

## Historic, archived document

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



# SEANDO BULLETIN

(Trade Mark Registered)  
(C. & O.)

Issued by THE COLUMBIA & OKANOGAN NURSERY CO. "The Wenatchee Nurseries" Wenatchee, Washington, U. S. A.

## A Brief History of

### RICHARED The DELICIOUS<sup>supreme</sup>

This wonderful EARLY-COLORING, DOUBLE-RED Delicious was discovered only a few years ago in the Wenatchee Valley, Washington, and in the year 1926 (after careful and painstaking tests) was given to the Horticultural world by our company.

The RICHARED (pronounced "Richer-red") Delicious is identical with the popular common red Delicious in SHAPE, SIZE, FLAVOR, RIPENING, SEASON, TREE, LEAF, etc., but the fruit colors all over solid red instead of striped, as on the common or red Delicious.

It REDDENS BEFORE IT RIPENS, while the common or red Delicious is often ripe before it is well colored. Nearly all RICHARED apples color "EXTRA FANCY" grade, while only about half of the common or red Delicious color that grade. It is the "Extra Fancy" grade that makes the profit for the grower. The Richared, because of early color, can be packed earlier and the early market is usually the highest. The Richared keeps better than the common Delicious and can, if desired, be held for late spring market. They have been kept in cold storage, firm, crisp and juicy, for OVER A YEAR and without impairment of flavor.

"Believe it or not," but at this writing, (November 15, 1930) we have in cold storage at Wenatchee, Washington, forty-seven bushel boxes of last year's crop and they are still in perfect condition.

In the Wenatchee Washington district, (the largest producer of the common or red Delicious apple) the RICHARED Delicious has supplanted the common or red Delicious in orchard plantings. It has been fully accepted by the Horticultural world and the trees are being planted wherever apples are grown. Twenty-two of the leading nurseries of the United States and Canada are authorized growers and distributors of genuine Richared Delicious trees.

Hundreds of testimonial letters such as the following state the grower's opinions of the Richared Delicious:

Cashmere Wash. October 6, 1930  
C. & O. Nursery Co.  
Wenatchee, Washington.

From my 400 Golden Delicious trees, top worked 5 years ago to Richared Delicious, I picked this season 2,400 loose boxes of Richared Delicious apples.

These graded out between 98 and 99 per cent Extra Fancy so far as color is concerned and out of the 2,400 boxes there were about 20 boxes that were smaller than size 113.

Signed: F. A. Schell.

[Mr. Schell is recognized as one of the best  
apple growers in the Wenatchee Valley.]

Wenatchee, Washington,  
November 14, 1930.  
Columbia and Okanogan Nursery Co.  
Wenatchee, Washington.  
Gentlemen:

In 1927, I purchased from you and set out twenty acres of Richared Delicious trees, and each succeeding year I have planted Richared Delicious in thousand lots. Practically all these trees have shown very satisfactory growth.

In 1927, I also planted other red Delicious trees and this year I have had a small crop of each and have no hesitancy in saying that I consider the Richared Delicious the finest apple that grows. Not only is its deep, full cherry red a color which must appeal to any buyer, but the flavor and characteristic shape of the Richared is fully equal, if not superior, to the old standard Delicious.



Attractive RICHARED gift box—holds quarter bushel of big, rich-red apples. Box exact replica of standard western bushel box. Attractive, live color lithographed label. Every apple extra fancy-wrapped in wax tissue paper with heavy corrugated cardboard lining inside box, insuring safe delivery anywhere in U. S. A.

I can confidently recommend your Richared Delicious as the best strain of Delicious I have ever seen.  
Yours very truly,  
Signed: A. Z. Wells.

[Mr. Wells is senior member of Wells and Wade Hardware and of the Wells and Wade Fruit Company.]

### CAUTION IS ADVISED

Be sure to get genuine RICHARED delicious trees. Several strains, (bud sports or mutations,) of the common or red Delicious have been found. They are all different. We have made very careful investigation of all we have heard of. Some have no merit whatever—SOMETHING LACKING IN SHAPE, COLOR, SIZE, FLAVOR, KEEPING QUALITIES, etc. To date, we have found nothing equal to the one named RICHARED. Something just as good as the Richared may prove disappointing and even disastrous to the grower.

Send for further information. Also, for a  
Free Trial Box.

