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# A NEW RACE OF RED APPLES



**BLACKJON** 97 per cent Extra Fancy 43 per cent "C" Grade  
**COMMON JONATHAN** 34 per cent Fancy 23 per cent Extra Fancy  
 One season's crop harvested from the original parent Blackjon tree, showing color grades of all the fruit at picking time. The pile of dark apples at the extreme left is fruit from the one "sport" limb of Blackjon, which was all Extra Fancy for color—97 per cent. The three piles to the right represent common Jonathans from other portions of the tree which graded (reading from left to right) 43 per cent "C" Grade, 34 per cent Extra Fancy and 23 per cent Extra Fancy, for color.

## EXTRA FANCY GRADE IS THE PROFIT MAKER

Several valuable new apples have been introduced by us. They are highly colored—also their color is attained earlier in growing season than common varieties. They produce a much larger percentage of Extra Fancy fruit as to color.

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



"The Wenatchee Nurseries" Wenatchee, Washington

## BLACKJON

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

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

BLACKJON is an early coloring Jonathan—an intense DEEP, SOLID, all over RED. BLACKJON has all the fine quality of common Jonathan—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 Jonathan class of apples what the famous RICHARED has been to the Delicious.

Pollenization of Delicious and Winesaps is becoming one of the acute problems the grower has to face today. Jonathans have been found an excellent pollenizer for these two varieties. Uncertain, variable returns for the common Jonathan has caused a lack of planting. Now it is possible to use Blackjon as a pollenizer 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 Jonathan.

Early matured, well 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.

## BLAXTAYMAN

(Trade Mark Registered)  
 COLOR GRADES AT PICKING TIME

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

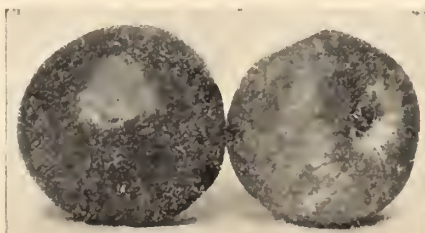
Note the above Color Grades made at picking time. Blaxtayman nearly all color Extra Fancy grade—less than 50 per cent of ordinary Stayman color Extra Fancy.

BLAXTAYMAN is DEEPER, RICHER, and DARKER RED, than the ordinary Stayman. It colors earlier than the Stayman and without stripes—it is entirely lacking that muddy, greenish color so characteristic of the ordinary Stayman.

Blaxtayman 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 Blaxtayman 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.

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

Blaxtayman 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 Winesap Common Winesap

## SEEANDO Red Rome

(Trade Mark Registered)  
 COLOR GRADES AT PICKING TIME

	Extra	Fancy	Fancy	"C" Grade
RED ROME	84%	14%		2%
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 as early as any apple variety we know. SEEANDO RED ROME is ideal for this purpose, since it embodies all the features of the ordinary Rome Beauty in respect to habits of growth, quality of fruit, etc.—besides a DEEP, BRILLIANT RED color that adds immensely to its growing, harvesting, and market value.

## BLACK-MACK

(Trade Mark Registered)  
 COLOR GRADES AT PICKING TIME

	Extra	Fancy	Fancy	"C" Grade
BLACKMACK	84%	12%		4%
Common McIntosh	35%	46%		19%

The BLACKMACK originated in the Canadian Okanagan 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 Blaxtayman, the Blackmack can, by earlier picking, eliminate loss from 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.

## SEEANDO Winesap

(Trade Mark Registered)  
 COLOR GRADES AT PICKING TIME

	Extra	Fancy	Fancy	"C" Grade
SEEANDO WINESAP	94%	5%		1%
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.

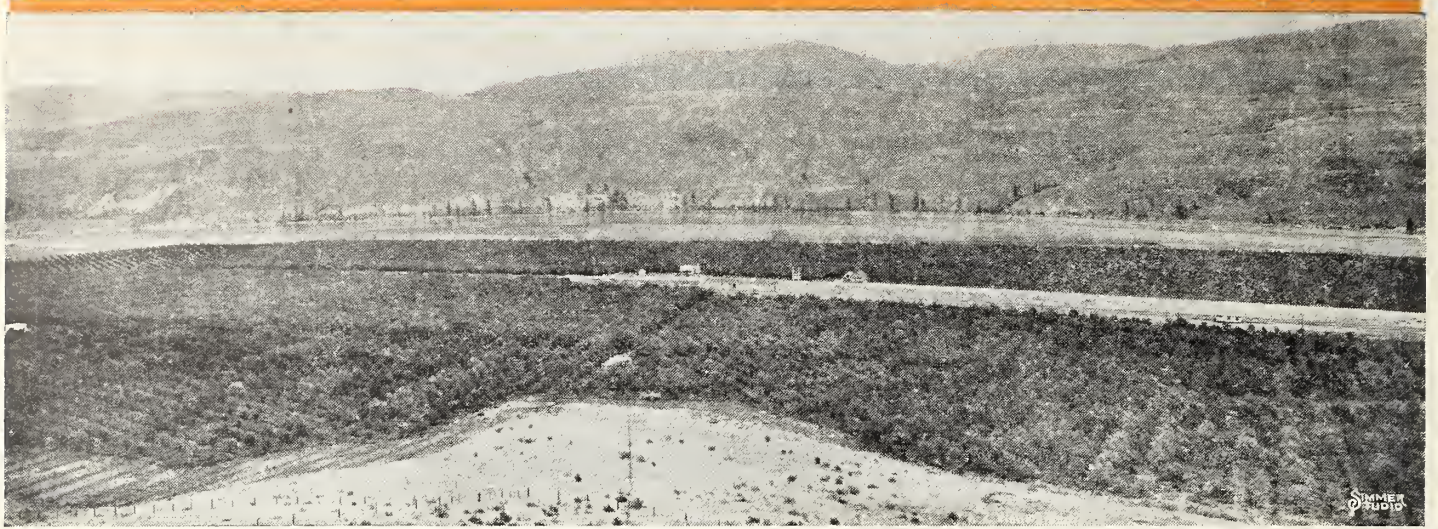
Mr. Leo Antles, Production Manager of the American Fruit Growers, Inc., has given it his approval, and has planted the trees in his own large orchard along with several thousand RICHARED DELICIOUS.

