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# SUNNYSIDE FRUIT FARM

New England Grown Plants

1925

C. S. PRATT & CO.

Athol, Mass.



GRANDPA'S COOPER





Strawberry Pratt Extends a Glad Hand to All Strawberry Growers to



### The Oldest Strawberry Grower in New England

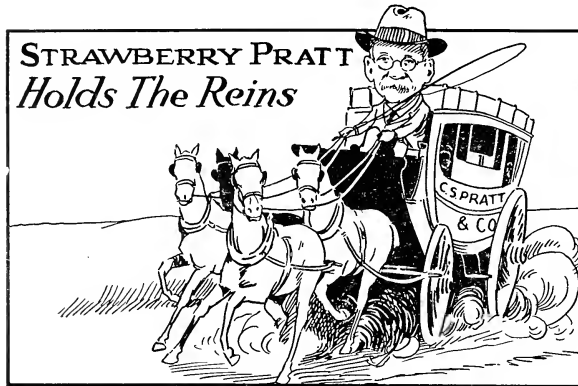
Been selling Strawberry Plants since 1870. Last October he had the misfortune of being knocked onto a circular saw which took off his right hand that had worked for him for 77 years, and helped build up the plant business. Now he has only his left hand and head. It was either his right hand or his head that had to go. Lots of people lost their heads. Even General Robert E. Lee, one of the ablest Generals this country ever had, lost his head at the Battle of Gettysburg, when he ordered 15,000 Virginia troops, the cream of his army, to charge the Union lines, right into the jaws of death. This saved the day for the Union cause. Soon after Lee and his whole army started South, the bands playing "I Wish I Was in Dixie." With my left hand and my head I am going to do the biggest business of my life.

#### I HAVE GOT THE LARGEST STOCK OF PLANTS

This Spring I have had for many a year and they are well covered up with hay and ought to be in fine condition. Last Spring I had orders for \$1700 worth of plants more than I had, and I had to return the orders with money. I won't be in that box this Spring. I hope that those who were disappointed last year will not give me the slip this year.

I don't dig my plants, have them counted and tied up in bunches and packed away in moss and kept—nobody knows how long—and then take them to fill orders.

No! I do just the opposite. When I receive an order the plants are in the ground growing. They are dug and packed right from the ground and shipped in fine condition and will give satisfaction. A plant out of the ground is like a fish out of water: it may not be dead, but it is in a dying condition. Cash with the order. No plants sent C. O. D.



This cut was made before I lost my right hand, but I still hold the reins and drive with my left; the whip in my right hand I can get along without; the stage will go along without any urging this year. If you don't like our dust go ahead. We are driving like Jehu, 2 Kings 9:20.

For fifty-five years this business has been C. S. Pratt, Proprietor. This year it is run as C. S. Pratt & Co.

C. S. Pratt is still at the head of it. The reason for this change is that some of my neighbors are envious of my success and as I am getting advanced in years and will soon be out of it, from what I see, hear and am told, they are planning to step into my shoes. If I should die, the business would be carried on by the company for two years. After that I have a son, H. C. Pratt, who will take over the business and run it. He has worked with me for over eleven seasons and knows the plant and small fruit business from A to Z, and is a hustler from the word GO. He has a son named C. S. Pratt, Strawberry Pratt's grandson, and who knows but that in another decade there will be another C. S. Pratt in the plant business. It will be a long, cold day before anyone outside of the Pratt family will ever run this plant business.

We started out with an ideal in business that has taken years and years of hard work to realize. The growth of our business proves that we have met with a great deal of success, yet it is human nature never to be satisfied. We started out to establish a business and put on the market a quality of plants that were absolutely dependable to the purchaser. We wanted to make our business such that the purchasing public of Strawberry Plants, could at least find one firm that was absolutely dependable. That we have accomplished this goes without saying. Our business today is just the same as it was several years ago. We are practically sold out each year for all of the demands made upon us, as we were several years ago, when we were only growing one-fourth of the stock we are today, which goes to prove the quality of our plants and the soundness of our business methods. We have today over 4,000 names of customers, or would-be customers.

We have always worked on the principle that there are two sides to every sale. It has never been our habit or method to simply get money out of customers, regardless of their interest. We are doing the enormous business we are today from the fact that our customers are receiving just as much as we are. Every transaction is made with this idea in view. When you buy plants from us, whether you pay eight dollars per thousand, or fifteen dollars, we want you to feel that you have gotten your money's worth. This business has always been done on this basis, so that today, instead of building up a clientele of "knockers", we have in almost every community, a Pratt Farms "booster".

And why should people go out of their way to boost our business. Simply because of the satisfaction they get from our plants. Our stock and the products from the same are "money makers." We know of hundreds and hundreds of people who are in the Strawberry business today because they got their first start from us. Our business is one of the most successful there in on record in New England. And this success has been made, not by fancy

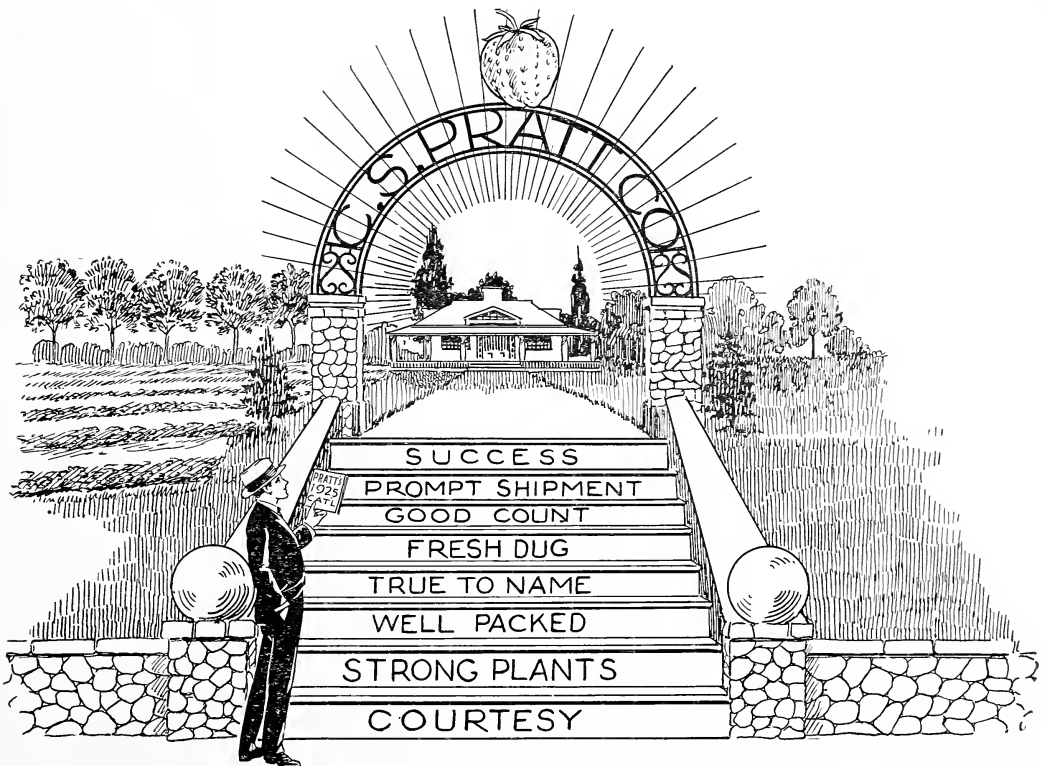
advertising alone, but rather on the goods we have turned out. The keynote of any successful business is reliability, and to be able to furnish the right quality of plants means a great deal more than appears on the surface.

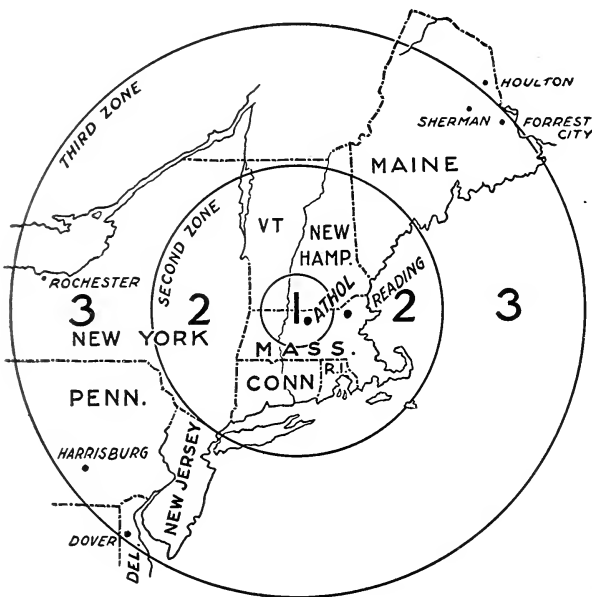
It is not sufficient to mean well towards our customers. There are hundreds of well-meaning plant men in America. We have not got a mortgage on all the honesty there is in the plant business; in fact, we believe the great majority of plant men are honest, but a plant man must go further than mere honesty, to satisfy his trade. He must know his business better than the great majority of plant men to be able to sell superior stock. Even these two virtues are insufficient; he must have the business ability necessary to finance, manage, and successfully sell his products.

There are lots of honest Plant men selling poor stock, simply because they do not know the difference between good stock and inferior goods. There is also another class of Plant men with good business ability that are simply fruit growers and not Plant growers, and their stuff proves unsatisfactory. And there is another class of good, honest, first-class Plant growers who have no ability to produce stock in large quantities, and they never attain real success.

Sunnyside has steadily grown from a reasonably small beginning to our present capacity because we have united to a greater degree the elements of success a little better than the average grower. Always keeping in mind that customers who purchase our plants must make money out of the same to become a "booster" for us. Our Farms stand today as an example of success in the Plant business, and they do not stand alone, but they stand today with hundreds and hundreds of customers that are also doing well in the small fruit business.

We are what we are today because of the success of our customers and we do not believe there is any danger of any slump in our business, because we produce today what the public wants, Superior Plants, sold at reasonable, let-live prices. We honestly believe that for the money expended for our Plants the public is being better served is making more profits, and is getting better net returns for an investment with the Pratt Farms than any farm in New England.





