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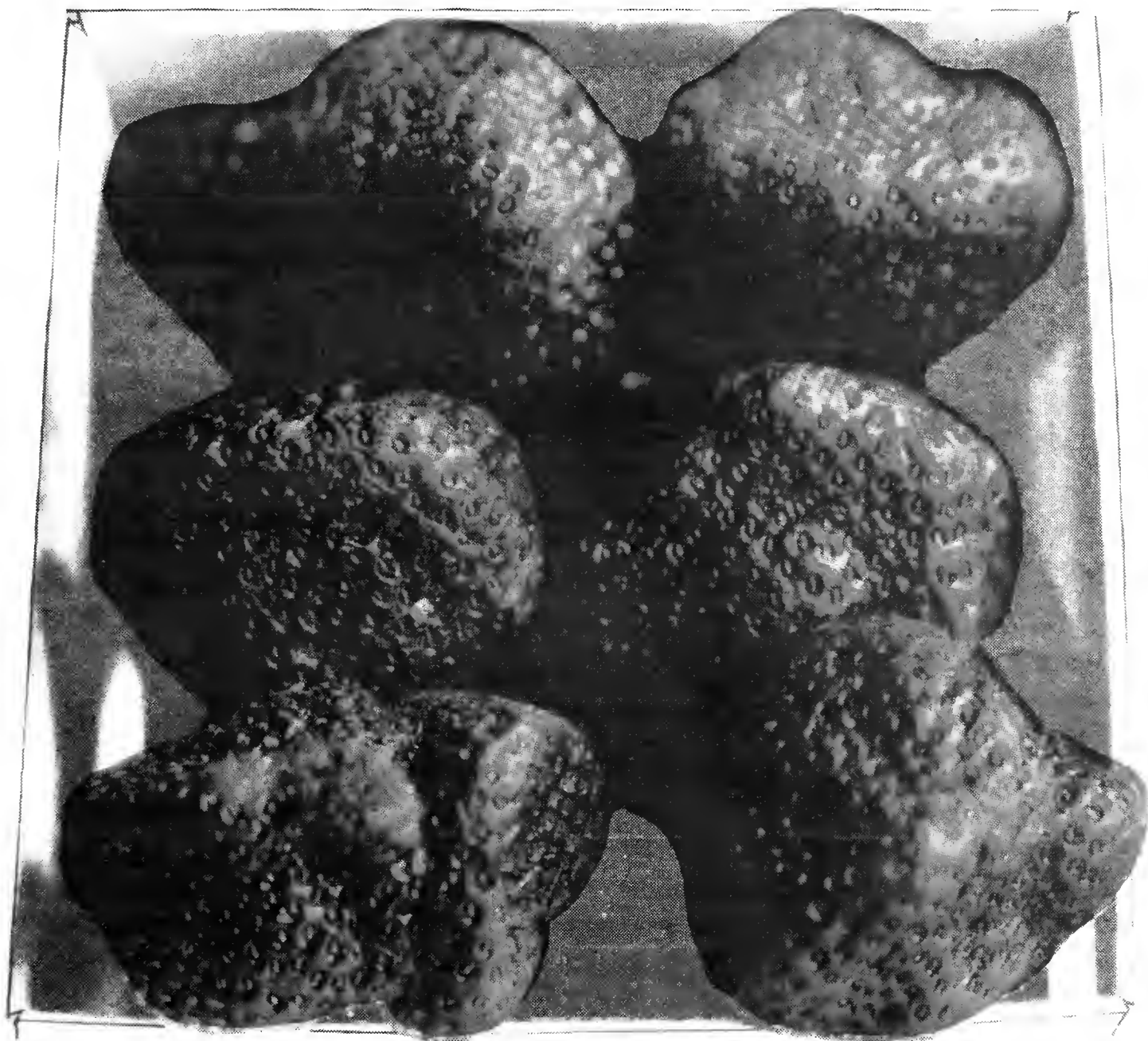
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U. S. NATIONAL BUREAU OF PLANT INDUSTRY

1936

U. S. Department of Agriculture

Rockhill No. 26 Everbearing Strawberry



FISH & BOND

Motor Route 4

Eugene, Oregon

Rockhill No. 26 Everbearing Strawberry

Rockhill No. 26 was originated by Harlow Rockhill of Conrad, Iowa. It has also been known as "Wayzata" and "Bonanza."

