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1937/37

# WALLER BROTHERS

## ANNUAL PRICE LIST

### ON STRAWBERRY PLANTS

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**WALLER BROS.**



# An Open Letter...

SUPPOSE you made your living by growing and selling better berry plants. Suppose you had followed this occupation for thirty-five years, slowly building up a reputation for honesty, integrity and fairness. Suppose you had thousands of customers, both old and new, who relied upon you for recommendation and advice. What sort of a Bulletin would you write?

Would you ask yourself how you could make your customers more successful in the production of their crops so that next year and each year thereafter they would return to you for the plants they bought? Or would you say: "These are hard times. We can grow inferior plants with little investment, and we can realize a large margin of profit from these cheap plants. . . . We can fool the people for one year. . . . Let next year take care of itself."

We asked ourselves these two questions. This bulletin is the reply of a man who has devoted a lifetime to the breeding and selling of better berry plants.

But there was still another question confronting us in writing this bulletin. Would our customers like a new thirty-two-page color-plate catalog even though it cost several thousands of dollars and meant an increase in cost of not less than ten per cent in the price of our plants, or would they prefer an honest, straight-from-the-shoulder bulletin setting forth simply and briefly the merits of the plants we had for sale?

Simple economy demanded the latter. Any plant establishment, in order to stay in business, must realize a fair margin of profit above expenses, and in order to bring you **WALLER QUALITY** plants at the lowest possible price we have cut our expenses to the bone. Yet, in no instance have we sacrificed the high standard of our plants in order to cheapen the price.

So sure are we of the quality of our plants, we are willing to let the suc-

cess of this establishment rest upon the merits of the plants we sell, the service we give our customers, and the honesty we put into our advertising.

To this end, we cannot conform to the practice of some of our competitors in shipping plants long distances packed only in tow sacks. This method of packing, although less expensive, usually results in over-heated and inferior plants. **WALLER BROS.** will not ship plants this way except on very short hauls where the plants will be on the road not more than a few hours.

Careful and efficient packing of plants for shipment is just as important a factor in growing strong-rooted, disease-free plants as are methods of selection and cultivation. Every plant **WALLER BROS.** ships by express or freight will be packed in specially constructed ventilated crates, and the roots of all plants will be carefully packed in damp spagnum moss.

**WALLER BROS.** takes these extra precautions to assure you of "A" quality plants, for our interests as plant growers lie in the same direction as yours. Our success or failure is inseparable from the success or failure of our customers.

This bulletin is intended to serve you whether you buy plants from **WALLER BROS.** or from some other reliable plant grower. However, when you buy plants from us you get plants that are the product of one of the best equipped and largest plant growing establishments in the South. Our close association with the berry world, and our ever-increasing volume of business, have afforded us a breadth of experience matched by few other plant growers.

We solicit your business. We invite comparison, not only in quality of plants, but also in price. We urge you to buy better plants, honestly grown and honestly advertised.

**It makes no difference how good your land may be, how well you fertilize it, how thoroughly you cultivate it, how favorable a growing season you may have, your crop can be no better than the plants you set. It is simple economy to set the best quality plant that you can buy, for at harvest time the best plant that can be bought is the cheapest plant you can set. You cannot buy better plants than **WALLER BROS.** "A" quality plants, regardless of the price you pay.**

**WALLER'S GUARANTEED PLANTS**

## WALLER BROTHERS

JUDSONIA

ARKANSAS

# PLANTS, BERRIES, PROFITS

## STRAWBERRIES

YOUNGBERRY  
DEWBERRIES  
BOYSENBERRIES

### Waller Bros. Quality Plants Have No Superior

It is not by accident that WALLER BROS. quality plants are the most dependable plants that can be bought. They are selected, grown, packed, and shipped according to the most approved scientific methods. Here are a few of the reasons why our customers rely upon WALLER BROS. quality berry plants:

Every "mother" plant that we set in our fields is carefully *hand selected* by an expert. All stunted, undersized, shriveled, or otherwise inferior plants are culled and immediately destroyed. Sometimes one bad plant can disease a whole plot.

Our plants are carefully and continuously cultivated during the growing season. As we grow every strawberry plant we sell, we know that these plants have received proper care while in the field.

Our plants are dug by skilled workers under the supervision of a trained man. There are no broken roots, split crowns or other digging defects in our plants.

Upon entering our packing shed our plants are inspected, both by our inspector and by a state inspector, counted, tied in bundles of twenty-six (sold as twenty-five), and labeled. So carefully are our plants culled and inspected that we guarantee them to pass inspection in any state by an authorized inspector.

Our plants are shipped *the same day they are dug* in crates especially designed to provide them with ample moisture and ventilation. Not only this, the roots of all WALLER BROS. plants are packed in damp moss to assure you that they will not be dried or shriveled when you get them.

Plants so grown, culled, packed, and shipped *must* be right.



WALLER'S NEWGROUND  
PLANT

### Who Pays the Bill?

When you set inferior plants bought from a fly-by-night dealer because they can undersell by ten cents on the thousand a reliable plant grower—Who Pays the Bill? When the cost of setting, cultivation, fertilizer, and the use of the land to grow these inferior plants is considered—How Much Money Have You Saved? When spring comes and the berries are ready to harvest—Have You Made Any Profit Off These Cheap Plants?

It costs less to fertilize and cultivate good berry plants because their strong system of disease-free roots are ready to grow when you get them. They do not have to be cajoled and pampered by special plowing and fertilizing. Set them on good land and give them proper care and cultivation—the plants will do the rest. Your yield will repay you ten-fold.