### DO YOU LIVE INSIDE THESE CIRCLES?

All plants in dozen, hundred or five hundred lots will be delivered to your postoffice, postpaid by parcel post, only in the 1st, 2nd and 3rd zones from Athol. When you buy Plants of me you know just what they will cost at your place. No express charges which are higher than last year. Better have your Plants sent via mail. — Get them **QUICKER and CHEAPER.**

**ATHOL, MASS.,** is the Hub of the Best Strawberry Growers in the United States. We have the markets at our very doors. Why, in the State of Massachusetts alone there are one hundred cities and towns with a population of 5,000 and over.

The 3rd Zone takes in all the N. E. States, except the Northern part of Aroostook County, north of Houlton, Me., and nearly all of New York State. Ask your Postmaster what zone you are in from Athol.

We never ship Plants C. O. D. to any one, nor do we book orders and reserve Plants unless one-third of purchase money is paid down when the order is sent.

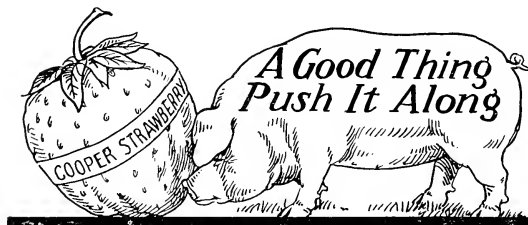
You have taken the trouble to turn this page upside down, to read this notice! Now, gentle Reader, you may turn the Catalogue around and read all I have to say about the **RED-PATH RASPBERRY.**

One hundred Plants weigh four pounds, and if sent by Parcel Post to the 4th Zone would cost you 7c extra, and to the 5th Zone 14c extra. Five hundred Plants weigh 20 pounds, and if sent to the 4th Zone would cost you 14c extra; to the 5th Zone 80c extra. **UNDERSTAND, I pay the Postage in the 1st, 2nd and 3rd Zones from Athol.**

We never ship Plants C. O. D. to any one, nor do we book orders and reserve Plants unless one-third of purchase money is paid down when the order is sent.

Forty-eight years I carried on the Plant Business in Reading, Mass., within 12 miles of Boston. Seven years ago I came up to Athol, 83 miles from the Hub. I expected to lose some of my old trade, but to my surprise, I have not lost one customer.

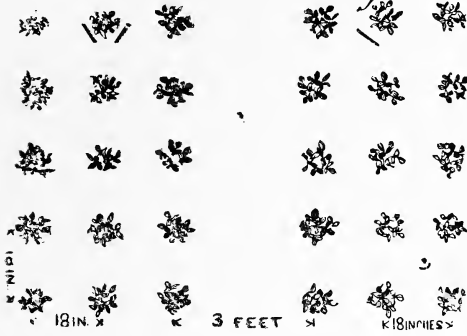
*No Orders Accepted by Telephone. All Orders Must Come By Mail.*



If a man can write a better book, preach a better sermon, or make a better mouse-trap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door.—Emerson.

*MY FAVORITE MOTTO IS KEEP SMILING AND DO IT NOW.*





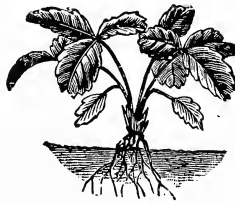
Grow extra fine fruit where there is a demand for low-priced fruit, the matted row will answer. You will have quantity at the expense of size and quality. I am going to set an acre of Cooper just for fruit next season.

We give a cut of a very excellent plan of setting plants to be grown by hill system. The plants are set in rows, 18 inches between them, and the same distance apart in the rows. Then a space of three feet is left for horse cultivation, and three rows of plants as above. There is a great advantage in hill culture over the matted row system, where fine berries are in demand. Planted in this manner it will take 14,520 plants to set an acre. Should the plants yield under *high culture*, a quart to each plant, which has been done time and again, and the berries command only 20 cents a quart (a low price for extra nice fruit), the yield in money value would support a good sized family and have something left. Always use high culture and plenty of *manure* and water with the hill system.

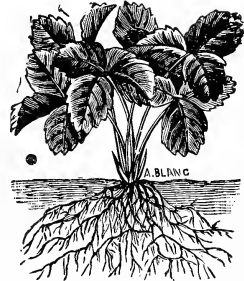
THREE WAYS OF SETTING A PLANT



Planted Too Deep



Planted Too Shallow



RIGHT WAY

Be sure and press the soil firmly around the roots so that you can take hold of one leaf and pull it off without disturbing the plant. There are more plants lost by improper setting than by any other one cause. Do not, under any circumstances, allow the plants to fruit the first year they are set out; when they are well blossomed out go over the bed and pull all the buds and blossoms off, as it is all the plants can do the first season to make runners and get ready to fruit the next year. The first three commandments in successful fruit growing are:

- Thou shalt not use poor plants.*
- Thou shalt not set plants carelessly.*
- Thou shalt not use ground until well fertilized and thoroughly prepared.*

Our plants are the highest standard reached. It is useless to look further, for better plants cannot be found.

We guarantee all plants furnished by us to be found true to name, delivered in good condition when shipped.

We do not guarantee stock to grow, or results in any way. No complaint will be entertained that is not made immediately upon receipt of stock.

There are so many causes for failure over which we have no control that we can assume no responsibility after stock is delivered in good order. Poor soil, unfavorable weather, ignorant or careless culture — all contribute to failure and are beyond our control.



FOLLOW THE CROWD.

The best time to set plants is when the soil will crumble behind the plow. Set as early as you can; work the soil. One of the best crops of berries I ever got was taken from a bed that was set the 30th of May; it was wet land and could not be set earlier. You can set strawberries any day in the year but Sunday, if the ground is not frozen.

## “Dee-e-light-ed”

When Ex-President Roosevelt surrendered his office at the end of his second term, he said: “I have been President for seven years and I have had a perfectly ‘bully’ time, and have enjoyed every minute of it.”

While I haven’t been President, yet, I also, have had a “bully” time, and have enjoyed every minute of the season of 1924. Teddy’s characteristic expression voices my appreciation of the results of the year and I, too, am “dee-e-light-ed!”

Roosevelt never felt better in his life than I do today, and I would not exchange places with any man living. I would rather be Strawberry Pratt than anyone else in this world.

The man who thinks it is his business to defeat his competitors is wrong. His competitors are not his enemies. They happen to be workers in the same field. The most efficient competitor offers the greatest inspiration to the business man who is keen enough to see that his job is to serve the public. The wise man looks upon his competitors as co-operators.

No one plant grower can get all the trade, and I, for one, do not want it. I shall never hit a man on the head and say he must give his money to me and no one else. I shall never build my business by pulling down some one else’s. The United States is a big country. If I could have all the trade of only the State of Maine, I would be a rich man in short meter. I have lots of good customers down East—had them a long time — they stick. Lots of Strawberry men in Maine will always trade with “Strawberry Pratt” and others will trade with the other fellow. When the year rolls around and I figure up there is always a smile on my face and I congratulate myself on having done a very good business, and that’s about all there is to it. Yours for success with Fruit,  
C. S. PRATT.

A cheap article is seldom good, and a good article is never cheap. It is not what you pay for what you get, but what you get for what you pay.



### MY CREED

To do the right thing at the right time, in the right way; to do some thing better than it was ever done before; to eliminate errors; to know both sides of a question; to be courteous; to be an example; to work for the love of working; to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than from rule; to be satisfied with nothing short of perfection.

My Dear Mr. Pratt:—

Thank you for your most interesting catalogue. My seven sisters as well as father and mother have enjoyed it, and several have sent to you for plants. I enclose a money order for Victory Raspberry Plants.

MRS. F. H. SMITH, Fitchburg, Mass.

Mr. C. S. Pratt, Dear Sir:—

Please send me 200 Cooper Plants. Two years ago you sent me 300 Howard 17 and we kept account of every quart picked, and we got 295 quarts and a pint. Now if the Cooper does better than that they will have to come some. I will try them, anyway.

Town Farm, North Andover, Mass.

DAVID D. WEBB, Supt.

The Cooper Strawberry is a whole mile ahead of any other variety for \$ \$ \$ \$ & Cts.

## Two Country Boys



One goes to the city to be chained down to a life job at \$18 per week with no better prospects ahead. In time marries; hires a tenement in a flat. *What a life!*

The other stays at home and lives like a prince. Goes and comes when he likes and is his own boss; lives in his own house. *He lives!*

If, instead of farm boys and men going to cities and mills, they would go to a nursery or orchard and learn the business, they would soon be able to start for themselves, and become independently rich a good deal quicker than they possibly could in any other work. And if, instead of struggling on in a city with an income that is too small, people would buy a place in the country, and grow fruits they would find life easier, healthier and happier, and would be able to provide good homes for themselves.

There is an enormous growing demand for fine fruit all over the world, while the production is no more than holding its own. Many a lawyer, judge, merchant, and professional man wishes he had a place in the country, knew what to plant and how to go about it so that he could make an independent living.

### HONESTY

There is no place where downright honesty of purpose is more needed than in the plant business. A person sends his order and pays for his stock without seeing it. I would not send an order to any nurseryman that I did not have confidence in. There are a great many people that want a great deal of value for little money. Every season I have parties write me saying that they are going to buy plants of the ones who sell at the lowest price. How short sighted! If a grocer offered them guaranteed sugar at 3 cents a pound, would they buy it? Something certainly is wrong with either the man or the sugar. It is just the same in the plant business. I have no use for a man who claims that his plants are cheaper, better, than any other grower in the country. Such a man is to be avoided. I have firm faith in the man who says he has good plants at reasonable prices; that he has something that I need, who tells his story in plain simple language, and guarantees his plants to be all that he claims for them. The way to make business pay is to do it right—not almost right, but altogether right. The big difference between success and failure often comes from the little difference between doing things nearly right and doing them quite right.

I would rather be a beggar and spend my money like a king, than to be a king and spend my money like a beggar.

Thanks for such good count and for such fresh stock. It's simply wonderful how you can ship plants and have them come through in such good condition. You gave me 175 for 100.

Newfield, Maine.

J. F. BRIDGES & SONS.

## HOWARD 17

The Plants of HOWARD 17 are the healthiest of any I have ever seen. No rust or leaf spot 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-shaped, 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 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 productoin. 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 berry will. Some growers claim that the PREMIER and HOWARD 17 are one and the same. I think there is some-

thing rotten in Denmark. The HOWARD 17 was grown and the fruit sold in the Boston market 12 years before the PREMIER was heard of.