Say It With Apples  
and With the Glorious

### RICHARED The DELICIOUS<sup>supreme</sup>

Send a box to a friend or as a Christmas gift. Mail your order with remittance direct to the Columbia & Okanogan Nursery Company, Wenatchee, Washington.

#### ATTRACTIVE BUSHEL BOXES—PACKAGES

where. Each apple is wrapped in decorative, waxed tissue paper. Quarter-size boxes (third quarter bushel) contain 18 to 25 apples, depending upon size. Price \$1.25 each f. o. b. Wenatchee, Washington.

Standard western bushel boxes contain 72 to 125 apples, according to size of apples. Price \$3.00 f. o. b. Wenatchee. Packed to ship safely anywhere in the U. S. A.

Following parcel post and express rates apply to quarter-size boxes, and bushel boxes, as indicated:

Zone	Miles	Reaching	1/4 Size Postage	Bushel Postage
No. 1	Local	Okanagan Co., Wash.	21c	56c
		Yakima Co., Wash.		
No. 2	150	Seattle, Wash.		
		Spokane, Wash.		
No. 3	300	Salem, Ore.		
		Western Montana		
No. 4	600	Miles City, Montana		
		Northern Calif.		

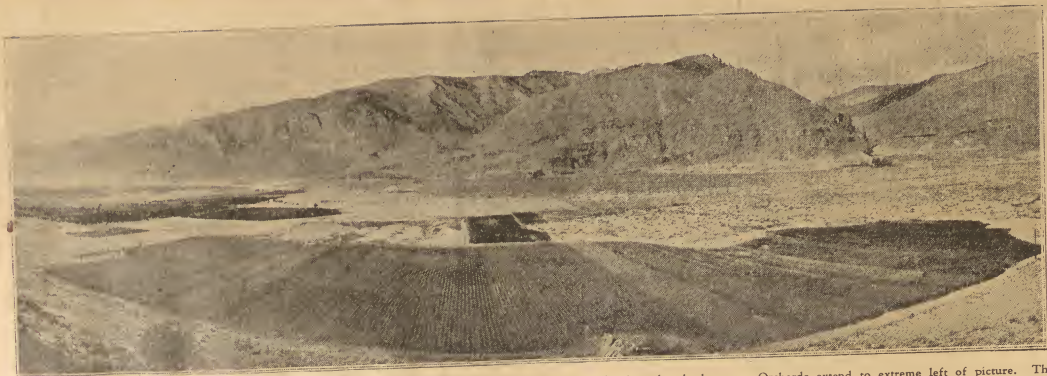
Quarter size boxes to more distant points, including Atlantic Coast points, 63c to 75c.

Express charge on 50 lb. bushel box of apples to eastern points:

Miles City and Butte	\$1.50
Dakotas	2.14
Minnesota	2.14
Illinois	2.14
Indiana	2.14
Ohio	2.14
Michigan	2.14
Wisconsin	2.14
Minnesota	2.14
Illinois	2.14
Indiana	2.14
Ohio	2.14
Michigan	2.14
Wisconsin	2.14



Richared Delicious  
is still green.



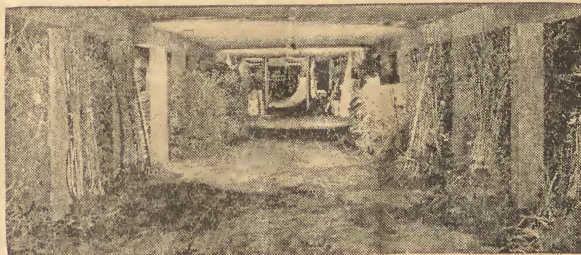
Panoramic view of a portion of the C. & O. Nursery fields and orchards embracing approximately three hundred acres. Orchards extend to extreme left of picture. The Columbia River flows at base of hills in back-ground.



Budding crew in C. & O. Nursery fields in early summer. Virgin soil, thorough tillage, favorable growing conditions, and a quarter-century nursery experience are all factors that combine to produce the quality and dependability for which C. & O. trees have a reputation.



A field of fine yearling apple trees in the C. & O. nurseries. All standard varieties of Apple, peach, pear, plum, prune and other deciduous fruit trees, shade trees, shrubbery and evergreens are grown. Also, varieties comprising a new race of red apples introduced by this company, including RICHARED DELICIOUS, Blackjon, SeandO Red Rome Beauty, SeandO Winesap, BLAXTAYMAN and BLACKMACK.