It bears a large, attractive berry about the size of the Mastodon. Its flavor is superb, unsurpassed by any of the spring fruiting sorts; it is prolific. Plants set in the spring 30x36 inches have been bearing 400 or 500 24-pint crates the same season as planted. Money returns will of course depend upon the market. Some years they have made me over \$1,000 per acre. Larger yields and returns per acre could be secured from a closer planting distance.

Dr. George Darrow, chief of the pomological division of the United States Department of Agriculture, who has been acquainted with this berry for a number of years, has pronounced it the best everbearing strawberry so far produced. In a recent article in *Better Fruit Magazine*, he recommends it to replace all other varieties of everbearers.

What might seem a drawback to this variety is that it does not make a large number of new runner plants. This results in greater expense for the first planting as plants cannot be sold at prices that are standard for other varieties.

However this is only a seeming drawback. The habit of the Rockhill is to produce a large number of crowns, running sometimes to as many as 25 to the plant in a single season. The energy employed by other kinds of berries in producing runners and nourishing plants at a distance is kept at home (so to speak) and used in building crowns and producing fruit. This habit accounts for the quick and abundant fruit production of the Rockhill. It may also be stated here that no time or expense need be expended in keeping off runners. Such new plants as form begin bearing almost at once, multiplying crowns throughout the season.

Building a considerable acreage from small beginnings, while slower than in the case of other varieties, may go forward at a fairly rapid rate. I started with four plants. Two of these had runner plants. The new plants had several crowns each. I took up new and old plants the next spring, divided them so that each division had some roots, and planted them as I would any others. They started off at once, new and old, making lusty growth and bearing abundantly the same season of large luscious berries. This process worked so well that I have followed it ever since selling plants not needed for my own use. While the habit of making few runners would seem a disadvantage, the contrary is true in fact, for the grower who has them. It may cost more and take a little longer to get a start but he will have less competition to contend with, as the timid and those who are unwilling to assume the initial expense will not undertake the

What Others Say Of ROCKHILLS

In an article in Better Fruit Magazine, Geo. A. Mitsch, berry grower and nurseryman of Brownsville, Oregon, writes of this variety under the heading, "Some Promising New Berries."

To our knowledge, the Rockhill No. 26 is undoubtedly the finest everbearing strawberry ever introduced in the Northwest and we have tried out most of the varieties as we learned of them. It makes a large healthy looking plant with dark green foliage. It is just as far ahead of Mastodon, as Mastodon was over the older varieties. In quality it is much superior to Mastodon, and better than any other variety we have tried. From plants set this last spring, the yield has been just about double that of Mastodon. With us they have averaged about the same size as Mastodon, while the appearance of the berries is much better. In fact they look about as nice in the crate as any strawberry we have ever grown. The berries ripen much more evenly, are a little firmer, and do not spoil as quickly as Mastodon, as most of the berries are not so flat on the ground as many of the Mastodon are. They are easier to pick as the stems are more brittle. The plants make very few runners, which is a great advantage to those who grow them for fruit only, but necessarily makes the plants a little high in price, and they no doubt will be high for years to come, as the more they become known, the greater the demand will be for plants. From the reports we have heard they seem to be adapted to a wide range of territory.

North Hollywood, California

Dear Sir:

About one year ago I received 500 Rockhill No. 26 strawberry plants from you and I think I did very well, for I sold 100 plants to my neighbor and planted 400 myself.

Out of the 400 plants I made \$30.00. We had all we could eat and I gave quite a number of boxes away and have enough canned to have berries for the winter months.

We picked our last two boxes one week after Thanksgiving. There are berries on the plants right now.

Respectfully,
August Bluske.