When the berry was put on the market by C. E. Chapman I bought more Plants than all other Plant Men in the country, and have done more than any other grower to introduce it. If you buy Plants of either C. E. Chapman or C. S. Pratt you are sure of getting the Pure Howard 17.

Whoever you buy your Plants from this Spring, you want to be sure you get the pure thing. If Mr. Chapman sold plants to Mr. Smith, and he sold to Mr. Davis, and Mr. Davis sold to Mr. Jones, would you think it wise to buy your plants of Jones, after they had passed through so many men's hands. Why don't you get them from one who KNOWS that his plants are Pure. I guarantee all my Plants. I sell only Pure Howard 17.

I stand back of my Plants, and there are 53 years of square dealing that is back of me.

25 Plants 50 cents. 100 Plants \$1.25. 500 Plants. \$4.50. 1000 Plants \$8.00, via Parcel Post.  
5000 for \$35.00 by Express.

*Anyone selling Howard 17 for less money this season must be hard pushed for money.*

## 1st Quality Strawberry



(S) Great cropper, fine shape and colors well. This is the berry for your own use. Too good to sell, but just right to give one's best friends. We have never heard of a person who did not immediately become enthusiastic over the 1ST QUALITY. There is something—that indescribable something—about the flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seems to tire of it. Always a treat when you are ready to eat. The more I see of this berry the better I like it. **There is not a berry in existence that will begin to throw out the number of quarts from the same amount of ground as this will. The second year's fruiting the fruit will be nearly as fine as from a new bed.** I have taken a bed of this variety after the first crop had been picked and run a mowing machine over the bed and then gone over it with a wheel harrow three times until you could hardly see anything but dirt—hardly a plant in sight, and inside of three weeks had as fine looking bed as one would wish to see, and no more work done on it, not even covered up for the winter, and the next season harvested a bang-up crop. Now a variety that will do that is worth growing.

25 Plants 50c. \$1.25 per 100. \$5.00 per 500.  
Postpaid \$8.00 per 1,000.  
5000 for \$35.00 by Express

## SENATOR DUNLAP (S)

An enormous cropper; berries rather small; one of the best for canning and for ice cream men.  
25 Plants 40 cts. \$1.25 per 100. \$8.00 per 1000, via Parcel Post. 5000 for \$35.00 by Express.

Mind your own business and in time you will have a **business of your own to mind.**

**Please Use This Sheet  
in Ordering Plants**

Date Rec'd .....
Amount .....
Order No. ....
<i>Do not write in this space</i>

**C. S. PRATT & CO., Athol, Mass.**  
**Please send me the following plants:**

Date ..... 1925

Name ..... Rural Route No. ....

Post Office .....

State .....

*Please write Plainly so you can read it.*

<b>No. of Plants</b>	<b>Variety</b>	<b>Price</b>

**Please write names of your friends who grow fruit and would be interested in our catalogue:**

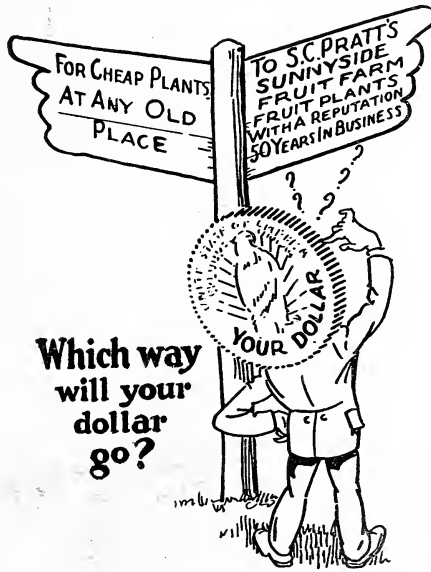
**If you wish to write to us do so on the other side of this sheet**



PEERLESS (S) EVERBEARING STRAWBERRY

The finest Fall Bearing Strawberry on the Market by all odds. Very large and handsome; firm, and a splendid market berry. Better than the Howard 17; very much firmer; not as large, but large enough. It will give a good crop in August if set in the Spring, and next year in June will throw out the berries to beat the band. Berries hang on vines like cultivated cranberries. It colors fine; a darker berry than the Howard 17.

25 Plants \$1.00. 100 Plants \$2.50, via Parcel Post.



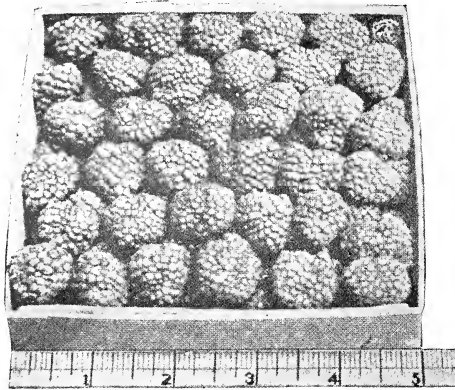
When you play, play hard. When you work, don't play at all.



## Honeysweet Blackcap Raspberry

Even those who ordinarily do not care for BLACKCAPS will surely enjoy the fruit of Honey Sweet, which is remarkably rich, sweet and luscious. Not only are the berries of superb flavor, but they are firm enough for distant shipment. They are also of attractive appearance, being jet black, without bloom and of good size. Canes are of strong growth and of ironclad hardihood and yield heavily. Ripens early to midseason, maturing its entire crop quickly. We consider it far the best of all the BLACKCAPS, especially for the home garden.

Selected Tip Plants, \$1.25 per Dozen,  
(Parcel Post)



## Victory Raspberries



This is a photograph of My Plantation of Victory Raspberry Plants, taken Sept. 1st, one year's growth. I never saw such growth in my life before.

A wonderful new Red Raspberry. This will be to the Raspberry what the Howard No. 17 is to the Strawberry. A seedling of the Cuthbert, which it resembles, and as fine flavor. Extremely hardy; comes through alive when it goes down to 30 degrees below zero. It did in Athol, Mass., the winter of 1920. The plant is a vigorous grower.

There is twice as much money made in the Raspberry as in the strawberry, and always was

There is more money growing them than there ever was in selling Booze before Prohibition time. Take my advice, Young Man, get every Plant that you have money to buy, and set them out and as soon as you have plants enough to set an Acre, do so. In two years marry, the very best girl that you can tie up to (if you are worthy of her) and just live on the constant inflow of money you will receive.

I have discovered the best Raspberry ever grown. It is a giant, as sweet as honey, and as delicate in flavor as a maiden's kiss. It is as big as the end of a man's thumb. It is not one of your coarse, tasteless things that grow on stunted vines amongst choking weeds. The berry is of fine texture, remarkably juicy, rich in color and keeping qualities and a wonderful yielder. If you live near a large town, no crop grown will return more dollars and cents.

You pay 50 cents for a single tree, and there is no increase of trees at the end of the year. You have only that one tree.

The Spring of 1919 I bought 100 Victory Raspberry Plants and in the Fall I dug up all of the Plants with the Sucker plants and I set out 1,000 Plants in November, 1919. In the Fall of 1920 I dug up 10,000. All grown from 100 Plants in 18 months. That is going some. That is as good as a Gold Mine in One's Front Yard.

**VICTORY** is not an untried variety, as the originator has fruited it for twelve years. It has been tested with nearly every known variety of Red Raspberry and is far better than any of them, not only in production, hardiness, and vigor, but the fruit is larger and of much better quality than all others.

**Color**—Beautiful bright red, and they hold their color after picking.

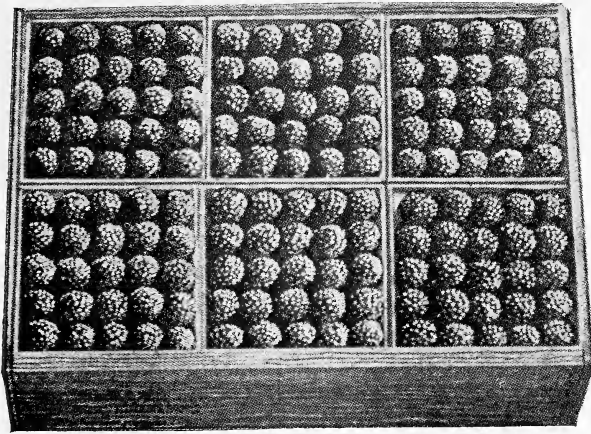
**Quality**—By far the finest tasting Raspberry. If you do not say **Victory** is the best flavored Red Raspberry you ever ate, just tell us and we will refund your money.

**Productiveness**—The originator has a record of picking nineteen (19) pints of fancy berries from one bush of **Victory** during one fruiting season.

**Victory** is a seedling of the Cuthbert and, resembles that grand variety. **Victory** has produced regularly for several seasons nearly twice as much as Cuthbert, bush for bush, and acre for acre, grown in the same field, under the same conditions. **Victory** berries are much larger than Cuthberts, and of better quality and flavor.

Prices of Plants,—\$1.25 per dozen; \$6.00 per 100—Via Parcel Post.





## Redpath Raspberry

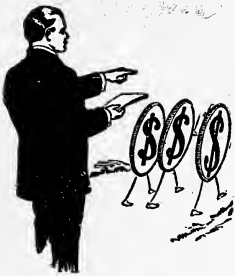
The Big Red Raspberry that scoops 'em all.

The largest and most attractive Raspberry yet introduced. A firm, dark berry, often an inch in diameter. Ripens a few days later than the Cuthbert, and extends over a period of six weeks. A good, reliable shipping berry of the highest quality, and demands the topmost prices in the market. A real money-maker for the grower. Very hardy.


Redpath is everything we desire a Raspberry to be.

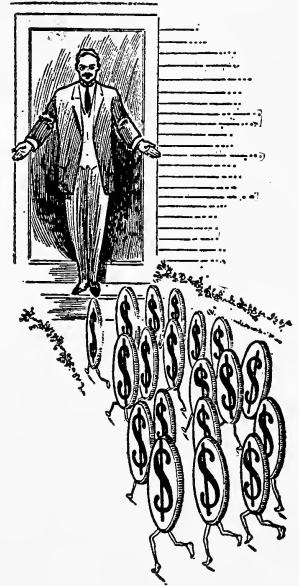
\$15.00 per 100. \$3.00 per dozen  
via Parcel Post.