Interior view of C. & O. frost proof packing house. This is one of the most modern nursery packing plants in the country, specially designed for nursery use, fitted with a forced-circulation ventilating system and other modern equipment.

## A Quarter Century Of Nursery Experience and Service

Twenty-five years ago the C. & O. Nursery Company was established at Wenatchee, Washington. That year this district shipped sixty carloads of fruit.

This year, 1930, the total production will be approximately 21,000 carloads. A very large part of this fruit was produced on trees furnished by this Nursery. These splendid orchards are our best references.

From twenty-five years of continuous nursery experience serving this and other large fruit producing districts of the Pacific Northwest, we are conversant with the problems of fruit growers and their requirements.

Through careful observation, selection and testing, we have introduced to the fruit world some very important new apple varieties. These new fruits enable growers to obtain a much larger percentage of Extra Fancy grades—and Extra Fancy fruit is the real profit maker.

C. & O. trees and shrubs, etc. are not grown by amateurs but by experienced nurserymen backed by a life-time experience in this business. The utmost care is exercised throughout every operation of planting, propagating, packing and shipping to insure that our customers will receive well developed, well rooted, well matured trees, delivered to you in good condition to produce best possible results. It has been our pleasure to ship trees throughout the U. S. A. and to the fruit regions of Canada, Australia, New Zealand, South Africa, South America, Europe and Asia, where planters have expressed their satisfaction with the results obtained.

We grow a general line of nursery and landscape stock. All stock is fully guaranteed. Prices are REASONABLE, stock DEPENDABLE, company RESPONSIBLE. Write us about your requirements in the nursery line.

**Columbia & Kanogan**

**NURSERY COMPANY**

"The Wenatchee Nurseries"  
Wenatchee, Washington

**RICHARED**  
TRADE MARK REG. U.S. PAT. OFF.  
*The DELICIOUS, Supreme*

THIS REGISTERED TRADE MARK IS YOUR PROTECTION!

When you buy and plant RICHARED Delicious trees under this trade mark, you are assured of receiving genuine RICHARED—the finest, most highly colored Delicious grown. Richared Delicious is a trade marked name applied to a definite and proved variety of Delicious. Likewise the name BLACKJON, SeandO WINESAP, BLACKMACK, BLAXTAYMAN, and SeandO RED ROME BEAUTY are definitely established, trade marked names applied to tested and proved varieties.

# A NEW RACE OF RED APPLES

## EXTRA FANCY GRADE IS THE PROFIT MAKER



Blaxtaylor and common Stayman Winesap

Several valuable new apples have been introduced by us. These include the RICHARED Delicious—an apple planted in every apple district of the world—and trees of which are being sold by twenty-two of America's leading nurseries. Also BLACKJON, BLAXTAYMAN, SEEANDO WINESAP, SEEANDO RED ROME and BLACKMACK. Every one of these new varieties has been extensively and carefully tested. They merit your investigation.

COLUMBIA & OKANOGAN NURSERY CO.,  
(The Wenatchee Nurseries)  
Wenatchee, Washington



Seeando Winesap Common Winesap

### BLACKJON

(Trade Mark Registered)  
(Patent Applied For)  
COLOR GRADES AT PICKING TIME

	Extra	Fancy	Fancy	"C"
BLACKJON	97%	3%	None	Grade
Common Jonathans	23%	34%	43%	

BLACKJON is an early coloring Jonathans—an intense DEEP, SOLID, all over RED.  
BLACKJON has all the fine quality of common Jonathans—but the fact that it colors EARLY—and is colored a DEEP, SOLID RED, makes it a very profitable early apple to grow.  
BLACKJON, because of its early coloring, can be harvested early—when the fruit is in prime condition to ship. Blackjon is to the Jonathans class of apples what the famous RICHARED has been to the Delicious.

Pollenization of Delicious and Winesap is becoming one of the acute problems the grower has to face today. Jonathans have been found an excellent pollinizer for these two varieties. Uncertain variable returns for the common Jonathans has caused a lack of planning. Now it is possible to use Jonathans as a pollinizer for Delicious and Winesap, and be assured of fruit that can be picked for early shipment—without the old trouble of waiting for color—as with ordinary Jonathans.

Early colored Jonathans ARE profitable. Last season (1929), one orchardist in the Orondo district—an early district, sold his Jonathans combination pack for \$2.08 per box. His Delicious, Extra Fancy, Fancy, and C Grade, netted him \$1.92, and his Winesaps about \$1.50.