While the price of Rockhill plants may seem high as compared to the price at which other varieties are offered, they really cost nothing when all the facts are considered. We may say that Mr. Bluske's plants cost him \$16.00. He sold \$30.00 worth, leaving \$14.00 for the trouble connected with growing the berries, together with several dollars worth consumed at home. This was realized the year he planted. Now the plants he has for planting this year (probably not less than 2000), have been paid for and cost him nothing. Other varieties would have brought little or no returns last year and the cost of plants and culture would have to wait till this year to be taken care of. Mr. Bluske's experience was not due to favorable climate. The same results can be obtained in the northern and colder sections of the country.

2000 OR MORE \$30 PER

growing of them. If the plants were abundant and cheap everybody would have them in a short time and the market for the berries would be ruined.



The above photo was taken Oct. 5, 1933. The plants were set the last of March of the same year

It has been my practice to plant new each spring. This is not absolutely necessary, but annual planting has its advantages. In the first place the planting can be set in different land where the special fertility elements required by strawberries have not been in any measure depleted. The ground can be made clean of weeds before planting, lessening the expense of care. Most important

of all is that pests and disease can be kept out of the patch. The latter troubles of the strawberry grower have been unknown to me absolutely.

The Price of Plants New Price Schedule in Effect

With large well rooted crowns, 5c per plant, prepaid, any quantity on hand when order is received. In lots of 500 or more 4.00 per 100. Orders accepted for delivery at future specified dates when remittance accompanies order. Customers frequently send in a second order when they see the plants of the first.

At the seemingly high price of plants, money spent for them is a good investment. If a commercial planting is contemplated the larger the original planting the sooner the maximum will be reached, while the investment will be returned several fold. And for home use their value is as great or greater.

The bulk of our product has been absorbed by the local market. While we demand and get a higher price than growers of other varieties we sell more berries than all of them combined. Rockhills start the summer crop about two weeks ahead of Mastodon so that the trade of dealers is secured before the others get started. They also bear later in the season, as they are able to stand the wet and cold fall weather better than others.

In 1932 we tried some shipments of berries to Portland, this state. They arrived at destination in excellent condition in each case. I wrote the commission house, West Coast Fruit Company, in the summer of 1933 to ascertain the probable price they would bring that season. The following is their reply: "We are certainly in a position to market your surplus. . . . There are no fancy strawberries, such as you raise, on the market here at present, so are unable to give you a price. . . ."

200 and less than 500, \$4.50 per 100 plants delivered.
500 and less than 1000, \$4.00 per 100 plants delivered.
1000 or more, \$3.50 per 100 plants F. O. B. Eugene.
1 dozen 75c delivered.
Less than 200 5c per plant delivered.

NOT LESS THAN
1 DOZ. SOLD.

Why Divisions Function Satisfactorily

It may be borne in mind that the vitality energy and those qualities which make one variety differ from another are in the woody structure from which the leaves and roots spring. When a runner develops it springs from this woody structure and conveys these varietal qualities to a new plant at a distance from the mother plant. When, instead of forming a runner, a new crown is developed, the same qualities are developed in it so that to all intents and purposes a new plant is produced attached to the old plant. That is why the division of an old plant produces the same characteristics as a new plant formed from a runner.



There is a period in our climate of about three months during summer and early fall, when there is not enough rain to be of any value in growing strawberries, so artificial moisture must be supplied. An overhead watering system is employed. The Rockhills stand this kind of irrigation better than some

other varieties. They also stand long continued rainy periods better than most others. We had in late September, 1934, an unusual period of wet weather. The market was cleared of other berries for several weeks while we were marketing Rockhills continuously.

A Satisfied Customer

Dr. Rookledge, Livingston, California, writes regarding plants shipped to him, "They were a sturdy bunch, the finest I ever saw." He also inquired if it was too late to plant more since he was so well pleased with the first ones.

Many others have written expressing their surprise at size and quality of the plant sent them.

S. E. FISH

OF THE FIRM OF

FISH & BOND

MOTOR ROUTE 4

EUGENE, OREGON