I got my stock from D. C. Webster. It is the cleanest and freest from mosaic of any stock in the country. I wrote to the Dept. of Agriculture at Washington, D. C., and they told me that Mr. Webster's stock of Redpath was among the best in this country. Now don't take any chances on buying plants that are not.



Three Dollars rolled away in 1925 for Redpath Raspberries.

This is the way they will return 



## Cuthbert Red Raspberry

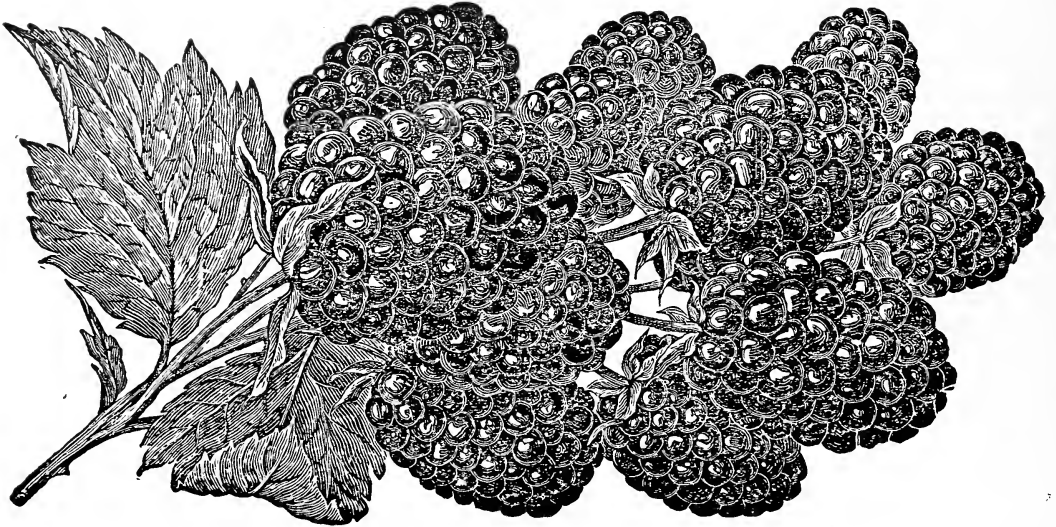
An old established variety; a very fine berry. The only fault it has is it winter kills two years out of every five, unless covered with soil in the Fall, and for that reason I do not recommend it only for family use.

Price 50 Cents Per Dozen. \$3.00 per 100, Postpaid.

## LaFrance Everbearing Red Raspberry

*LaFRANCE* — The new Everbearing Red, claimed to be the greatest Raspberry ever grown, introduced by John Scheepers, Inc., New York, City, from whom we obtained our first plants at \$20.00 per dozen. Our LaFrance are large, stocky and well rooted plants. We guarantee every plant to be true to name.

\$3.00 Per Dozen, via Parcel Post.



## Miller Blackberry

This variety is supposed to be a descendant of the hardy old Taylor, crossed by some of the larger fruited sorts — was grown by Mr. D. J. Miller. One of the finest large blackberries, hardy and very prolific; canes strong and robust, has produced fruit one inch in diameter and one and one-half inches long. Fruit dark color, sweet and juicy; no core.

\$1.50 per Dozen, Parcel Post.

Dear Customer:—

You've Got To Have More Money.

Your salary, without income, is not enough. The man who depends upon SALARY ALONE to make him rich, well-to-do or even comfortable, is making the mistake of his life. For the minute you stop working the money stops coming in. Lose a day and you lose a day's pay—while expenses go right on.

Don't you think it's time you are getting Nature to work for you? A dollar put into some STRAWBERRY PLANTS will WORK for you DAYS, NIGHTS and SUNDAYS. It never stops to sleep or eat, but keeps right on growing, growing FROM THE VERY MINUTE YOU PUT YOUR MONEY IN.

Think of the difference between a dollar invested with us and increasing and yielding day by day and the dollar which you use to purchase a few moments idle diversion or pleasure. The latter is lost forever — the dollar put to earning with us earns forever.

STRAWBERRY PRATT

When ready to plant say "when" and "where"  
And we will see that the plants are there.

## Herbaceous Peonies



It is surprising that these elegant plants are not now more generally grown than they are, as there is no plant that produces the effect on a lawn that these do. They are absolutely hardy everywhere, have no insect enemies, and always live and grow in beauty from year to year. They bloom in June and July. The flowers are well adapted for cutting.

### Festiva Maxima

In some respects this is yet a peerless flower — queen of the whites. Though introduced 66 years ago it is almost impossible to supply the demand. Some one remarked at the great Boston show that if this flower was of recent introduction it would be readily sold at \$5 per root. It stood well to the front with all the new and beautiful candidates for popular favor. It is an immense white flower with drops of carmine sprinkled in the center. Early bloomer and a good keeper, with four eyes.

Price for Good Strong Roots, 50 cents.

### DON'T DREAM OF SUCCESS — GO OUT AND WIN IT!

**LOOK BACK** into the early days of the successful men of today and you'll see that they wasted little time in dreaming of their present greatness. They went out and developed the latent powers within them to work to their best advantage. Only YOU can put YOU on top.

If you just hope you'll get a big job — and dream about the comforts and pleasures you'll get from it — you'll never get very far. Nine chances out of ten you will be a poorly paid plodder all your life.

Find out the best ways to do your work — and develop them to your own advantage. You can succeed right where you are if you only know how.

Cassidy had just been injured in a blast. "Poor b'y!" exclaimed O'Connor, consolingly. "'Tis tough luck to have your hand blown off."

"Well," said the cheery Cassidy, "it might have been worse. Suppose Oi'd had me week's wages in it at the time?"

—Clipped.

I carried no accident insurance. I have something better — A business that will take care of me the rest of my life. Something better than a gold mine in the backyard. A business that pays better than selling booze before prohibition time.



## *Gladioli in Mixture*

To secure the greatest variety and beauty from Gladioli, it is absolutely necessary to grow them in mixture also. Anyone who has ever had the pleasure of visiting a first-class collection grown in mixture will appreciate this statement. If originators find their highest enjoyment, as they do, in growing vast numbers of kinds together, will not the average grower for pleasure derive an equal benefit from growing them in the same way? If I were permitted to grow only a limited number of kinds, each under name and number, or many varieties in a mixture, I would certainly decide in favor of the latter method; for in this way only is it possible to secure and enjoy the almost limitless variety and beauty to be found among the Gladiolus. I suppose I have as fine a collection as can be found in the United States. There are over 700 varieties; some of these bulbs cost \$5.00 each. I may not have the largest collection, but I have the CREAM.

This mixture has such varieties as Mrs. Frank Pendleton, Mrs. Norton, Magic, Rose Glory, Orange Glory, Anthony B. Kunderd, E. J. Shaylor, Sulphur Glow, Pride of Lancaster, Fairest Loveliness. And One Hundred and One others, and last year I added to my collection Mr. A. B. Kunderd's Glory Mixture, and his Orchard Mixture. Now I think that my Mixture cannot be excelled by any grower in the country.

Price For Bulbs, \$1.25 Per Dozen,

\$2.00 Per Hundred, Post Paid.

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### WHAT CAN YOU GET OUT OF YOU?

**THINK OVER** the names of men who succeed. There is not a single quality that they have in common except that each one knows thoroughly everything about his work and his business. Nine out of ten men putter along with what knowledge they happen to pick up. **The tenth man** studies the work of the leaders in his line — and **WINS**.

You do not have to discover anything new; you do not have to invent anything new. Simply learn the best ways of doing the things you are accustomed to doing right along. **That is the one and only secret of success!**

---

The man who does not think is a fool!

The man who cannot think is a slave;

The man who will not think is both fool and slave;

The man who will think well on what I say about **The Victory Raspberry** is wise!

## THE COOPER—BIG IN SIZE BIG IN YIELD

In the *Cooper* we offer strawberry growers the variety they have tried so hard to find. A big berry that is productive and possesses all other necessary features to make it a profitable variety to grow. In fact it is all that can be desired and growers who have fruited *Cooper*, say they will not grow any other variety.

### SEEING IS BELIEVING

We wish it had been possible for every one of our readers to have seen our trial plot of *Cooper* during the last season. It was a wonderful sight. Big, strong, healthy vines.

If you are satisfied with ordinary strawberries you do not want the *Cooper*; it is out of the ordinary class. A big producer of fancy berries that will bring your own price, and will create a demand that no other variety can fill.

The number of *Cooper* you plant should be determined only by the amount of ground you can devote to strawberries.

To the extent that words will allow, we herewith describe the important features of this wonderful variety.

### THE PLANT AND ROOT SYSTEM

Right here we have the whole secret of the wonderful productiveness and big size of the fruit produced. *Cooper* is an extra large, upright growing plant, with the most wonderful root system imaginable. *Cooper* plants have frequently been dug with roots 20 inches long. These enormous roots gather the moisture and give the plant the necessary strength to carry every berry to maturity. A drought resister supreme.

### SEX AND SEASON

*Cooper* is a strong male or staminate variety and owing to its long season and fertile pollen is an exceptionally valuable variety to grow with midseason and late female or pistillate varieties.

*Cooper* can be classed as either a midseason or late variety as it begins ripening along with Gibson, Dr. Burrill and other midseason sorts, but owing to its wonderful productiveness, continues to bear over a longer season. This is due to the wonderful strength of the plant which has the power to carry every berry to maturity.

### Why You Should Set the COOPER

1st. Because it's the most productive extra large strawberry known.

2nd. Because it's the sweetest and most deliciously flavored of all.

3rd. It will yield four to five times as many large berries to the acre as any other kind.

4th. It will hold up in size better than others, even to the very last pickings.

5th. It will sell quicker and in preference to other varieties on any market on account of its size, beautiful color and delicious flavor.

6th. The wonderful root system of the *Cooper* plants enables them to bring the enormous loads of fruit to maturity in dry seasons and under adverse conditions, where many varieties would almost prove a failure.

7th. *The Cooper*, grown under the hill system, will prove far superior to most other kinds, producing more and larger sized fruit than any other variety we ever saw.

8th. By planting the *Cooper* this spring, you will be keeping right up to the minute in the advancement of horticultural achievements.