In "early" districts, where a fine commercial apple is wanted for the early shipments, nothing finer and better can be selected than BLACKJON.

It is worthy of note that this is the first apple in the world for which U. S. Patent application has been made. This patent application has been filed by the C. & O. Nursery Co. with the U. S. Patent Office.

### SEEANDO Winesap

(Trade Mark Registered)  
COLOR GRADES AT PICKING TIME

	Extra	Fancy	Fancy	"C"
SEEANDO WINESAP	94%	5%	1%	Grade
Common Winesap	52%	35%	13%	

The SEEANDO Winesap was first brought to our attention by Mr. W. A. Luce, formerly Horticultural and Soils Investigator for Chelan County and the State College of Washington, but now (1930) Orchard Advisor for the Earl Fruit Company.

Mr. Leo Antles, Production Manager of the American Fruit Growers, Inc. has given it his approval, and has planted the trees in his own large orchard along with several thousand RICHARED DELICIOUS.

SEEANDO Winesap (Pronounced "C & O.") is much darker, also sweeter and more in better prices obtainable. SEEANDO Winesap colors earlier, and is one of all apples color Extra Fancy grade, only a few Fancy, and scarcely any "C" grade.

SEEANDO Winesap is a bud-sport, or mutation, of the common Winesap. It is just like the Winesap in every respect, except that it is of darker, earlier, color, and a greater percentage grade of EXTRA FANCY, which means more money for the grower.

### BLACKMACK

(Trade Mark Registered)  
COLOR GRADES AT PICKING TIME

	Extra	Fancy	Fancy	"C"
BLACKMACK	84%	12%	4%	Grade
Common McIntosh	31%	46%	19%	

The BLACKMACK originated in the Canadian Okanogan country. It is earlier coloring, a solid DEEP RED, making it a better seller than the ordinary McIntosh.

Because it is earlier coloring and a deeper, solid red than common McIntosh its harvest and shipping season is more in control of the grower, and much better prices obtainable.

Like the Blaxtaylor, the Blackmack can, by earlier picking, eliminate loss for windfalls, probably the most serious objection to the McIntosh.

For the grower located in the higher altitudes, where it is desirable to grow an apple of the McIntosh type, we can recommend "BLACKMACK" as being the best in its class.

As with other bud-sports, we have conducted extensive and thorough tests. Blackmack has now reproduced itself in successive generations proving that it grows true to type of the original parent tree from which we propagate.



BLACKJON

Common JONATHAN

### BLAXTAYMAN

(Trade Mark Registered)  
COLOR GRADES AT PICKING TIME

	Extra	Fancy	Fancy	"C"
BLAXTAYMAN	88%	9%	3%	Grade
Common Stayman	43%	41%	16%	

Note the above Color Grades made at picking time. Blaxtaylor nearly all color Extra Fancy grade—less than 30 per cent of ordinary Stayman color Extra Fancy.

BLAXTAYMAN is DEEPER, RICHER, and DARKER RED, than the ordinary Stayman. It colors earlier than the Stayman and characteristically of the ordinary Stayman.

Blaxtaylor is a bud-sport or mutation of the ordinary Stayman. The original tree was discovered several years ago in an orchard near Lake Chelan. This Blaxtaylor variety has been carefully and thoroughly tested. Young trees, and top-grafted trees are bearing and producing the same beautiful all-over-solid-red apples as the original parent tree.

Blaxtaylor can be picked earlier than common Stayman, eliminating loss from windfalls—a serious trouble with ordinary Stayman.

Blaxtaylor keeps much better in storage. It does not scald. It has a tougher skin than the common Stayman and has never been known to "crack" on the tree.

### SEEANDO Red Rome

(Trade Mark Registered)  
COLOR GRADES AT PICKING TIME

	Extra	Fancy	Fancy	"C"
RED ROME	84%	14%	2%	Grade
Common Rome	26%	61%	13%	

The Rome Beauty, as a rule, like the Stayman Winesap, does not have an attractive color. While Rome Beauty has always been recognized for its regular and heavy crops, a large percentage of the fruit has gone in the lower grades because of the impossibility of developing sufficient color. The SEEANDO Red Rome overcomes this objection with its high color and likewise high percentage of Extra Fancy grade.

SEEANDO RED ROME BEAUTY—like the Famous RICHARED, BLACKJON, BLAXTAYMAN, and other brilliant red apples in our new race of red apples—developed from a bud sport or mutation of the common Rome Beauty.