SEEANDO Winesap (Pronounced "C. & O.") is much darker, also richer, and more brilliant red than the common Winesap. It has no stripes. SEEANDO Winesap colors earlier, and nearly 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 like the Winesap in every respect, except that it is darker, earlier, color, and a greater percentage of the fruit grades EXTRA FANCY, which means more money for the grower.



IT'S NOT A HOME UNTIL IT'S PLANTED



Panoramic view of the A. Z. Wells 300-acre Orchard. This is the largest individually-owned orchard in the Wenatchee Valley, Washington, and one of the largest and finest in the West. Several thousand of these trees are Richared Delicious and practically all the trees in this orchard came from the C. & O. Nurseries. Read Mr. Wells interesting letter quoted below.

# RICHARED

TRADEMARK REG. U. S. PAT. OFF.

## The DELICIOUS *supreme*

# "The Best I Have Seen"

. . . Says Mr. Wells

This wonderful, EARLY-COLORING, DOUBLE-RED RICHARED DELICIOUS was discovered a few years ago in the Wenatchee Valley, Washington. In the year 1926, after careful and painstaking tests it was given to the horticultural world by our company.

RICHARED BRINGS PREMIUM PRICES. Several thousand boxes of RICHARED DELICIOUS apples were produced this year on trees now bearing in the Wenatchee Valley. Fruit buyers were eager for them. The entire crop of RICHARED was quickly bought at premium prices on the open market over ordinary or red Delicious.

EXTRA FANCY—the profit Maker! Extra Fancy Grade is usually the dividing line of orchard profits. Growers this year harvested RICHARED DELICIOUS apples that averaged 98 per cent Extra Fancy color. This is worthy of the consideration of every fruit grower. The RICHARED DELICIOUS, due to its DOUBLE-RED, EARLY COLOR, produces under average growing conditions, 90 per cent or more Extra Fancy, as against approximately 52 per cent Extra Fancy common or red Delicious.

### RICHARED . . . A WONDERFUL KEEPER

RICHARED DELICIOUS has excellent keeping and storage qualities. "Believe it or not," but at this time we have in cold storage at Wenatchee, Washington, a number of boxes of LAST YEAR'S CROP, and they are still in PRIME CONDITION, fresh, crisp and juicy.

### PLANT GENUINE RICHARED DELICIOUS

. . . something represented "just as good" as

*RICHARED may prove disappointing*

Several bud sports or mutations of the common Red Delicious have been found. They are all different. We have made careful investigation of all we have heard of. Some have no merit. SOMETHING LACKING IN SHAPE, COLOR, SIZE, KEEPING QUALITIES, etc. Others are still under observation. To date we have found nothing equal to the one called RICHARED.

Plant GENUINE RICHARED Delicious—it has been tried and proved—and accepted by horticulturists everywhere.

#### ORDER NOW FOR SPRING PLANTING

Have your RICHARED, BLACKJON, SeeandO, RED ROMÉ and other varieties reserved. We grow a complete line of fruit trees, shade trees, and landscape material. Write us fully about your requirements—or mail the coupon. The Company is reliable, the stock dependable, and prices reasonable.

**Columbia & Kanogan NURSERY COMPANY**  
Wenatchee, Washington

"THE WENATCHEE NURSERIES"

(A few more reliable salesmen wanted)

"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, 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.

"I can consistently recommend your Richared Delicious as THE BEST STRAIN OF DELICIOUS I HAVE EVER SEEN.

(Signed) "A. Z. Wells"

Mr. Wells is senior member of Wells & Wade Hardware, and of the Wells & Wade Fruit Company. The famous "Twin W" brand shipped by this firm is known wherever choice apples are eaten. Having tested RICHARED Delicious along with other strains of Delicious in his orchard, and being a very extensive fruit grower and shipper, Mr. Wells is well qualified to speak for the outstanding superiority of RICHARED Delicious over all other types and strains of Delicious.

## "98% Extra Fancy for Color"

. . . Says Mr. Schell

"From my 400 trees top worked five years ago to Richared Delicious, I picked this season 2400 loose boxes of Richared Delicious apples.

"These graded out between 98 per cent and 99 per cent Extra Fancy so far as color is concerned and out of the 2400 boxes there were about 20 boxes that were smaller than size 113's.

(Signed) "F. A. SCHELL."

Mr. Schell is recognized as one of the best apple growers in the Wenatchee Valley. Mr. Schell received over 40 per cent more money for his Richared Delicious grade for grade, than for common or Red Delicious.

**Columbia & Kanogan NURSERY COMPANY**  
Wenatchee, Washington

"The Wenatchee Nurseries"

- Send RICHARED Delicious Book.
- Send information about the "New Race of Red Apples"—Blackjon, SeeandO Red Rome, Blaxtayman, SeeandO Winesap and Blackmack.
- Send information about Shade Trees, Vines, Roses.

Name .....

Postoffice .....