9th. The first cost of the plants will be forgotten in the satisfaction, pleasure and profit you will receive in growing and marketing the largest and sweetest berries of any one in your section.

10th. We honestly believe that within a very short time, when the *Cooper* berries become better known, there will be a very strong, persistent demand for the fruit by both the wholesaler and retailer, as well as by the better class of consumers, who have waited long for a large, sweet berry with a delicious flavor; the *Cooper* will fill this demand, and a fancy price can always be obtained for them.

It will surely pay you big to be one of the first to place such a large, fancy berry on your home market. Set all the *Cooper* plants you can this spring, even if only a few hundred in the garden, that your own table may be supplied with the most luscious berries you ever saw or tasted.

I wish I had twice as many plants of *Cooper* to offer you this season, and we guarantee every one of them to be the genuine *Cooper*. We cannot afford to injure our reputation for honesty and fair dealing by shipping plants that are not true to name, or by misrepresenting them in any way.

*Cooper* begins to ripen medium early, and extends over a long season, and the fruit ripens evenly without green tips or hollow centers. The plants are large and extra well rooted, a good, thrifty grower and always makes plenty of plants for a good fruiting row, or will do extra well if grown under the hill system. Mr. Cooper states that he has grown hills that were so large he could hardly get them into a bushel basket, and that such plants would contain 16 to 17 large fruiting stems, and berries that would measure five to six inches in circumference. Mr. Cooper also states that the plants show a wonderful vitality and roots system, and that no ordinary drought would affect them; in fact he thinks so much of this berry that he has discarded all other varieties and grows the *Cooper* exclusively, selling all he can grow in his market at a fancy price.

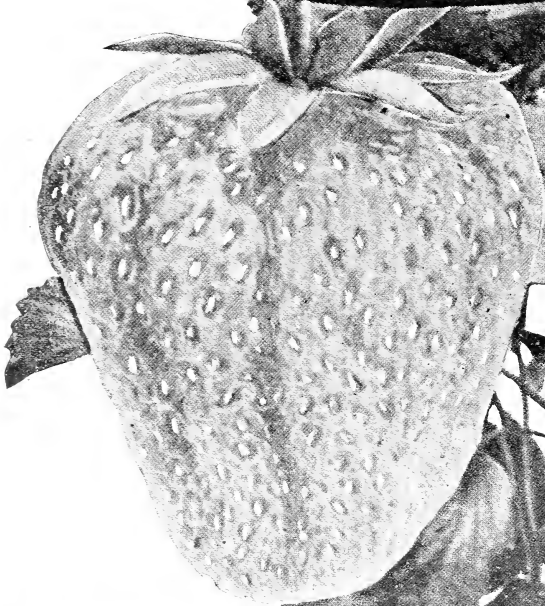
25 Plants 1.00. 100 Plants \$200. 500 Plants \$8.00, Via Parcel Post.

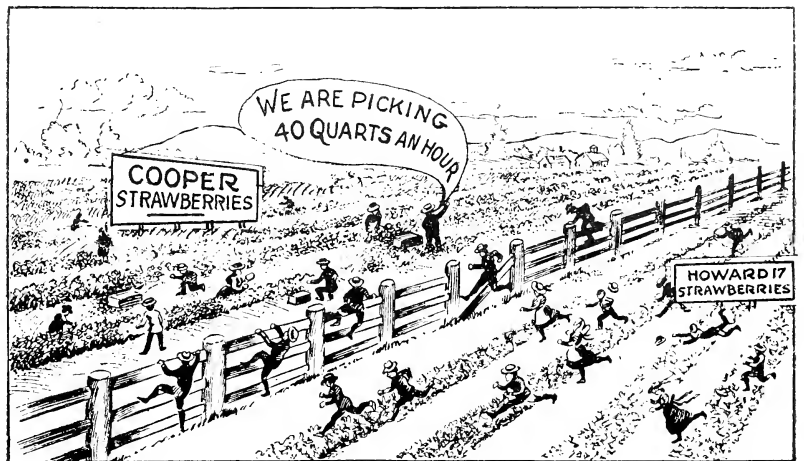
5,000 Plants for \$60.00, via Express.

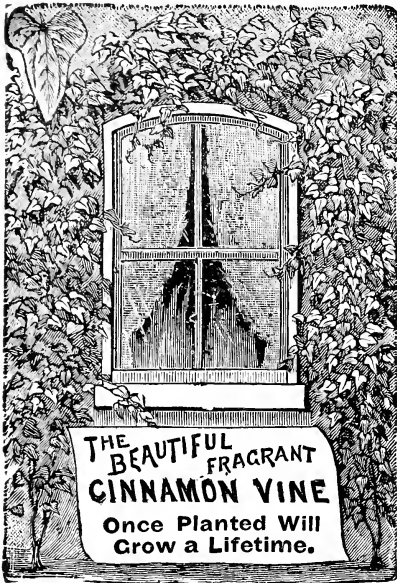


# Cooper

*The Biggest  
Berry Grown*







The handsome foliage is dark green, thick and glossy, and free from insects, while numbers of white blossoms emit a delightful cinnamon-like odor. We know of no other vine that will more quickly and satisfactorily cover an arbor, trellis, wall or fence for shade or screen purposes. It will thrive anywhere, and when once established will grow for years. Grows 25 to 40 feet high.

Extra Large Tubers (Fancy) Two Years Old  
15 cents each; three for 30 cents.

## THINK

We print this **small** word in **big** type because there is no more important word in the English language. Read what some of the greatest thinkers of the ages have said about this word:

“**Thought** rules the world.”—McCash.

“**Thinking** makes the man.”—Alcott.

“**Thought** is the seed of action.”—Emerson.

“**Thinkers** are scarce as gold.”—Lavater.

“**Thinking**, not growth, makes manhood.”—Isaac Taylor.

“Learning without **thought** is labor lost.”—Confucius.

“Man by **thinking** only, becomes truly man.”—Pestalozzi.

“Nothing is so practical as **thought**.”—Cecil.

“As a man thinketh in his heart, so he is.”—Proverbs.

“There is no **thought** in any mind but it quickly tends to convert itself into a power.”—Emerson.

“Some people study all their life, and at their death have learned everything except to **think**.”—Domergue.

“Why do so many men never amount to anything? Because they don’t **think**.”—Edison.

Let this word “**think**” burn deep into your consciousness, for only through broader and better thinking can you attain greater personal and business success. So, to help us remember it, let us put this **little** word in **big** type once more

## THINK

I hope after you have read this Catalogue you will not only **THINK** — But **ACT** !





# Lucile

## The Ideal Eating Grape

### The Wonderful New Grape of the North

Everyone has room somewhere, some place around their homes, for a few Grape Vines—over the fence, along the wall or on the trellis—it makes no difference where. Taking hardiness and quality into consideration, we offer the LUCINE—without doubt the finest of all eating Grapes. A strong robust grower and ripens its wood to the tip under a load of fruit, of which the Niagara would not ripen one-half. Quality: Sweet and delicious; color: Dark, rich red. Its crowning glory is its size and compactness of its clusters which resemble those of Diamond, but are larger. An indispensable Grape in the extreme North, where only early and extreme hardy varieties can succeed.

*The State Agricultural Experiment Station at Geneva, N. Y., says:*

“Lucile is of interest and value because of its truly remarkable vine characteristics. In vigor, health and hardiness and productiveness it is not surpassed by any of the cultivated native grapes. With all of its great work LUCILE ripens its wood almost perfectly. It is very productive, as much so as any of our native grapes, often bearing four bunches to a shoot, its crop exceeding that of Concord. It has never been known to winter-kill in the grape region of New York. Its fruit and foliage are nearly immune to fungal diseases of the grape. *Be sure and order at least one.*

Two Year-Old Vines 50c each, 6 for \$2.50, Postpaid.



Friend Strawberry:—

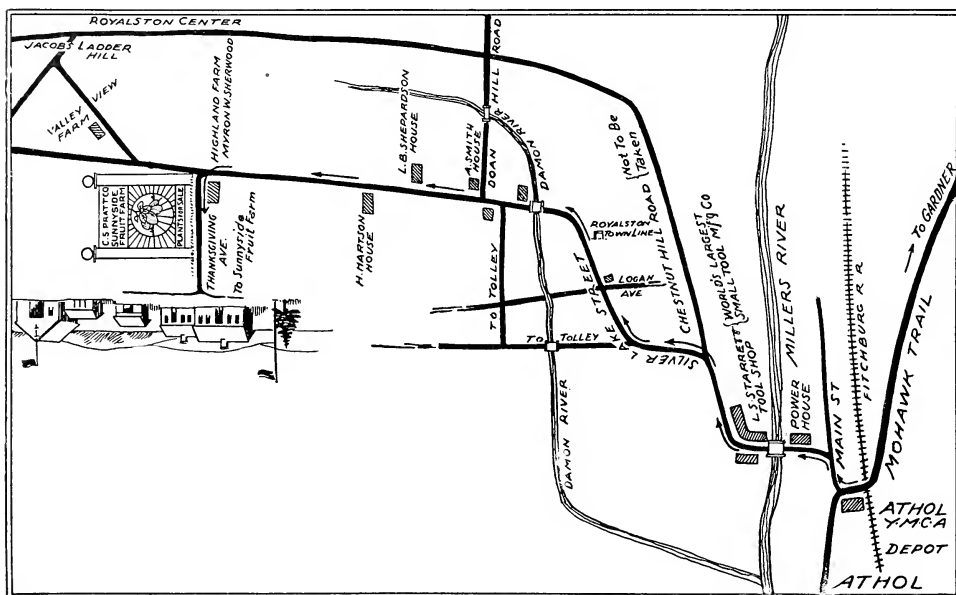
Your card of recent date was received. Many thanks for the same. Your unfortunate accident was a shock to all here at the office, but I was confident that you would fully recover and do a larger volume of business than ever before, and that you would, in your original optimistic manner, capitalize your accident in a way that would yield you an hundred fold. You can't keep a good man down, nor cut him up, except that he comes back the stronger. You have my sincere sympathy in the terrible loss of your right hand, but I am sure that it will react to your financial advantage.

With kindest personal regards,

WALTER B. LAWTON, Athol, Mass.

