**Section 8.—Table Grapes.**

**Section 9.—Cherries.**

**Section 10.—Pears (Pyrus communis and P. sibustis).**

**Section 11.—Quinces (Cydonia).**

**Section 12.—Strawberries (Fragaria).**
Fall Delivery of Nursery Stock

We copy the following from an editorial that appeared in The Rural New Yorker in July of this year: "We think many of our people would be better off to buy their nursery trees in the fall. They would be better served and less likely to receive a lot of misfits and substitutes if they bought in the fall. The nurseryman has more time then to sort and pack. In spring he is rushed through a short season. We think, too, that most nurserymen would make a little better price for fall delivery. If you do not like fall planting you can heel in the trees safely over winter and have them just when you want them in the spring. You also know just what sort of trees you are buying and if there should be any question about them you can settle it and not have the question come up just as the trees ought to go in the ground. You can if you like send samples to the experiment station or to fruit meetings for inspection or identification. There are more arguments yet for fall buying and we think it will pay.

We can give you better service, and we can afford to sell the trees cheaper if you will send us your order early. We are quoting our trees this fall at a lower figure than in the past, and we are making this reduction because of the great advantage that it is to us to have your order early. It enables us to get part of our trees delivered when we have ample time in the fall and thus lessen the rush of spring shipping.

Fall planting is practised quite extensively with great success. The ground is in much better condition in the fall, being mellow and warm and, before spring, fall planted stock gets well established in its new position and so gets an early start and makes a large growth the first season.

It is a simple matter to heel in trees over winter. Select a dry spot where no water will stand, having no grass to invite mice, and trenched the trees in according to the directions which we will send with each shipment. Trees may be kept with perfect safety in this manner. They will come out fresh and fine in the spring and be ready when you want them to plant.

King Brothers Nurseries, Dansville, N. Y.
See Pages Two and Three for Complete List of All the Varieties We Grow

WHOLESALE PRICE LIST
FALL, 1913

This price list cancels all previous quotations. We are the last price firm for highest quality Dansville Grown Trees. Order now—Shipment in fall or spring.

Healthy, Sturdy Two-year Trees

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<th>5 to 7 ft.</th>
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<td>Each 10 100 1000</td>
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<td>Apple</td>
<td>25c $2.00 $15.00 $12.00</td>
<td>20c $1.50 $10.00 $9.00</td>
<td>15c $1.00 $8.00 $8.00</td>
<td>15c $1.00 $8.00 $8.00</td>
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<tr>
<td>Pear, Plum, Cherry and Quince</td>
<td>25c $2.00 $15.00 $12.00</td>
<td>20c $1.50 $10.00 $9.00</td>
<td>15c $1.00 $8.00 $8.00</td>
<td>15c $1.00 $8.00 $8.00</td>
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Peach—1 year

4 to 5 feet—15c each; $1.00 per 10; $8.00 per 1000
3 to 4 feet—10c each; 80c per 10; $6.00 per 1000
2½ to 3 feet—8c each; 60c per 10; $4.00 per 1000

Grapes Strong two-year vines 10c each, 95c per 10, $7.50 per 100, $45.00 per 1000. SPECIAL PRICES on the following varieties: Barry $8.50 per 100, Brilliant $13.50 per 100, Campbell’s Early $10.00 per 100, Duchess $9.00 per 100, Gaertner $8.50 per 100, Jefferson $11.00 per 100, Victor $8.50 per 100, Washington $17.00 per 100.

Currants Two-year No. 1 plants, PRICE: 10 each, 70c per 10, $4.50 per 100, $40.00 per 1000. SPECIAL PRICE—On the following varieties: Black Champion $8.00 per 100, Perfection $15.00 per 100.

Gooseberries Select two-year bushes. PRICE 15 cents each, $1.00 per ten, $8.00 per 100, $75.00 per thousand.

BLACKBERRIES Price 40c per 10, $1.75 per 100, $16.00 per 1000.

RASPBERRIES Strong healthy plants. Price 50c per 10, $1.75 per 100, $13.00 per 1000. SPECIAL PRICE—Cuthbert $10.00 per 1000, Golden Queen $2.75 per 100.

STRAWBERRIES Price 75 cents per 100, $5.00 per 1000.

Terms and Conditions of Sale

We do all packing free and attach a New York State certificate of nursery inspection to every box and bale leaving our nurseries. We use our judgment in making shipment by express or freight unless instructions are sent us with the order.

In the event of any error being made by us in furnishing varieties we will pay back the original purchase price of the trees. It is mutually agreed that this payment will cover all our liability.

TERMS—Cash with order for which we allow a discount of 5 per cent. Those who do not wish to pay cash may send one-fourth of the amount cash with order, and we will enter the same and ship the trees when wanted.


We want your trade this fall. We have 300,000 trees to sell. We are sure our trees will please you.