The value of its attractive, brilliant red color has been quickly recognized and appreciated. At this time, SEEANDO RED ROME BEAUTY is taking the place of the ordinary Rome Beauty with all of our customers.

Commercial growers have found the Rome Beauty ideal as a filler in apple orchards, since the Rome is a very compact grower and bears so early as any apple variety we know. SEEANDO RED ROME BEAUTY has a high percentage of extra Fancy grade fruit, quality of fruit, etc.—besides a D.P.P. fruit, a quality of fruit that adds immensely to its growing, harvesting, and market value.



Doesn't this globe Locust just fit in beautifully? Notice the graceful, feathery appearance of the foliage.



## "C. & O." Landscape Service

Our Landscape Department is in charge of trained, competent men of experience. For customers within reach of our nursery we render personal planting service. To those at distant points, we furnish planting sketches and plans showing what, when, where, and how to plant.

Tell us about your problems. Send a simple sketch, or a photograph, and photo of your yard, and we will advise you to plant the right shrubs to give the effect that you desire.

### Mail the Post Card Today

We will be pleased to send you a C. & O. catalog.

We ship trees and shrubs everywhere and guarantee arrival in good condition.

Our line is complete—  
—the stock **DEPENDABLE**  
—the company **RESPONSIBLE**  
—prices are **REASONABLE** and at least as low as those of any well established nursery.



Globe locusts used as street trees. This beautiful, symmetrical tree is well suited for this purpose. It does not grow too high nor spread too far. Globe Locust holds its foliage until late fall. Its leaves are bright, rich green and the trees withstand drought and unfavorable conditions to a greater extent than most any variety of tree.

## Trees and Shrubs Which Every Home Should Have

**GLOBE LOCUST:** For street or yard planting Globe Locust is an ideal tree. Does not interfere with overhead telephone wires, is desirable for parking strips. Attractive globe-shaped tops. Bright, intense green foliage remains on trees late in fall.

**SIBERIAN ELM:** (Chinese) A beautiful tree from North China. Graceful leaves, extremely hardy, very drought resistant, very rapid grower. We have choice trees in large and small sizes.

**NORWAY MAPLE:** One of the finest of Maples for home grounds or street plantings.

**SCHWEDLERI MAPLE:** A fine Maple, much like Norway, except leaves are brilliant red in early spring and late fall.

Here are just a few of other beautiful trees we grow:

#### WEeping TREES:

Japanese Weeping Cherry  
Cut-Leaf Weeping Birch  
Babylonica Weeping Willow

Elm, Moline  
Hawthorne, Scarlet  
Linden, American

**SHADE TREES**  
Catalpa-Bungeii (globe)  
Catalpa-Speciosa  
Crabs, Flowering Varieties  
Elm, Cork-Bark  
Elm, American

Linden, European  
Mulberries, American  
Mulberries, Russian  
Tulip Tree  
Walnut, American Black  
Walnut, English

#### BEAUTIFUL FLOWERING SHRUBS:

Shrubs should be selected and arranged to lend continuous range of color and blossom about your home. Our Landscape Department will gladly select the right shrubs for the right place.

Almond, Pink Flowering.  
Altheas, Red, White, Pink, Purple.  
Barberry, Japanese.  
Barberry, Red-leaved.  
Deutzias, choice varieties.  
Forsythia, Suspensa.  
Forsythia, Fortuni. (Golden Bell)  
Hydrangeas, P. G.  
Hydrangeas, Arborescens. (Hills of Snow)  
Lilacs, all colors.  
Quince, Japanese.  
Sumac, Staghorn.  
Tamarix, African.  
Weigelas Red, Pink, Dwarf.

Above are just a few of our popular shrubs.

If your favorites are not listed here, write us.

#### VINES:

Clematis, Large-flowered, White, Purple, Red.  
Clematis Paniculata, small white-flowered.  
Honeysuckle: Hall's Japan, Scarlet Trumpet.  
Ivy, Boston (Japanese Ivy)  
Ivy, American. (Virginia Creeper)  
Wistaria, Purple and White.

#### ROSES:

Over 60 varieties of the newest and best bush and climbing roses. C. & O. Roses are large, field-grown stocks that will produce flowers for you the first year planted. Write for catalog.



Siberian Elm (*Ulmus Pumila*)

Photo shows three years growth from date of planting a young nursery tree. This variety is one of the most hardy and drought resistant known. Also a very rapid grower.