# How to Reach Sunnyside

The following is a diagram of how to reach Sunnyside Farm, from Athol, Mass.— Start at the Y. M. C. A. on Main Street, and go until you come to Crescent Street, over across the Millers River Bridge and go out Crescent Street to Silver Lake Street. Then follow the Arrows. But don't make the mistake and take Chestnut Hill Road, which takes you to Royalston Center. And although we live in Royalston, we are five miles from Royalston Center, as we are five miles from Athol Center. **Be sure to come via Silver Lake Street.**



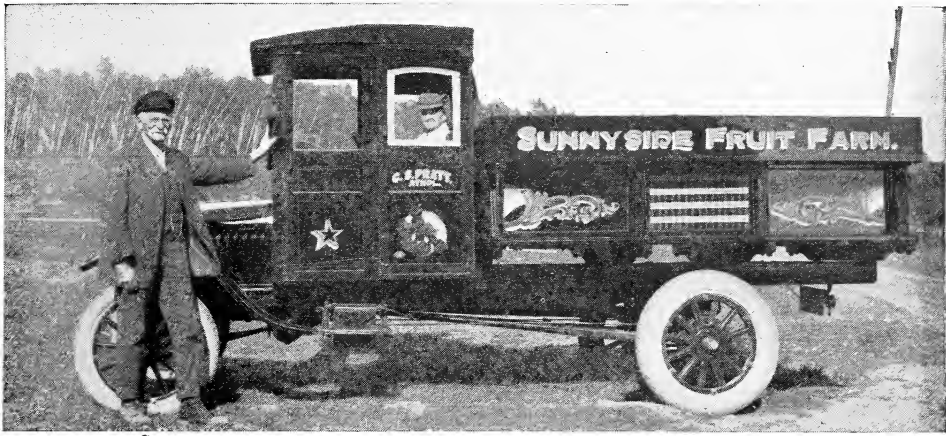
Many people have trouble in finding our place. We live in West Royalston, although our mail comes Athol R. F. D., No. 2. In coming to see me many people upon reaching Athol inquire the way to Strawberry Pratt's and are told that I live in Royalston. There are two roads to Royalston. The direct one to Royalston Center is via Chestnut Hill road from Athol. This may land you in Royalston Center and you are still just as far from my place as you were when you left Athol, so don't go via Royalston Center — **Go by the map — Go out Crescent street to Silver Lake Street and then follow the Arrows.**

P STANDS FOR —

**P**

**PUSH  
PLUCK  
PERSEVERANCE and  
PRATT**

**A GOOD STRONG TEAM!**



This is a Ford Ton Truck used to take the Parcel Post Packages to the Athol Post Office every day. It is filled nearly every day.

### STRAWBERRY PRATT IS A CRANK

The worst old Strawberry Crank in New England.

This old world would go to the dogs if it was not for its Cranks.

In 1858 Old John Brown was a Crank and he woke up the whole country and it took R. E. Lee with 4000 Virginia State Militia to take him and five others at Harper's Ferry.

St. Paul was a Crank, one of the best cranks this old world ever saw. All he knew was Jesus Christ, and Him crucified.

Talk about Cranks — God Bless Them!

Take a Ford Car — What won't it do if you Crank it?

### OLD BILL SAYS:

When you have many jobs to do, the quickest and easiest way is to do only one at a time.

The fellow who says, "That can't be done," generally wakes up when he sees somebody doing it.

If you want to change your luck, put a "p" in front of it, and keep plugging.

The man who uses a monkey-wrench to hammer a cold chisel doesn't belong in any machine-shop.

I'd rather have my shoulders to the wheel than have my back to the wall.

Almost any one can do the easy work; it takes a good mechanic on the hard jobs.

Don't forget to remove all burrs and sharp corners from your work with a file, so that the other fellow won't tear his hands.

THESE PEOPLE DID NOT



*These People Bought Their Plants of Strawberry Pratt. NOW Turn This Upside Down.*

### HE WAS FICKLE

This little story recently appeared in the Musical Courier, and is worth repeating:

A young lady who was out walking became annoyed when a young fellow persisted in following her.

"Why do you follow me?" she asked.

"Because I have fallen in love with you," he replied glibly.

"Why?" she inquired.

"Because you are so beautiful."

"My sister, who is coming after me, is much more beautiful than I" said the young lady. "Go and make love to her."

The young man turned and as his gaze fell upon a very ugly girl he cried out to the first young lady:

"Why have you told me a falsehood; your sister is not beautiful at all."

And the young lady answered: "Because you did not tell me the truth. If you were truly in love with me, you wouldn't have looked back for another woman!"

—(The Balance)


### MIXING CHURCH NOTICES

A clergyman, anxious to introduce some new hymn books, gave the clerk a notice after the sermon. The clerk had a notice of his own to give with reference to baptism of infants. At the close he announced: "All those who have children they wish baptized, please send in their names at once."

The clergyman, who was deaf, assuming that the clerk was giving his notice, arose and said: "And I want to say for the benefit of those who haven't any, that they may be obtained from me any day, between 3 and 4 o'clock, the ones with the red backs at 25 cents and the ordinary little ones at 15 cents.

Forbes Magazine.

**DON'T FOR A MOMENT** think that I am the only Plant Grower in the New England States who can furnish you with First-Class Plants. All I have to say is that my plants are as good as can be grown, and are true to name, and if you order plants from me to be shipped by Parcel Post

It's 10  to 1

**You will not be disappointed in them.**

Success in the plant business depends entirely upon the success of customers and they can succeed only with strong, healthy, thrifty, dependable plants, of the best up-to-date varieties, well grown, well dug, well packed. We solicit order on this basis.

I have been doing business along this line fifty years; going to do it as long as I live.

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### ROAD TO LAUGHTERTOWN

Would ye learn the road to Laughtertown,  
O, ye who have lost the way?  
Would ye have young heart, though your hair be gray,  
Go learn from a little child each day,  
Go serve his wants and play his play,  
And catch the lilt of his laughter gay,  
And follow his dancing feet as they stray,  
For he knows the road to Laughtertown,  
O, ye who have lost the way.

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### POWER OF THE WILL

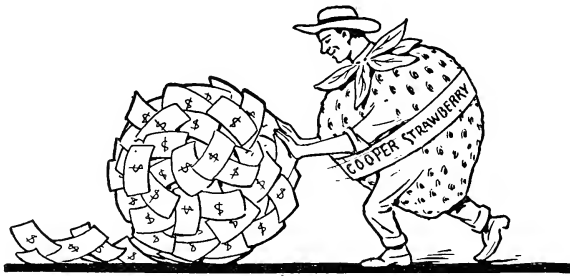
If you think you are beaten, you are.  
If you think you dare not, you don't.  
If you'd like to win, but think you can't, 'tis almost certain you won't.  
If you think you'll lose, you are lost,  
For out in the world we find success begin with a fellow's WILL.  
It's all in the state of mind,  
Life's battles don't always go to the strongest or fastest man,  
But soon or late the man that wins, is the man who thinks he CAN !

---

Stuttering Blacksmith: "S-s-s-s strike q-q-q-q-quick!"

Nervous Assistant: "W-w-w-w-w-where shall I -s-s-s-s-strike it?"

Blacksmith: "N-n-n-n-never m-m-m-m-mind now, it's c-c-c-c-cold!" — Pathfinder.




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### WE BELIEVE IN SIGNS

A barber may put a chair in front of a window in his shop, but if he omits a barber pole in front, he will not get as many customers as the barber who puts a bright pole outside. When a man wants a barber shop he looks up and down the street for the barber pole. When a man wants Strawberry Pratt he looks into the New England Homestead and finds just what he is looking for.

---

### NAPOLEON SAID: "I Don't Seek Opportunities — I Make Them!"

And we all know that the achievements of this remarkable man will live as long as the world lasts.

Napoleon succeeded by doing it NOW—and failed only when he depended on the memory of others — who forgot. The Battle of Waterloo was lost because Grouchy forgot, and was late.

**This is to remind you to send in your order for Plants.**

**Don't give yourself a chance to Forget — DO IT NOW!**

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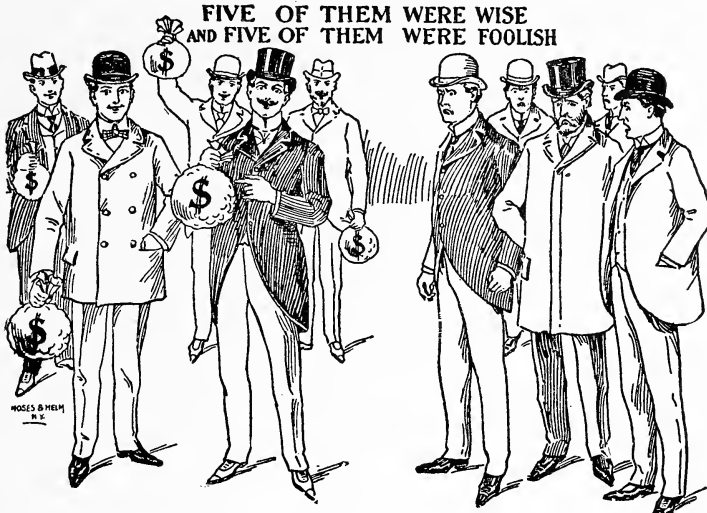
### HOW TO LIVE

Worry less and work more.  
 Ride less and walk more.  
 Frown less and laugh more.  
 Drink less and breathe more.  
 Eat less and chew more.  
 Preach less and Practice more.

---

### I BELIEVE IN WORK AND HARD WORK'

But want some reason back of it and a Fair chance of getting some Profit in the end. I don't want to be like the dog that chased a woodchuck into a hole and in two minutes the chuck came out the other end and was gone for good—but the dog didn't know it and put in two whole days barking at the empty hole.



These men bought New England Grown Plants

These men bought cheap plants from Maryland in May after they were through blooming and the berries were all set. One wouldn't think of setting out a tree in the Spring after it had leaved out.

**Athol is in the Gypsy and Brown-Tails District. The Government men have inspected all of my plants and vines, but have never found one single nest of either the Gypsy or Brown-Tail, and at the same time every shipment that is sent out from my place is inspected before it goes.**

### WE HAVE CLIMBED THE TREE

The man who has a thing to sell and goes and whispers it down a well, is not so likely to collar the dollars as he who climbs a tree and hollers.