### A SIMPLE PROBLEM IN ARITHMETIC

**Problem:** If you can save ten cents on the thousand by buying cheap plants and you are setting ten acres of berries, 8,000 plants to the acre, how much have you saved on the plants?

*Further,* if the cheap plants you set, which never give the satisfaction that well grown plants give, yield only half as much as the quality plants, have you profited or lost by setting cheap plants?

Again, if it cost twenty per cent more to fertilize and cultivate cheap plants (counting the cost of cultivation at \$10 to the acre) how much have you lost by setting cheap plants?

**Answer:** Dependable quality plants are the cheapest plants that you can set. WALLER quality plants are the best yield insurance that your money can buy.

### WALLER'S SUPERIOR PLANTS

#### AN ADDED SERVICE TO WALLER'S CUSTOMERS

In order to insure you a better plant growth and, therefore, a better yield of fancy berries from the plants you buy from us, we are offering you the services of our experts. If you are not sure of the variety of berry which will do best in your vicinity, the fertilizer to use (if any), the method of setting, cultivation, packing—in fact any question concerning Strawberries, Raspberries, Dewberries, or Youngberries—Write WALLER BROS., Service Department. We will cheerfully give you knowledge we have gained by our thirty-five years' experience in selecting and growing berries.

Our interest in our customers does not cease when we have sold them plants. Your success in berry culture is our success. It makes no difference whether you buy one plant or a million, WALLER BROS. is ready to serve you at all times.

1936  
FALL

1937  
SPRING

# BLAKEMORE **Early, Hardy Productive**

## THE BEST EARLY SHIPPING VARIETY

THE NEW BLAKEMORE, although introduced scarcely more than ten years ago, has been fruited in practically every state in the Union, and its success has been so phenomenal that in many districts it is rapidly displacing its parents, the Premier and Missionary. As a plant maker, a shipping berry, and a prolific yielder, it has not been bettered, and added to these admirable qualities is the fact that it will grow and yield a fair crop under conditions not favorable to berry culture. Where other varieties of early strawberries will grow and yield, we firmly believe that the Blakemore will grow better, yield more, and be of better quality than the other variety. We have fruited this berry for several years and we are so pleased with it, and we are so confident that our customers will be pleased with it, that we recommend it to all strawberry growers.

The Blakemore is a tart berry of the Missionary type. Its foliage is dense and it is more resistant to disease than either the Premier or Missionary. It grows well during the short days of winter and spring, and although it is an early bloomer,

it has never been winter injured here. Last season when the Klondike yield was cut short by fully fifty per cent the Blakemore produced a full crop.

This berry is slightly blunted at the point, conic-shaped, with broad shoulders and slim neck. Its bright green cap curls upward when the fruit ripens, making it easy to pick and hull.

The Blakemore is firmer than either of its parents. It will not puff and become soft during hot, moist weather. It will not bleed unless given unnecessary abuse, and unlike many other early berries, it retains its bright red color long after picking. This fact coupled with its earliness gives it a great advantage in the wholesale markets.

With us the Blakemore fruits two or three days ahead of the Premier and about a week before the Missionary. For a good early shipping berry which is adapted to a wide range of conditions, and one which yields an enormous harvest, we recommend the Blakemore. Better Blakemore plants cannot be had than WALLER'S quality plants.

## THE NEW

## BOYSENBERRY



### WHAT IS THIS BOYSENBERRY?

The Boysenberry is a cross between Cuthbert Raspberry, Loganberry and Blackberry, developed by Rudolph Boysen, grower and superintendent of parks at Anaheim, California. The nurseries now have another big berry for release to the nation's growers that is likely to supplant the Youngberry, as a can crop and fresh product. It is larger and somewhat later than the Youngberry which created quite a furor several years ago and above all the Boysenberry has a most remarkable and delicious flavor, partaking of these of its three parents. In growth the Boysenberry is much the same as the Youngberry and you can easily grow from 10 to 30 plants from each plant set. Many growers claim 50 to 65 plants.

Now, Mr. Berry Grower, you know some one in your neighborhood will plant Boysenberries and why not you be first? If you will do this you are one year ahead and when your neighbor sees the wonderful berries you have he will not only want fruit but plants as well. You who have a small garden will never regret setting 10 to 20 of these plants which will produce all the berries you can use—fresh, canned, jam and jell and still have plenty with which to make your friends

and neighbors happy. We urge each and every one of our customers to set some of these plants.

Boysenberry is a very sturdy plant. Don't think because it originated in California that it is subtropical. We know the plants are grown in Florida, Oklahoma, Ohio and Oregon. It appears that neither heat of Florida nor cold of Ohio, dampness and humidity of Oregon and Florida, or dry Oklahoma has hurt them in the least. Boysenberry is so sturdy we believe it can be grown successfully in our coldest states if canes are left on the ground during the winter and mulched with straw.

### THE FINEST VINE BERRY YET DEVELOPED FOR HOME USE

A few Boysenberry plants will be the joy of your garden. You will enjoy fruit like this and you will have something to show your friends. You will agree with us in saying they are the finest berries you have ever tasted, either fresh, canned, in jams, jellies or pies. You will be proud of your Boysenberries. Plant 8 feet apart in rows 8 feet across. You will be surprised at the berries you can get from 12 plants, which cost as little at \$1.75 delivered to your door.









WALLER & BROTHERS  
The Honest Plant Growers  
JUDSONIA ARKANSAS

O.C. WALLER & BROTHERS  
The Honest Plant Growers  
JUDSONIA ARKANSAS

One day mail order shipment of strawberry plants