We employ only first-class help, and we pay \$5 and \$6 per day and we don't employ anybody unless they are worth that much. We have men that we can leave the place with for a week and go away and the work will go on just as though we were there. It is the same kind of help that enables us to get your plants true to name.

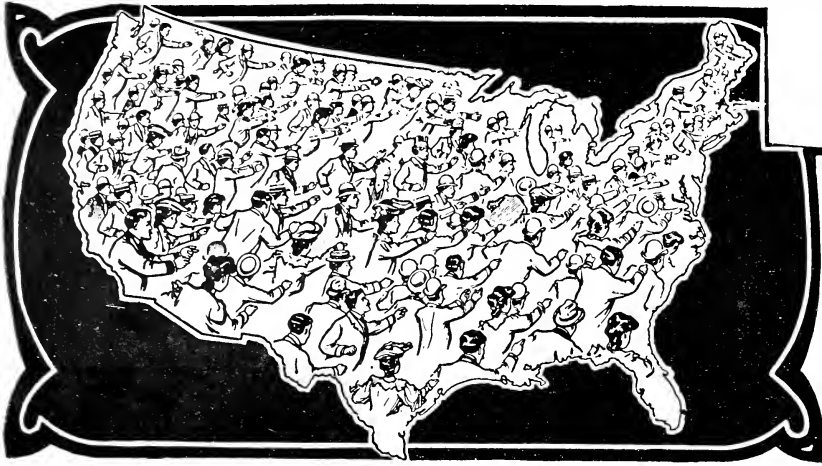
When a man gets religion, about the first thing he does is to tell someone else about his experience. That is just the way we feel about our products — we believe in them and we have many thousands of satisfied customers who testify to their merits. So we continue to call upon you to give you a chance to save money on High-Grade Plants.

I believe in buying where you get Good Plants and Reasonable Prices. This is the reason why I sent to you for the Cooper.

—Perry J. Caldwell, Augusta, Maine.

Did it ever occur to you that the Devil never had a Happy Old Man!

For over fifty years I have had two hands—a right hand and a left hand — working for me, until I got a well established, paying business. Now all that my left hand has got to do is to handle the money.



## Cooper Strawberry Plants

C. S. Pratt & Co.,  
Athol, Mass.

### THE BOOM IS ON — FOLLOW THE CROWD

I know there is LITTLE HOPE for the fellow who permits the devil CAN'T to rob him of life's choicest gifts and opportunities.

There is a way for men and women to conquer poverty, become independent of the pay envelope and make a success in life.

I have done all that I ask others to attempt to achieve.

In order to become successful and gain the glorious goal I have reached, I had to make the same effort I suggest that others make.

I am not a builder of impossible air-castles, nor a dreamer of dreams that do not come true.

I was never in my life more in earnest than I am in this great undertaking and if the truths that I publish sound like tales of fiction, all the more fortunate may those who hear them consider themselves.

I count it a great, grand and glorious privilege to guide men and women into realms of prominence, personal independence, prosperity, success and happiness.

In every man's life there is on Big Moment when he makes the decision that either robs him of success — or leads him on the fortune.

I never knew a night so Black that Light failed to follow in its track. I never knew a storm so grave it failed to have its clearing day. I never knew such Black Despair that there was not rift somewhere. I never knew an hour so drear Love could not fill it full of Cheer.

### ABOUT PANTS

Pants are made for men and not for women.

Women are made for men and not for pants.

When a man pants for a woman, and a woman pants for a man—that's a pair of pants.

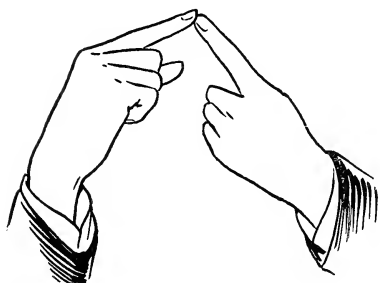
### HOME TOWN REALLY BEST

The loneliest place in the world is in a crowd where one is unknown. In the home town it has taken half a lifetime to make your group of friends and establish your reputation for honest dealing. Your neighbors are the people you grew up with and one old friend and neighbor is worth a multitude of strangers.

Strawberry Pratt is the guy that put Straw in Strawberry.

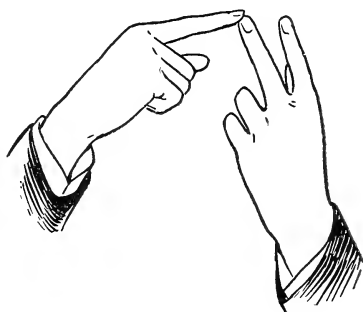


# Four Good Reasons for Giving Strawberry Pratt Your Order



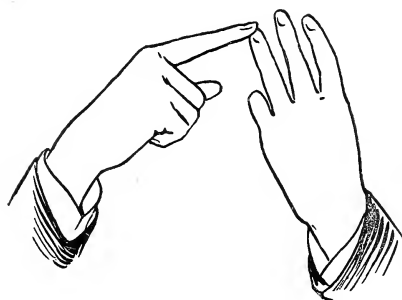
## 1ST

Because he has been in the plant business his whole life and ought to be good authority in the line of business.



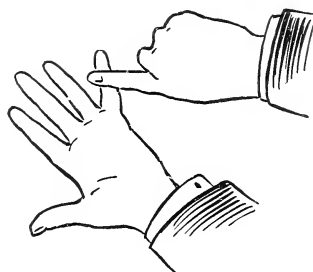
## 2ND

Because he has built up a fine business on the Square. You might as well argue with the Multiplication, Tables as to argue with a man of that caliber.



## 3RD

Because he takes his plants **fresh from the ground, packs and ships the same day.** They are not dug and tied up, and kept on hand like Dry Goods.



## 4TH

Because he has grown in his life 565 different varieties and today you can count the fingers on one hand, and that will tell you all that he has under cultivation.

## “STRAWBERRY PRATT”

“God made the country, Man made the town.”  
And Pratt made a name that has brought him renown;  
For up-hill or down-hill, or whether it was bright,  
Out in “God’s country,” he’s toiled and he’s worked,  
Never has he idled, never has he shirked;  
    And “Strawberry Pratt” is his hard-won name,  
    And “Strawberry Pratt” is his title to fame!

Born in Boston, he soon left the town,  
To live where Old Sol tanned him up good and brown,  
Hard luck followed him, — Failure, too;  
Doubt and Discouragement and Debt he knew.  
Jack Fost nipped him and treated him rough,  
Chased down the mercury and spoiled his stuff;  
But Pluck and Energy wouldn’t let him stop,  
And “Strawberry Pratt came out on top!

Out in the hills where the laurel grows  
Pinker than the sunset, whiter than the snows.  
Out where the air is a tonic and a joy,  
Out where seven-and-seventy hustles like a boy,  
“Sunnyside” broadens, and blossoms, and bears,  
All the more fruitful the more it shares;  
    And Pratt grows happier, and so will you,  
    If you buy his berries and raise them, too!

Years of experience has made him wise,  
He grows for abundance, flavor and size.  
Study these pages and choose as you may:  
Quality and Service are yours today.  
Pratt stands for Progress, and Pratt means Success,  
(Oldest New England grower, — no less!)  
    O, “Strawberry Pratt” may have come through the mill,  
    But “Strawberry Pratt” is an optimist, still!

Mrs. Frank M. Holt.

Mr. C. S. Pratt, Dear Sir:—

I have purchased Howard 17 Plants from two different parties and they didn't prove true to name. I want the genuine Howard 17 and nothing else.

Gardiner, Me., Aug. 17, 1924.

A. W. PETTIGROVE.

I am so pleased with the Strawberry Plants and Raspberry Bushes I ordered of you this Spring that I wish to tell you as well as my neighbors. I also wish to thank you for the bulbs.

Orleans, Vt., May 20, 1924.

WILLIAM K. BAILEY.

How are you this year? This is the third year I have bought plants from you, and we ought to begin to feel acquainted.

Ogunquit, Maine, April 7, 1924.

R. P. LITTLEFIELD.

Dear Mr. Pratt:—

I have had quite a lot of plants from you, but I must say those Cooper Plants were the best plants I ever got. They have done fine.

Lake Boon, Mass.

GEORGE BOLAM,  
P. O. Box, Gleasondale, Mass.

Mr. C. S. Pratt:—

I have received my plants and feel I must thank you. It is no wonder that you are doing business all these years. It is pleasure to deal with a person nowadays that is square. I want to say that I got more satisfaction out of the \$3.00 I sent you than I have out of any sum that I have spent for a long time. I could plainly see by the number and quality that you believe in living and giving others a chance. This is not soft soap, but facts. You will receive my orders after this.

East Douglas, Mass., May 21, 1924.

F. L. CROCKETT.

Dear Mr. Pratt:—

I received my plants last week and set them out and oh, my, ain't they doing fine! I haven't lost one. They sure look good to me.

W. N. JONES, Assonet, Mass.



## Follow the Crowd

And You'll Make No Mistake



*The BOOM*  
*Is On*

Mr. C. S. Pratt:—

We recently communicated with the Mass. Agricultural College in regard to the most reliable place to buy Strawberry Plants, and they have recommended you. We wish you to quote prices on five and ten thousand lots; also the kind you have for sale.

Valley View Farm, East Deerfield, Mass.  
GEORGE C. PLIMPTON.

Commonwealth of Massachusetts  
Essex Sounty Industrial School

Hawthorn, Mass.

Mr. C. S. Pratt:

The Strawberry Plants arrived in fine condition and my gardener said they were as fine plants as he ever saw. I must thank you for the good plants and prompt shipment. E. W. BALL.

Houlton, Maine.

Dear Friend Pratt:—

Enclosed please find check to balance account. Just received your catalogue again. One can get a lot of inspiration out of its contents. Sorry I forgot to get some Cooper Plants this Spring. I well intended to, but somehow did not. C. L. CHADWICK.

Harvard University, Cambridge, Mass.

June 2, 1924.

Mr. C. S. Pratt, Athol, Mass.,

Dear Sir: Thank you for your very generous replacement on my order for Strawberry Plants, of those lost in the mail. If I was prompt in making complaint of the shortage, I want to be equally as prompt in acknowledging receipt of more than my original order. My impressions on reading your catalogue was that one bearing the good old New England name of Pratt was pretty sure to give a square deal and I am glad to say I made no error in judgment. Very truly yours,  
EDWARD ROLLAND.

Utica, N. Y., April 11, 1924.  
This is to inform you that I have not yet received your Annual Catalogue of Berries. We purchased plants, Howard 17, and also some Victory Raspberry Plants of you in 1920. The plants came in fine condition and from them the next year we raised a bumper crop of berries.—So much so that my neighbors came to look and wonder. The plants came in good shape, strong roots, and ready to do business; hence started off with a punch. W. H. WILLINGTON.

Sutton, Mass.

Strawberry Pratt:

Plants arrived in fine condition. Many thanks for bulbs. Wife is more than pleased. Shall send you my orders in the future. W. K. DAKIN.

**The BOOM  
Is On**



Everything Came Our Way Last Year.  
Biggest Business in Our History. Lots of  
Good Customers of the Right Kind.  
Join the Crowd.

Millington, Conn., May 22, 1924.

Mr. Pratt. Dear Sir:—

Received the strawberry plants May 21st. Thank you very much. I was surprised to find so many plants, 27 in all, more than as many again as I ordered. I find Mr. Pratt a man of deeds, not altogether of words. A man of words and not deeds is a garden full of weeds. The plants I am very much pleased with and will let you know if they do well. I think that I have put them in good ground; rather heavy land, but good in dry weather. If they don't do well you or I will not be to blame for it. I will do my part to have them do well. I like to see them do well, and a good garden. A good big one, next to music is a good-looking garden, out-door life working in the field, and plenty of music makes life worth living, and singing and dancing. I think you speak of any one singing at his work. I often sing and dance at work, just enough to cheer up some. How very sad would be life without music and dancing. Have played the violin for 45 years; also taught violin playing; never had a lesson in violin playing in my life. Maybe you think this boasting; if you should ever come my way I would be very much pleased to pay for you. With all the hard luck I have had I am very thankful to be able to play the violin and work on the farm. I play for dancing. I would be pleased to hear from you at any time. I prize your catalogue, and with best wishes and much good luck I am sincerely yours,  
HENRY C. CONE.

Livermore Falls, May 8th, 1924.

C. S. Pratt, Dear Sir:—

I received the plants all right, and they were in splendid condition and as nice strawberry plants as I could wish for. Thanking you for your promptness in sending them, and for the Gladiolus bulbs, I remain, your truly,  
C. A. GODING, Livermore Falls, Main.

Ashland, April 28, 1924.

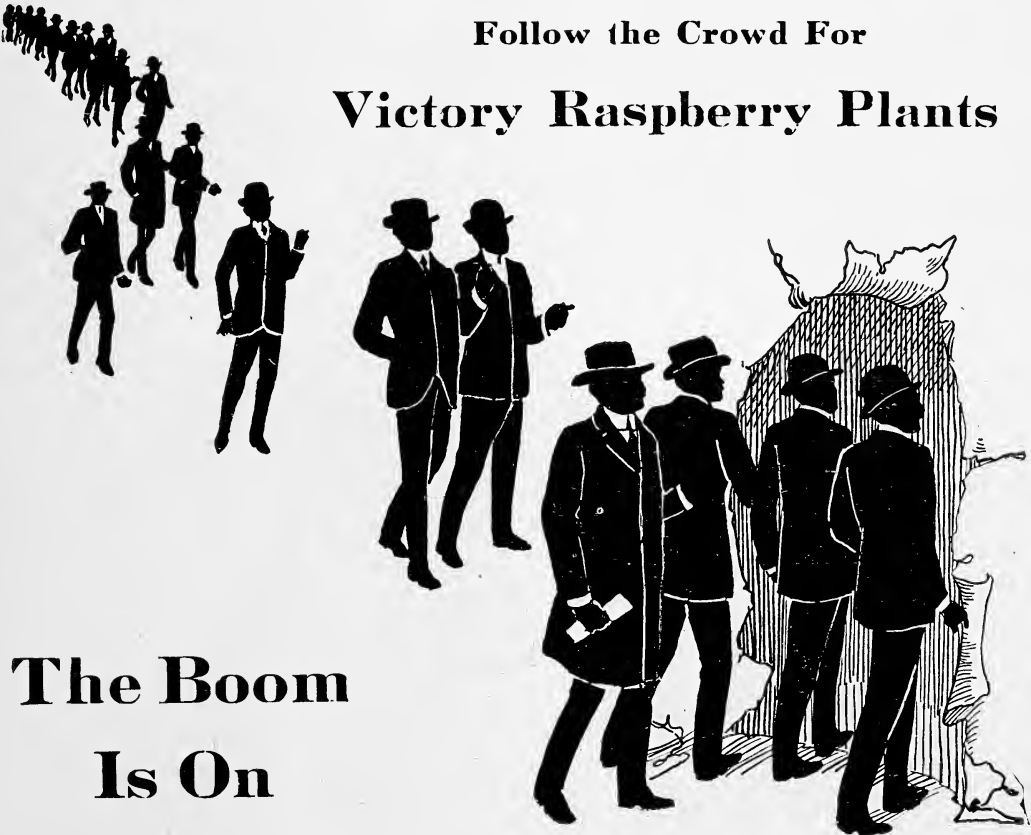
Mr. Pratt: I received the strawberry plants in good condition. They were O. K., the best plants and the best packed I ever bought. They can't help living. I hope my son Harman will give good satisfaction. He is young and inexperienced. Yours truly,  
FRANK C. HOWES, (R. R. Box 28), Ashland, Mass.

Mr. C. S. Pratt, Dear Sir:—

My order for Howard 17 Plants arrived in fine condition and are by far the best looking plants I ever bought. Many thanks.  
L. BOHRENS, New Hartford, Conn.

Follow the Crowd For

## Victory Raspberry Plants



The Boom  
Is On

## THE MILLERS RIVER NATIONAL BANK

Athol, Mass., Nov. 28, 1924.

**To Whom It May Concern:—**

C. S. Pratt of Athol, Mass., has been a valuable customer of this Bank for over a period of years, always meeting his obligations promptly and because of his sterling habits and high ideals, has been successful in his line of business. No doubt Mr. Pratt would be willing to furnish a financial statement upon request.

Yours very truly,

Millers River National Bank.

W. M. Hunt, President.

**What They Know of Me in Reading:**

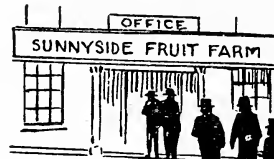
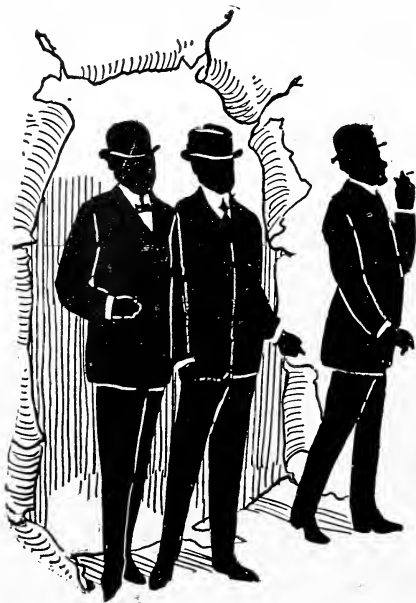
We, Citizens of Reading, Mass., were well acquainted with C. S. Pratt when he did business and lived for many years in our town. We believe him to be a reliable man to buy Plants of and that he would not knowingly let plants go out from his place that were not True to Name: Clarence White, Bank Cashier; W. E. Trombley, Editor Reading Chronicle; J. Raymond Johnson, Joseph D. Knight, Frederick L. Springford, Selectmen; William F. Charles, Town Clerk.

**What They Think of Me in Athol:**

Charles S. Pratt came to Athol from Reading, Mass., about seven years ago and started "from the ground up" in the plant and berry business. He very soon made himself known as a live-wire, as a good fellow, and as a business man of unimpeachable integrity. The Athol Transcript Company, in common with other business concerns in town, regards him as a desirable patron and a decided asset to the community. We are glad to see the success attending his efforts in our town.

WELLS L. HILL, Editor Athol Transcript.

# The Boom Is On



This crowd will put their money  
where it will pay.



# A LIVE TOWN IS ATHOL

**A** GOOD Town to Live in or Do Business In. Delightfully and healthfully located among hills, woods and valleys. Population about 11,000. Admirably equipped public schools. Railroad connections in all directions and by trolley cars East and West—80 miles from Boston, 40 from Springfield, 40 from Worcester. A large manufacturing center, employing over 4,000 people. Best fire department of any town of its size in the state. Superb drinking water piped from reservoirs up in the fresh and breezy Highlands. A Carnegie Library of 18,000 volumes. Active and Efficient Board of Trade. Banking facilities meet every need. Two National Banks with resources of over \$3,500,000. Savings Bank deposits \$7,000,000. Co-operative Bank with assets of \$700,000, and shares over 8,000. Postoffice housed in a \$100,000 edifice and adequately equipped. Largest and best equipped stores in Western Massachusetts, bringing trade from 20 miles around. Police, Electric Lighting, Sanitary and Sewer Systems excellent in every way. Churches, representing almost every denomination, and admirably housed; works of charity unceasing. Splendid Young Men's Christian Association building, and an efficient corps of workers. Three energetic Weekly Newspapers and Health Monthly. Best Moving Picture Theatres in the section. New \$300,000 stone and brick Town Memorial Building now in process of erection. A new \$60,000 stone and concrete bridge recently completed. Social and fraternal clubs and societies make for a delightful air of hospitality and good cheer. Ample room for new homes. Three first-class hotels and other smaller ones. Electric street and building lighting highly developed and efficient. Brick and macadamized streets, roads and sidewalks. Most perfectly equipped Fair Grounds and pleasure resorts in the section. Attract 15,000 to the Annual Fair. Town valuation over \$8,000,000 and tax rate averaging low. Telephone exchange has 800 lines and reaches every section, with over 2,000 subscribers. Prompt and efficient freight and express connections. \$3,000,000 subscribed to aid the Government in the Great War crisis.

*THIS IS ATHOL—A Town for Homes, for Business  
for Health, for Happiness*

**C. S. PRATT & CO.**

**Athol, Mass.**

